

Paper Session 1A

Chair: Dr. Sue Eccles

Time: Monday, 4 July, 11.15 -13.00

Roles and Challenges for Brands and Stakeholders

Clare Mackay, Glasgow Caledonian University

Selling London's Olympic Bid: An analysis of official and journalistic discourses

Keywords: Mega-Events, London 2012, Media, Bidding, Discourse

Masood Khodadadi, Glasgow Caledonian University

The Role of Media in the Formation of Destination Images: The Case of Iran

Key words: Cultural Tourism; Destination Images; Images Formation; Destination Branding

Jill Quest, Bournemouth University

To explore developing brand meaning for Dorset local food brands

Keywords: Brand meaning

Tauheed Ramjaun, Bournemouth University

Brand relationships in the charity sector: A study on how people living with arthritis relate to charity brands

Keywords: Charity Branding

Paper Session 1B

Chair: Ashley Woodfall

Time: Monday, 4 July, 11.15 -13.00

From Practice to Multiplatform

Philip Cowan, Manchester Metropolitan University

Authorship and the Director of Photography: Defining the Cinematographer's Contribution to Storytelling

Keywords: Film, Cinematography, Authorship

Aaron Calbreath-Frasieur, University of Nottingham

Transmedia Storytelling and the Muppets: the Possibilities of Performer Narratives

Keywords: Transmedia, Convergence, Franchise, Performer, Puppets

Stephen Andriano-Moore, University of Nottingham

Stereotypes, Issues of Labor and Professional Identities of Contemporary Hollywood Film Sound Practitioners

Keywords: Motion Picture Sound, Production Culture, Hollywood, Occupational Sociology, Identity

Andy Tedd, Bournemouth University

From moo to wu how

Keywords: Social media, commissioning, multiplatform, BBC, innovation

Paper Session 1C

Chair: Dr. Richard Berger

Time: Monday, 4 July, 11.15 -13.00

Mediatized Conflict and Resistance

Lei Chin Pang, University of Sussex

"Nostalgia is Our Saving Grace" : Ambivalent History and Resistance in Wong Kar Wai's Post-colonial Hong Kong

Key words: Honk Kong cinema, Wong Kar Wai, nostalgia, post-colonialism

Ronan M^cKinney, University of Sussex

Attack of the Unknown Known: Cloverfield's Crises of Visibility

Keywords: Cinema; September 11th, 2001; horror; gaze

Tom Tlalim, Goldsmiths University of London

Resounding conflicts: Aurality and space in artistic representations of mediatized war

Keywords: Sound, Art, Mediatization, Conflict, Affect

Jamie Hakim, University of East London

Becoming Zionist? Affective Responses to 'the Six Day War' in the British Jewish Community in 1967 and after

Keywords: Affect, Deleuze & Guattari, Zionism, Interviews, Media Analysis

Paper Session 1D
13.00

Chair: Dr. Mark Readman

Time: Monday, 4 July, 11.15 -

Truth and authenticity

Jesse Hearn-Branaman, University of Leeds

Ideal vs. Reality: The big Other as structuring factor in US and UK journalistic discourse

