



Barcelona, 30 June and 1 July 2011

VI International Conference Communication and Reality

LIFE WITHOUT MEDIA



Facultat de Comunicació Blanquerna
Universitat Ramon Llull

VI International Conference *Communication and Reality*

June 30 – July 1, 2011

With the collaboration of:

 Generalitat de Catalunya
Corporació Catalana
de Mitjans Audiovisuals

 el Periódico

grupoGodó

Information about and around the conference

1. The Blanquerna Faculty of Communication
2. Organizers
3. The City of Barcelona and Ramon Llull University
4. Conference Venue: location, access, addresses, map
5. Arriving at Barcelona Airport and transport to city center
6. Getting around: public transport, taxis, and bicycle rental
7. Registration and Welcome Dinner
8. Conference Dinner, lunch, coffee breaks
9. Young Scholars Excellence Award
10. Use of computers & Wifi access
11. Copy and print
12. Climate and safety
13. Sightseeing
14. Conference Schedule

1. The Blanquerna Faculty of Communication

The Blanquerna Faculty of Communication is an undergraduate and graduate school of the University Ramon Llull that provides job training in the arts, sciences and technical studies alongside tutoring and research. The main function of the university is to train journalists, publicists, public relations professionals and audiovisual communicators. The degrees issued by our university are official and recognised by other official bodies.

We train journalists, audiovisual communication professionals, advertisers and public relations professionals through a personalised methodology which combines theory and practice and encourage students' creativity, critical analysis and interdisciplinary work.

Blanquerna Faculty of Communication website: <http://www.blanquerna.url.edu>

2. Organizers

Scientific Committee

President Dr. Josep M. Carbonell

Coordinator Dr. Klaus Zilles

Organizing Committee

Coordinator Dr. Joan Cuenca

3. The City of Barcelona and Ramon Llull University

Barcelona is the capital of Catalonia as well as a city with an essentially Mediterranean culture and history.

Less than two hundred kilometres from the French border, Barcelona is on the Mediterranean coast, which is the reason for the pleasant climate in the Catalan capital.

As well as the sea, mountains are also part of Barcelona's landscape. The city, which covers an area of 100.4 square kilometres, is surrounded by the Collserola hills to the west and by the hill of Montjuïc, which climbs up from the coast.

A lot of small hills, like Monterols, Putget, Carmel, Rovira and Peira, rise above the Barcelona plain, which is bordered by two rivers, the Llobregat to the south and the Besòs to the north.

The origins of Barcelona date back to the first century BC, when the Romans established a small colony around Mont Tàber (Taber Hill) called Barcino. The remains of two Roman walls bear witness to this time.

From the 4th to the 13th centuries, Barcelona expanded and consolidated the urban centre established by the Romans. At the end of the 13th century, a second wall was built, around the Santa Maria del Mar church, a symbol of medieval Barcelona. This was where the Ribera barri arose, the neighbourhood of craftspeople.

The city's unstoppable growth was reinforced by trade with the Americas and nascent industrialization, which broke the Ancien Régime. However, the real revolution did not occur until centuries later when the walls were demolished to redevelop the city on the basis of Cerdà's expansion plan, the Pla Cerdà de l'Eixample.

This was a time when the first railway united Barcelona and Mataró, symbolizing the industrial prosperity that would soon be reflected in architecture. Industrial families had Modernista icons built including Parc Güell, Casa Milà and Casa Batlló.

At the beginning of the 20th century, Barcelona was already a modern city, a melting pot of social and cultural movements. The outbreak of the Spanish Civil War in 1936 and the resulting Franco dictatorship meant the city lived through a bleak period, even though it continued to grow economically, especially from the 50s onwards.

The return of democracy and the announcement that Barcelona would host the 1992 Olympic Games turned the city into an international reference point. That was the moment that marked the start of the transformation that has continued

with events like the 2004 Forum of Cultures, urban redevelopment projects like the 22@ technology district, and buildings such as the Torre Agbar.

Catalan, the official language of Catalonia, is spoken in Barcelona, as is Spanish, the official language of Spain.

The two Romance languages co-exist in Barcelona, where you can also hear other languages, given the importance of tourism and the fact that the city is a meeting point for various cultures.

Barcelona, the capital of Catalonia, is Spain's second city in terms of inhabitants. Spain is a European Union member State and is divided into autonomous regions. In the case of Catalonia, self-government dates back to the Middle Ages.

The Ajuntament is the City Council which represents, governs and administers the city's interests.

In addition, Barcelona has a legal standing that guarantees and reinforces the city's autonomy, namely the Carta Municipal, the municipal charter approved by the parliaments of Catalonia and Spain.

Barcelona is bubbling all year round. Alternative art galleries, urban sport, festivals, fairs, exhibitions and more fill the calendar with ideas that bring us closer to a culture always hanging on the latest trends, not just personal but also urban, artistic, mobility and even food. Yet Barcelona people have fixed habits and therefore they like to look after and promote their history, preserving buildings and streets, while maintaining their traditions throughout the year. Celebrations like the Festa de la Mercè, literally the "Festival of Our Lady of Mercy", the city's patroness, is a very good example of this. It is also important to mention the folk festivals in each of the city neighbourhoods, notably those in Sants and Gràcia, where every year they follow the same traditions, with giants, human towers and folk music.

Barcelona faces the sea and, as a result, became a large gateway through which, during the course of its history, knowledge, traditions, customs, new consumer products have passed, in short, an inexhaustible source of wealth, not only from Europe but also all the lands that form the Mediterranean and beyond. Although culturally Barcelonians have fed themselves through this always open window, they are people of habit, with fixed times and hours, as well as a family character. We can therefore assert that their cultural growth has always rested on a formula that is very much their own and difficult to copy: an interesting mix of local traditions and others that have come from outside.

The Ramon Llull University (URL) was founded on the 1st of March 1990 and proclaimed by unanimous vote by the Parlament de Catalunya (Catalan Regional Parliament) on the 10th of May 1991. It is a private, non profit-making university providing a public service. Its aim is to offer quality in training, person-centred, to meet society's needs.

Its founding centres are: the current Facultat de Filosofia (Faculty of Philosophy) -which goes back to the last century-, the Institut Químic de Sarrià (Chemical Institute) -founded in 1905-, the Fundació Blanquerna (Blanquerna Foundation) -set up in 1948 as "Escola de Magisteri" (Teacher Training College) and La Salle -which origin goes back to 1903-.

The Ramon Llull University encompasses a series of federated higher education centres with a long history in Catalonia . These institutions, along with the Fundació del Cercle d'Economia and personalities of catalan civil society, under the chairmanship of Cardinal Narcís Jubany, created the University on the 10th of October 1989.

In the years since it first opened its doors, the Ramon Llull University has extended its activities and, at present, comprise the following federated institutions: the Chemical Institute, the Blanquerna Foundation, La Salle Engineering and Architecture, the Faculty of Philosophy, the Ebro Observatory, ESADE (Higher School of Business Management and Administration), the Pere Tarrés Faculty School of Social Education and Social Work, the Vidal i Barraquer Mental Health Institute, the Borja Bioethics Institute and the ESDi Higher School of Design (as an affiliated centre).

The URL's federal structure boosts the personality of its Centres and allows it the high degree of agility, flexibility and adaptability. It is a university option in tune with the demands of an increasingly dynamic and demanding society.

4. Conference Venue: location, access, addresses, map

The *Facultat de Ciències de la Comunicació Blanquerna* consists of two buildings. The main building with classrooms, administration, offices, and computer rooms is located at C/ Valldonzella 23. It is only a 3 minutes walk to C/ Valldonzella 12, the Blanquerna Mediateque, library, and auditorium. Panel workshops are all held at Valldonzella 23, while all keynote lectures will be held in the auditorium in the basement of Valldonzella 12.

The two buildings are located in the Raval district, one of the oldest neighborhoods in the Barcelona city center. The Ramblas street, a wide Boulevard which connects Plaça Catalunya with the Columbus Monument, is within ten minutes walking distance along C/ Tallers.

Barcelona's major avenue, the Gran Via de les Corts Catalanes, more commonly known simply as Gran Vía, is also within a short distance on foot.

The Faculty's main building is connected by a large public courtyard with The **CCCB** (Centre de Cultura Contemporània de Barcelona) the **MACBA**

5. Arriving at Barcelona Airport and transport to city center

Arriving at Barcelona Airport

Barcelona International Airport (also known as El Prat de Llobregat Aeroport or Aeroport de Barcelona) is situated 13 KM South West of the city centre. The airport abbreviation is (BCN). This abbreviation is often referred to by online flight reservations services and will be most likely printed on your airline ticket. The airport has 2 terminals: Terminal 1 (abbreviated to T1) and Terminal 2 which has 3 separate buildings called T2A, T2B and T2C.

Click here: <http://www.barcelona-tourist-guide.com/en/airport/barcelona-airport.html>

For an in-depth review of all the transport methods between the airport and Barcelona city centre [Click here for airport transport review](#) or click on the most appropriate transport means below to go directly to that information.

[Taxis \(click for more information on Barcelona airport Taxis\)](#) A Taxi offers a low-cost and convenient way to get to the city centre. From Terminal 2 (T2A , T2B and T2C) - the fare is around 25.00 Euros and the journey takes around 25 - 30 minutes (depending on traffic)

From Terminal 1 a taxi takes about 30 – 35 minutes to the city centre and costs around 30.00 euros.

There is an extra charge for luggage which is added to the fare showing on the taxi meter.