Keywords: Journalism, ideology, discourse, Žižek

Ken Griffin, University of Ulster

A Place Apart? Positioning television archives within archival theory

Key words: archives, broadcasting, preservation, authenticity, digitisation

Russell Pearce, University of Sussex

Reflection on the impact of hermeneutics on the work of Hayles

Keywords: Hypermedia, Intermediation, Hermeneutics

Paper Session 2A

Chair: Peter Fraser

Time: Monday, 4 July, 15.00-16.30

Panel: Worlds of Nolan

Matthew Holtmeier, University of St Andrews

A Belief in the World: Inception's Ethics of Choice

Keywords: Film, Philosophy, Ethics, Deleuze, Spectacle

Amanda Dillon, University of East Anglia

The Turn: Magic, Science, and Genre in The Prestige

Keywords: Impossibility, Film, Genre, Science Fiction, Narratology

Vincent M. Gaine, University of East Anglia

Shades, Echoes and Shadows: Batman's Possible World

Key words: Batman, Genre, Media types, Possible worlds, Deleuze

Paper Session 2B

Chair: Dr. Rebecca Jenkins

Time: Monday, 4 July, 15.00-16.30

Representations of gender and sexuality

Jane Traies, University of Sussex

The Lives of British Lesbians Over 60: An Empirical Study

Keywords: lesbian studies, ageing, life-course, sexuality, invisibility

Leila Becker, University of Nottingham

"I'm not into labels": Queer Female Sexuality in 21st Century American Television

Keywords: Television, Queer, Sexuality, Gender, Audiences

Munira Cheema, University of Sussex

New trends in Pakistani television culture

Keywords: Change in Pakistani Television Culture, access to public sphere, cultural citizenship, self expression

Paper Session 2C
16.30

Chair: Prof. Barry Richards

Time: Monday, 4 July, 15.00-

Freud and beyond

Jacob Johanssen, Goldsmiths, University of London

Therapy Culture – Intersections of Cultural Studies and Psychoanalysis

Keywords: Therapy Culture, Psychoanalysis, Cultural Studies, Cultural Affects

Elena Trivelli, Goldsmiths College, University of London

Affect and embodiment in the changing space of the asylum: a case study

Keywords: affect, mental health, space, relationality

Stuart Michael Joy, Southampton Solent University

Reconfiguring the past & interpreting the future: Representations of trauma, memory & narrative in the films of Christopher Nolan

Keywords: Christopher Nolan, Trauma, Memory, Narrative, Freud

Paper Session 2D

Chair: Prof. Hugh Chignell

Time: Monday, 4 July, 15.00-16.30

Broadcasting and 'new' audiences

Corinna Wenzel, University of Salzburg

Should Public Service Broadcasting go Online?

Keywords: Public Service Broadcasting, Internet, Public Value, Diversity, Market Failure

Matilda Andersson, Open University

Changing production practices of news and new audience configurations at BBC World Service: A case study of BBC Hausa on Facebook

Keywords: BBC World Service, Africa, convergence, social media, journalism

Sylwia Szostak, University of Nottingham

Post-transitional Continuity and Change: Polish Broadcasting Flow and American TV Series

Keywords: Scheduling, Poland, broadcasting, continuities, television.

Paper Session 3A

Chair: Albert Tayman

Time: Monday, 4 July, 16.45-18.15

Media Explorations

Bingqing Xia, University of Leeds

Research on labour in Chinese Internet service provider industry

Key words: creative labour, China's cultural industries, China's Internet industry, neo-liberalism, crony communism

Jong-Eun Chung, University of Glasgow

Democratisation, politicisation or neo-liberalisation of film policy: A case study of Korean Film Council (KOFIC)

Key words: KOFIC (Korean Film Council), CI policy shift, arm's length principle, Korean Wave

Neil Vaughan, Bournemouth University

Generative Animations of Artificial Life

Keywords: Generative Animations, Artificial Life, Animal Behaviour

Paper Session 3B

Chair: Dr. Jenny Alexander

Time: Monday, 4 July, 16.45-18.15

Panel: Performing and understanding environmental activism

Alessandro Froidi, Loughborough University

The place and the politics of the construction site. An ethnography of construction sites activism in Milan

Key words: Urban Environmental Movements, Construction Sites, Protest, Visual and Media Ethnography

Pawas Bisht, Loughborough University

Performing the Anniversary: Social Movement and the performance of protest in Bhopal

Key Words: Social Movements, Bhopal Gas Disaster, Embodiment, Ritual, Performance