[Aerobus A1 and A2 \(click for more information on the airport Express bus service\)](#)

The Aerobus is the express bus service that runs regularly between the airport and the city centre.

If you are going to Terminal 1 you will need to catch the A1 Aerobus – this journey takes 25 – 30 minutes. If you are going to Terminal 2 you will need to catch the A2 Aerobus – this journey takes 30 – 35 minutes. Both buses look the same, but have different numbers on the front of the bus. The cost for the Aerobus service from both Terminal 1 and Terminal 2 is 5.30 Euros for a single and 9.15 Euros for a return journey (the ticket is valid for 9 days).

[Trains](#) from the Airport (Click for more information) the RENFE train will take you from Barcelona airport to the city centre where you can change for the metro system at either Barcelona Sants (Sants Estacio) or Passeig de Gracia stations. Tickets 3.15 Euros. Journey time is about 25 minutes. The Train station is based at T2 in-between T2A and T2B therefore if you are arriving at T1 and want to catch the RENFE train into the town centre you will need to catch the airport shuttle bus to the Train station at T2 first.

Click here: [FAQ: Frequently asked questions on Barcelona Airport](#)

6. Getting around: public transport, taxis, and bicycle rental

The main public transport operator is the TMB (Transports Metropolitans de Barcelona). The Integrated Fare System means you can use different modes of transport (metro, urban, metropolitan and interurban buses, tram, Ferrocarrils de la Generalitat de Catalunya trains and Rodalies de Catalunya trains) on a single travel card, which means no need to pay again when changing from one to another. Under this system you can use four different modes of transport and make three changes within an area and period of time established for the number of zones for which the travel card is valid. [Click here for detailed fares: http://www.tmb.cat/en/bitllets-i-tarifas.](http://www.tmb.cat/en/bitllets-i-tarifas)

Taxis: the yellow and black Barcelona taxis are ubiquitous and relatively inexpensive, and there is usually no need to order a taxi cab by telephone. (Though if you need to do so call 933 033 033 or 933 300 300.) Just wait at the curb and hail a taxi. The green light on the roof and the "libre" or "lliure" signs behind the windscreen indicate unoccupied cabs. Only pay the fare shown on the meter (unless you carry bulky luggage, for which an extra charge is added). You may add a tip of a Euro or two if you are satisfied with the service.

Bicycle rental: Barcelona has a community bicycle rent program called "bicing" (generally pronounced "bee-thing"). You will see the bicing bikes and the rental stations all over the city. However, this system requires a yearlong membership and is not aimed at tourists. There are numerous commercial bike and scooter rental businesses that cater to visitors. Click on the following links to access the web sites of businesses recommended by the Bicitours association:

- [Barcelona By Bike](#)
- [Barcelona Experience](#)
- [Biciclot](#)
- [Bike Rental Barcelona](#)
- [Bike Tours Barcelona](#)
- [Budget Bikes](#)
- [My Beautiful Parking](#)
- [Trixi.com](#)
- [Un Cotxe Menys - Bicicletes](#)
- [Barcelona Ciclo Tour](#)
- [Bicitram](#)

There is also a scooter rental called Barcelona Moto Rent in the same street as the conference venue at Valldonzella 41.

7. Registration and Welcome Dinner

Registration for the conference on Wednesday, June 29 will be from 18:00 to 19:00 in the lobby of Valldonzella 23, and will continue on Thursday, June 30, at 9:00 and throughout the day.

Those participants who wish to join us for an informal Welcome Dinner the meeting point is the lobby of Valldonzella 23. We will then proceed to the restaurant **Otto Sylt** which is only a short walk from the Faculty on the corner of C/ Pelai and C/ Gravina.

This dinner is not included in the conference fee and we ask you to pay individually for what you consume. The restaurant serves everything from light snacks (tapas) to complete dinner menus. If you are planning to attend this dinner, we would appreciate it if you send us an email to cicr@blanquerna.url.edu so that we can make sure the restaurant makes provisions for an adequate number of guests.

8. Conference Dinner, lunch, coffee breaks

The Conference folder also includes your invitation (where applicable) to the **conference dinner** to be held at Restaurant Pelai – Hotel Catalonia Ramblas, C/ Tallers 62-64.

The Restaurant Pelai is very close to the Library of the Faculty of Communication Blanquerna, just 50 m from the Library.

Dinner will begin at 21.00h and will consist of a cocktail accompanied by live music at a privileged location in the center of the city of Barcelona. The event will be a time to meet and share different experiences in a relaxed atmosphere.

The Conference folder will include special **tickets for lunch** that will be served by our cafeteria staff. The meal includes a first course, entrée, desert, and a drink. Please do not forget to submit the lunch tickets to the cafeteria staff.

During coffee breaks, pastries and hot and cold drinks will be served in the cafeteria / dining room of the Faculty of Communication Blanquerna, Valldonzella, 23.

9. Young Scholars Excellence Award

This year's conference is the first occasion on which we are awarding a prize for the two best papers submitted by young scholars. At Thursday's joint conference dinner, the winners of this year's **Young Scholars Excellence Award** will be revealed and will receive their award in a brief ceremony.

10. Use of computers & Wifi access

Conference participants are invited to use both the computers in the reading rooms of Valldonzella 12 and the computers in the computer room in the basement of Valldonzella 23. Also, all lecture and classrooms are equipped with computers and screening equipment.

Wireless Internet (Wifi) is accessible everywhere at the Faculty and Library. A password to access both Wifi and the computer terminals will be provided to you at the start of the conference.

11. Copy and print

If you need to print a document, or make photocopies, we suggest you save it on a USB memory and ask for print outs and Xeroxes at one of the two copy shops right next door to the entrance of Valldonzella 23.

12. Climate and safety

Temperature in Barcelona in June and July may range from the mid-twenties to the low-thirties (centigrade). Thirty degrees is not an uncommon temperature at this time of the year.

Barcelona is for the most part a very safe city, but do keep your belongings safe from pickpockets and never leave your luggage, purses, laptops and such unattended.

13. Sightseeing

Barcelona is a city visited by millions of tourists every year and there are any number of ways and approaches to visit the cities main sights. Please contact the travel agency Tecnic Viajes at Incoming@tecnicviajes.com to make the arrangements best suited to you.

For those of you who are not already familiar with the city's layout and main sights, we recommend the Barcelona Bus Tours or "Hop on and hop off tourist buses", as they are colloquially known. These allow you to view the city from the open deck of a double-decker bus. You can hop on and off at whatever destinations you have chosen to reach, take your time to visit, get back on and continue the tour. Alternatively, you may just choose to experience the full tour in one go, gaining an overview of what the city has to offer and taking note of particular places of interest to return to. Even visitors who are generally averse to "tourist bus tours" may be pleasantly surprised by the experience.

The busses leave from Plaça Catalunya and tickets are sold at the Tourist Office (located underground) at the corner of Plaça Catalunya just in front of the Corte Inglés department store. Also see links to web sites below with more detailed information.

<http://www.barcelona-tourist-guide.com/en/tour/barcelona-bus-tour.html>

<http://www.viator.com/Barcelona-tours/Hop-on-Hop-off-Tours/d562-g12-c97?pref=02&aid=g1856>

Conference Schedule

Venue Panels:	Unless indicated otherwise, all panels will be held at the <i>Facultat de Ciències de la Comunicació Blanquerna</i> Address: Valldonzella 23
Venue Keynote Lectures	All keynote lectures will be held in the Auditorium in the basement of the Library. Address: Valldonzella 12

Wednesday, June 29, 2011

18:00 – 20:00	Registration	Lobby Valldonzella 23.
19:00 – 20:00	Informal Welcome Dinner	Cafeteria, Valldonzella 23

Thursday, June 30, 2011

09:00 – 14:00	Reception / Accreditation	Lobby Valldonzella 23
09:30 – 09:55	Welcome	
10:00 – 10:45	Keynote lecture by David Buckingham: <i>Life without a Market</i> <i>The Material Child: Growing Up in Consumer Culture</i>	Auditorium Valldonzella 12
10:55 – 11:20	Coffee Break	Cafeteria
11:30 – 13.30	Parallel Panels (1)	
13:45 – 14:45	Lunch	Cafeteria
15:00 – 15:45	Keynote lecture by Nick Couldry: <i>Life without Media: or, Why Media/Medium Theory by Itself is not Enough</i>	Auditorium Valldonzella 12
16:00 – 18:00	Parallel Panels (2)	
18:00 – 18:10	Coffee Break	Cafeteria
18:15 – 20:15	Parallel Panels (3)	
19:00 – 20:00	Presentation: <i>El Libro Blanco del Periodismo Dominicano</i> , P. Masip, J. Ll. Micó (eds.)	Room 202
21:00 – 23:00	Conference Dinner (Young Scholars Excellence Awards Ceremony)	Hotel Catalonia Ramblas

Friday, July 1, 2011

09:00 – 11:00	Parallel Panels (4)	
11:00 – 11:25	Coffee Break	Cafeteria
11:30 – 12:15	Keynote lecture by Adela Cortina <i>Vida sin Ilustración</i>	Auditorium Valldonzella 12
12:30 – 13:30	Round Table: Key Players in the Catalanian Media Industry	Auditorium
13:45 – 14:45	Lunch	Cafeteria
15:00 – 15:45	Keynote lecture by Toby Miller <i>Life without Democracy, Life without Citizenship</i>	Auditorium
16:00 – 18:00	Parallel Panels (5)	
18:05 – 18:25	Hail and Farewell	Lecture Hall 201