Kellie C. Payne, Open University

Art and climate change: engagements with the scientific and the political

Keywords: Not provided

Paper Session 3C

Chair: Peter Fraser

Time: Monday, 4 July, 16.45-18.15

Panel: Expanding Frontiers: Reconceptualizing the Western

Kathleen Scott, University of St Andrews

How the West Was Won: The Expansion of Capitalism in the Western Genre

Keywords: capitalism, Deleuze and Guattari, Marxism, Western genre

Chelsea Wessels, University of St Andrews

East meets West: accenting the western in the DEFA Indianerfilme

Keywords: Western genre, accented cinema, homeland, East German cinema, exile

Sarah Soliman, University of St Andrews

'I never forget a hat': the temporal displacement of the cowboy in the modern era

Keywords: Western, television, culture, cowboy

Paper Session 3D

Chair: Dr. Richard Berger

Time: Monday, 4 July, 16.45-18.15

Identity and Representation

Victoria Smith, University of Sussex

Tasting the Nation: food, national identity/ies and an embodied response to British Film

Keywords: film analysis, national identity, the bodily, the senses and sensation, food

Melissa Donne, University of Southampton

'Undressing the Fashion Film: Fictional Representations of the Fashion Industry in Contemporary Cinema

Keywords: Fashion Film, Fashion Industry, Representation, Cultural Studies, The Devil Wears Prada, Rage

Jacqui Cochrane, Glasgow Caledonian University

16 Years of Alcohol (2003): A Scottish Screen Reception Study

Keywords: national identity, film, audience, reception study, discourse

Paper Session 4A

Chair: Albert Tayman

Time: Tuesday, 5 July, 09.00-10.45

Race, ethnicity and gender in film and television

Victoria Kearley, University of Southampton

Animating Hispanic Masculinity in the Contemporary Hollywood Family Film

Key words: *Masculinity, Hispanic, Animation, Family Films*

Nazakat Hamasaeed, University of Bradford

The Impact of Commercial Global Television on Cultural Change and Identity Formation: A Qualitative Study of Kurdish women and the Turkish soap opera Noor

Keywords: Not provided

Miia Rantala, University of Lapland

Representations of ethnicity/'race' and intersectionality in TV advertisements

Keywords: media representation, ethnicity/'race', TV advertisement, gender, nationality, intersectionality, semiotics

Mina Suder, University of Manchester

What a Wonderful (Post-racial) World: Representational Politics of Asian American Masculinity in Harold and Kumar Go to White Castle (2004) and Harold and Kumar Escape from Guantanamo Bay (2008)

Keywords: Asian American, race and 'post-race', stereotypes in film, masculinity, representational politics in Hollywood

Paper Session 4B

Chair: Dr. Mark Readman

Time: Tuesday, 5 July, 09.00-10.45

Digital and Social Media

Leighton Evans, Swansea University

Assembling the location: Social networking and location based services

Keywords: Social networking, geolocation, GPS, location based services, phenomenology

Hai Tang, University of Sussex

The Techno-Bloggers in China: the New Elite, and the Means of Civic Engagement -- The Case of Keso's Playin' with IT

Keywords: Media Professionals, Civic Engagement, Blogging, Techno-blogger, the New Elite

Tally Yaacobi-Gross, Goldsmiths College

404: page not found -- Virtual waste and the status of information in the context of "throwaway society"

Key word: waste, information, "throwaway society", discarding, commodity

Amber Burton, Bournemouth University

Post-modern identity in a social media world

Keywords: identity, social media, ethnography, performativity, post-modernism

Paper Session 4C

Chair: Dr. Darren Lilleker

Time: Tuesday, 5 July, 09.00-10.45

Conflict and Journalism

Ruth Sanz Sabido, De Montfort University

Tracing the mediation of political violence within the Israeli-Palestinian conflict

Keywords: terrorism, war, postcolonial theory, Israel, British press

Lioba Suchenwirth, University of Lincoln

Peace Journalism in post-conflict societies: A case study of Guatemala

Keywords: War, Peace Journalism, Latin American Media, Alternative Media

Florian Zollmann, University of Lincoln

Deliberate Intentions, Unintended Consequences: The second US assault on Fallujah in the mirror of the Western press