Parallel Panels / Mesas Paralelas / Taules Paral·leles

English-language

Català /Castellano

THURSDAY, JUNE 30, 2011

Thursday 11:30-13:30

Panel 1.1 (room 201) Young people and the Mass Media

Chair:	Shakuntala Banaji
Paper 1	Shakuntala Banaji , London School of Economics <i>Disenfranchised or Living the Dream? Children and Youth in 'Media-Poor' Families in India</i>
Paper 2	Despina Chronaki , University of London <i>"Is the Internet More Dangerous for Minors Today, than was a Bookstore Before the Screen Media Era?" Discussing the Debate on Risk and Harm in Young People's Use of Sexual Content</i>
Paper 3	Dina Farouk Abou Zeid , Ain Shams University, Cairo <i>The Impact of New Media and Technology on the Different Types of Communication among Egyptian University Students (a Comparative Study between Public and Private Universities Students)</i>

Thursday 11:30-13:30

Panel 1.2 (room 202) Change and the Mass Media

Chair:	Laura Ruano Alegre
Paper 1	Surekha Thacker , ITM University, Raipur, India <i>Life Without Paper</i>
Paper 2	Sergey Yakushenkov, Olecia Yakushenkova , Astrakhan State University <i>Cultural Identity and Mass Media in Post-Soviet Russia</i>
Paper 3	Mary Jo Fortuna , La Trobe University <i>Post Post-Media – Filling the Vacated Media Space</i>

Thursday 11:30-13:30

Panel 1.3 (room 203) Multiculturalism, Globalization. and Specificity in the Mass Media

Chair:	Madalina Buga-Moraru
Paper 1	Murat Guresci , Istanbul University <i>An Example of Multiculturalism and Multilingualism in Turkish Television Broadcasting: TRT Ses</i>
Paper 2	Madalina Buga-Moraru , University of Bucharest <i>The Romanian Commercials between Specificity and Globalization. A Comparative Analysis between Local and International Brands</i>
Paper 3	Fatma GÖKSU , Istanbul University <i>Use of Social Media in Turkey in the Context of Brand Communication</i>

Dijous/jueves 11:30-13:30

Panel 1.4 (aula 301) Innovación y Medios de Comunicación

Moderador: **Manuel Sánchez Cid**

- Paper 1 **Joaquín Marín Montin, Alberto Hermida**, Universidad de Sevilla
Adaptaciones narrativas de contenidos deportivos en 3D
- Paper 2 **Francisco Javier Fernández Medina**, Pontificia Universidad Católica de Chile, Facultad de Comunicaciones
Poniendo a prueba la interactividad de las plataformas de televisión digital: análisis de una TV que quiere sobrevivir
- Paper 3 **Manuel Sánchez Cid, Basilio Pueo Ortega, Antonio Jesús Benítez Iglesias**, Universidad Rey Juan Carlos, Universidad de Alicante y Universidad Carlos III de Madrid
Sonido Envoltente 5.1 discreto: un instrumento de eficacia comunicativa repercutible

Dijous/jueves 11:30-13.30

Panel 1.5 (aula 302) Interactividad y Medios de Comunicación

Moderador: **Santiago Justel Vázquez**

- Paper 1 **Adolfo Carratalá Simón**, Universitat de València
De la carta elaborada al comentari immediat. Transformacions en el debat ciutadà en un espai fora del control dels mitjans
- Paper 2 **Jaume Suau Martínez**, Universitat Ramon Llull
Modelos de participación en medios digitales. Estudio de La Vanguardia, El Periódico, Vilaweb y 3cat24
- Paper 3 **Carolina M. Braga, Carme Ferré Pavia**, Universidad Autónoma de Barcelona
El crítico de cine en Internet: los retos profesionales hacia la interactividad con los lectores

Dijous/jueves 11:30-13.30

Panel 1.6 (aula 303) Comunicación de Riesgo, Crisis, Vulnerabilidad y Medios de Comunicación

Moderador: **Kathy Matilla Serrano**

- Paper 1 **Jan Gonzalo**, Universitat Rovira i Virgili
El nou ecosistema comunicatiu en el camp de la comunicació de risc: les comunitats i les mediacions
- Paper 2 **Jordi Farré, Mònica Lores y Natàlia Lozano**, Universitat Rovira i Virgili
Usos dels social media en la comunicació dels riscos i beneficis dels aliments
- Paper 3 **Kathy Matilla, Guillem Marca Francés**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull y Universitat Rovira i Virgili
"Issues Management": Análisis de impacto de tendencias para gestionar anticipadamente la comunicación desde las Relaciones Públicas Corporativas

Dijous/jueves 11:30-13:30

Panel 1.7 (aula 304) Life Without Media

Moderador: **Albert Sáez Casas, Eva Comas Arnal, Joan Sabaté Salazar**

Paper 1 **Albert Sáez Casas, Eva Comas Arnal, Joan Sabaté Salazar**, Universitat Ramon Llull - Facultat de Comunicació Blanquerna
Life without media

Paper 2 **Francisco Campos Freire y Manuel Goyanes Martínez**, Santiago de Compostela
La conversación mediática de los blogs anima las comunidades virtuales

Paper 3 **María Romero Calmache**, Universidad San Jorge
La participación de los medios periodísticos y tradicionales en los Social Media

Thursday 16:00- 18:00

Panel 2.1 (room 201) Silence and the Mass Media

Chair: **Núria Olivé Bellés**

Paper 1 **Terri Toles Patkin**, Eastern Connecticut State University
Life Without Silence: How Constant Communication Transforms Communal Connections

Paper 2 **Rana Hassan**, Qatar University
Mobile Communication for People with Disabilities: A Focus on iPhone Technology Usage for Deaf and Mute Qatari Adults

Paper 3 **Endang Setiowati, Lestari Nurhajati**, Binus University, Indonesia
The Death of Infotainment (Case Study on Banned of SILET Infotainment in Indonesia)

Thursday 16:00 – 18:00

Panel 2.2 (room 202) Representation and the Mass Media

Chair:	Martin Lütke
Paper 1	Jenine Abboushi , Lebanese American University <i>The Big Screen in the Novel</i>
Paper 2	Martin Lütke , Ludwig-Maximilians Universität München <i>'Infinite Deaths': The Death of and by the Media in David Foster Wallace's "Infinite Jest"</i>
Paper 3	Metin Colak , Cyprus International University <i>The New Extremism. Representation of Violence in The New French Extremity</i>

Thursday 16:00 – 18:00

Panel 2.3 (room 203) Coexistence of Old and New Media

Chair:	Miguel Vicente-Mariño
Paper 1	Mark W. Brewin , The University of Tulsa <i>Rethinking the Public Sphere in a New Media Age</i>
Paper 2	Miguel Vicente-Mariño , University of Valladolid <i>New Media Arenas for Traditional Social Movements: Environmentalism as a Case of Study</i>
Paper 3	Oladokun Omojola , Covenant University, Ota, Nigeria <i>When Media Exist as if they Don't</i>

Dijous/jueves: 16:00 – 18:00

Panel 2.4 (aula 301) El futuro de los estudios de comunicación

Moderador: **Carolina Serra Folch**

- Paper 1 **Marina Santín Durán, Gladys Mathieu y Gloria Gómez-Escalonilla Moreno**, Universidad Rey Juan Carlos
Una universidad sin profesores. Estudio prospectivo sobre los campus virtuales
- Paper 2 **Moisés Limia Fernández**, Universidade de Santiago de Compostela
La convergencia digital y el nuevo paradigma tecnológico en los estudios sobre Comunicación
- Paper 3 **Lourdes Martínez Rodríguez y Susana Torrado Morales**, Universidad de Murcia
Uso de las redes sociales como fuente de información por los futuros profesionales de la comunicación: ¿ilusión o realidad?

Dijous/jueves: 16:00 – 18:00

Panel 2.5 (aula 302) Públicos, TIC y Medios de Comunicación

Chair: **Jordi Busquet Duran**

- Paper 1 **Jordi Busquet, Sue Aran, Daniel Aranda, Sonia Ballano, J.A. Gabelas, M. Garrido, Alfons Medina, Sílvia Morón; Rosa Àurea Munté, Ismael Peracaula, A. Perales, P. Reinares, Laura Ruano**, Facultat de Comunicació Blanquerna - Universitat Ramon Llull
El uso de las TIC y la brecha digital entre adultos y adolescentes. Encuentros y (des)encuentros en la escuela y en el hogar
- Paper 2 **Inmaculada J. Martínez, Juan Miguel Aguado, Iolanda Tortajada**, Universidad de Murcia y Universitat Rovira i Virgili
Aspectos de género en medios emergentes: mujer y comunicación móvil en España
- Paper 3 **Carlos Lozano Ascencio**, Universidad Rey Juan Carlos
La tele encendida: los niños ante los programas en horarios protegidos
- Paper 4 **Lázaro M. Bacallao Pino**, Universidad de Zaragoza
La representación del poder de la representación: argumentos mediáticos contra una sociedad postmediática

Dijous/jueves: 16:00 – 18:00

Panel 2.6 (aula 303) Relaciones Públicas y Medios de Comunicación

Moderador: **Joan Cuenca Fontbona**

- Paper 1 **Carme Ferré Pavia, Jaime Alberto Orozco**, Universidad Autónoma de Barcelona
La comunicación empresa-stakeholders: una brecha en un mundo mediado
- Paper 2 **Joan Cuenca Fontbona**, FCB-Universidad Ramon Llull
Life without PR
- Paper 3 **Ferran Lalueza Bosch**, Universitat Oberta de Catalunya
Sin mediar los medios. ¿Se desmarcan las relaciones públicas de la función de gabinete de prensa?
- Paper 4 **Elisenda Estanyol i Casals**, Universitat Oberta de Catalunya
Nous temps, nous mitjans: cal més creativitat en relacions públiques?