Keywords: war reporting, occupation of Iraq, press coverage, propaganda, content analysis

John Brissenden, Bournemouth University

An analysis of the influence of public attitudes on war outcomes: the case of Afghanistan

Key words: public opinion, security, war, Afghanistan, policy

Paper Session 4D

Chair: Peter Fraser

Time: Tuesday, 5 July, 09.00-10.45

Pedagogy and Narrative

Heidi Donohoe, Northumbria University

Conceptual Narrative

Keywords: narrative, pedagogy, showcase, transmission, practice

Neelam Parmar, Bournemouth University

New Media Narrative and Playful Learning

Keywords: new media, narrative, play, playful learning and children

Marketa Zezulkova, Bournemouth University

The cross-cultural perspective on the philosophy of media and promotional studies: Higher education for the sake of students and for the sake of society

Keywords: The philosophy of education, the philosophy of media and promotional studies, moral certitude, professional ethics, higher education for the public good

Paper Session 5A

Chair: Shelley Thompson

Time: Tuesday, 5 July, 13.00-14.30

Theatre and Music

Markee Rambo-Hood, University of Glasgow

'Then I go back and I put the music on.': Towards a History of Music and Theatre in Wilsonian Practice

Keywords: Robert Wilson, musicality, performativity, music theatre, interdisciplinary

Sarah Beck, Goldsmiths College

This Much is True: Navigating the Ethical Dilemmas of Performing Personal Testimony

Keywords: not provided

Teri Howson, Bangor University

'Don't pick me!': Interaction, Ethics and Facilitating the Audience in Participatory and Immersive Theatre Forms

Keywords: Not provided

Paper Session 5B

Chair: Prof. Stuart Allan

Time: Tuesday, 5 July, 13.00-14.30

Politics and Public

Emily Harmer, Loughborough University

The more things change, the more they stay the same: mapping the construction of women voters in newspapers, 1918-2010

Keywords: newspapers, history, women, politics

Allaina Kilby, Cardiff University

Fake News or the New Fourth Estate?

Keywords: Political satire, democracy, critical journalism, citizens, the public sphere

Indrani Lahiri, University of Stirling

The Role of Media: Constructing changes of Public Opinion in INDIA since 1990s with special reference to "West Bengal"

Keywords: State controlled channel, open market economy, privatized India, foreign direct investment, Left Front Government.

Paper Session 5C

Chair: Amber Burton

Time: Tuesday, 5 July, 13.00-14.30

Panel: Spaces of the Dispossessed in Contemporary East Asian Screen Cultures

Corey H Kai Nelson Schultz, Goldsmiths, University of London

Ruin and Transition in the Films of Jia Zhangke

Mark Plaice, Goldsmiths, University of London

Putting North Koreans in their Place: Invisibilities of Shame and Fear in South Korean National Cinema

Ya-Feng Mon, Goldsmiths, University of London.

Populist Appeal and Poetic Dispossession in Recent Taiwan Urban Cinema

Key words: Film studies, cinematic spaces, migration, minorities, human geography

Paper Session 5D

Chair: Peter Fraser

Time: Tuesday, 5 July, 13.00-14.30

Football and Fans

Ira Normardiana Yusof, University of Salford

Far East Football Fanatics: Semi -Structured Interviews and NVIVO Analysis of the English Premier League Spectacle in Malaysia

Keywords: Football Fandom. Qualitative Methodology, NVIVO, Media Audience

Daniel Kilvington, University of Sunderland

Under represented, under estimated and under suspicion: British-Asians and football

Keywords: 'Race', Racism, National Identity, Social Exclusion, Football

Edward Payne, Aberystwyth University

Shifting Cultures: The Notion of Spectator Identities in English Football

Keywords: Football studies, sociology, fandom, memory