Dijous/jueves 16:00 – 18:00

Panel 2.7 (aula 304) La nueva Ficción Audiovisual y Medios de Comunicación

Moderador: **Iván Gómez García**

- Paper 1 **Jesús Bermejo Berros, Belinda de Frutos y Patricia Couderchon**, Universidad de Valladolid
Los valores del consumo de ficción audiovisual en la migración digital hacia diferentes pantallas
- Paper 2 **Iván Gómez, Fernando de Felipe Allué**, Universitat Ramon Llull
La crisis de las utopías liberales: Modelos de representación en la ficción televisiva norteamericana
- Paper 3 **Koldo Meso, Jesús Pérez Dasilva y Terese Mendiguren**, Universidad del País Vasco (UPV-EHU)
La distribución de contenidos audiovisuales por la red: Las TV autonómicas

Thursday 18:15 – 20:15

Panel 3.1 (room 201) Information and the Mass Media

Chair:	Roger Gilabert Guerrero
Paper 1	Cornelia Mothes , Technische Universität Dresden <i>Does Professionalisation Matter? A Comparison of Journalists and Non-Journalists on Selective Exposure to Attitude-Consistent and Counterattitudinal Political Information</i>
Paper 2	Manuel Parés Maicas , Universitat Autònoma de Barcelona <i>The Dangerous and Disruptive Relationship Between Media and Information</i>
Paper 3	Otto Kölbl , Université de Lausanne <i>Disinformation About the Human Rights: Would we be Better Off Without the Traditional Media?</i>

Thursday 18:15 – 20:15

Panel 3.2 (room 400) Ethics and the Mass Media

Chair:	Magda Sellés Quintana
Paper 1	Moses Hamungole , Katholieke Universiteit Leuven <i>Television and the Cultivation of Personal Values in Zambia</i>
Paper 2	Cem Koray Olgun , Hacettepe University <i>Ideology and Discourse in Prime News Bulletin: NTV/Show TV</i>
Paper 3	Magdalena Sellés Quintana , Universitat Ramon Llull <i>Youtube, an Alternative to Official Media?</i>
Paper 4	Anna Romanova, Mikhail Topchiyev, Irena Lebedeva , Astrakhan State University <i>Ethical Civility of a Cultural Heritage Usage by Mass Media in the South of Russia</i>

Thursday 18:15 – 20:15

Panel 3.3 (room 203) Mass Media Online

Chair:	Jackie Raphael
Paper 1	Jackie Raphael , Curtin University <i>Mass Media Reboot: The Internet Triumphs</i>
Paper 2	Katarina Peovic Vukovic , Faculty of Philosophy, Rijeka, Croatia <i>Politics after Decentralization? Croatian Pornography and Virtual Politics as Symptoms of the Real</i>
Paper 3	Joan Francesc Fondevila Gascón, Javier Sierra Sánchez, Josep Lluís del Olmo Arriaga , Universitat Abat Oliba CEU <i>New Communicative Markets, New Business Models in the Digital Press</i>

Thursday 18:15 – 20:15

Panel 3.4 (room 304) Advertising and the Mass Media

Chair:	Marina Ramos
Paper 1	Sebastian Kubitschko , Goldsmiths, University of London <i>Institutionalisation: The Struggle for (Civic) Influence?</i>
Paper 2	Antonio Pineda, Manuel Garrido, Marina Ramos , University of Seville <i>New Media, New Political Advertising? A Comparative Content Analysis of American and Spanish Political Advertising in 2008 Presidential Elections</i>
Paper 3	Madalina Buga-Moraru , University of Bucharest <i>The European Influence on the Romanian Advertising- the Compromise between Globalization and Local Specificity</i>

Dijous/jueves 18:15-20:15

Panel 3.5 (aula 301) Cultura, Ética y Medios de Comunicación

Moderador: **Miguel Franquet dos Santos Silva**

Paper 1 **José Miguel Túñez López, Anxela Chillón**, Universidad de Santiago de Compostela
Globalizando la cultura: cartografía mundial de las plataformas de difusión en Internet

Paper 2 **Miguel Franquet dos Santos Silva**, Facultat de Comunicació – Blanquerna
Media ethics in a world without media

Paper 3 **Carlos Maciá Barber**, Universidad Carlos III de Madrid
Ciudadanía sin medios o empresas periodísticas sin ética = sociedad inmoral

Dijous/jueves 18:15 – 20:15

Panel 3.6 (aula 302) Publicidad y Medios de Comunicación

Moderador: **Aníbal Salazar Anglada**

Paper 1 **Inmaculada Duarte, Jorge David Fernández Gómez, Elena Fernández, Julia García, María Teresa Gordillo Rodríguez, Cinta Martínez**, Universidad de Sevilla
Una aproximación al concepto de brand community desde la estrategia del storytelling

Paper 2 **Laura Cañete Sanz, Inmaculada José Martínez Martínez**, Universidad de Murcia
La Publicidad busca otros horizontes: tendencias y formatos en el medio Internet y Móvil

Paper 3 **Jesús Bermejo Berros**, Universidad de Valladolid
Estrategias persuasivas en la nueva comunicación publicitaria: del below the line al off the line

Dijous/jueves 18:15 – 20:15

Panel 3.7 (aula 303) Internet y Medios de Comunicación

Chair: **Cristina Martorell Castellano**

Paper 1 **Francisco Javier López Rodríguez**, Universidad de Sevilla
Internet como herramienta de distribución de productos culturales: el fansub y las scanlations

Paper 2 **Alfonso Cuadrado Alvarado**, Rey Juan Carlos de Madrid
Las fronteras entre lo público y lo privado: de la sitcom televisiva a la intimidad en la red

Paper 3 **Koldobika Meso Ayerdi, José Larrañaga Zubizarreta, Ainara Larrondo Ureta, Irati Agirreazkuenaga**, Universidad del País Vasco (UPV-EHU)
Eusko Irrati Telebista (EITB). Una aproximación a la Convergencia del Grupo Público Vasco

Thursday /dijous/jueves 19:00 – 20.00

(aula 202) El Libro Blanco del Periodismo Dominicano

Professors **Pere Masip** and **Josep Lluís Micó** are the editors of *El Libro Blanco del Periodismo Dominicano*, which was published and presented in February in Santo Domingo and which will be featured in a presentation at the 6th International Conference on Communication and Reality, on Thursday, June 30 at 7 p.m. in room 202.

The text showcases fundamental aspects regarding the situation of the mass media in the Dominican Republic, and it is the first "Libro Blanco" of its kind published in Central America and the Caribbean. The project is an initiative on the part of the Fundación Global Democracia y Desarrollo (Funglode)."

For more information please visit:

<http://www.funglode.org/Noticias/Detaildelarticulo/tabid/82/smid/370/ArticleID/1111/reftab/130/Default.aspx>

Friday, 1 July, 2011

Friday 9:00 – 11:00

Panel 4.1 (room 201) Identity and the Mass Media

Chair:	Josep Sort Jané
Paper 1	Bernadette Kneidinger , University of Vienna <i>Geopolitical Identity Construction in Changing Media Environments. The Significance of Traditional Mass Media vs. Online Social Networks for Regional, National and Transnational Identity Conceptions</i>
Paper 2	Irena Lebedeva, Anna Romanova, Sergey Yakushenkov , Astrakhan State University <i>News Coverage of Cultural Heritage and Consumer Attitude in Modern Society</i>
Paper 3	Ankica Cakardic , University of Zagreb <i>Problems of Identity in the Communicative Practice</i>
Paper 4	Gulsah Baslar , Marmara University, İstanbul <i>The Influence of Media on the Reconstruction of Social Reality Through Asymmetric Information</i>

Friday 9:00 – 11:00

Panel 4.2 (room 202) Digital Media Literacy and the Mass Media

Chair:	Pere Masip Masip, Josep Lluís Micó Sanz
Paper 1	Pere Masip, Josep Lluís Micó, Santiago Justel , Universitat Ramon Llull <i>Multimedia Contents in Spanish Online Newspapers</i>
Paper 2	Hadewijch Vanwynsberghe, Steve Paulussen, Pieter Verdegem , Ghent University <i>Why and How Should we Measure Digital Media Literacy?</i>
Paper 3	Michel Walrave, Wannes Heirman , University of Antwerp <i>Teenagers and Social Network Sites: Balancing between Self-Disclosure and Privacy Concerns?</i>
Paper 4	Ece Karadogan Doruk , Istanbul University <i>Power of Face to Face Communication and "Dynamics of Mutual Affection" in Spite of Development of the Media</i>

Divendres/viernes 9:00 – 11:00

Panel 4.3 (aula 301) Nuevos contenidos y Medios de Comunicación

Moderador: **Jaume Radigales Babí**

- Paper 1 **Toni Aira Foix, Francesc Canosa Farran**, Universitat Oberta de Catalunya i Facultat de Comunicació Blanquerna-Universitat Ramon Llull.
Els continguts que superen mitjans. El cas del programa Vist i no Vist. De contingut convencional a format d'avantguarda
- Paper 2 **Flaviane Faria Carvalho**, Universidad de Lisboa
Literacia mediática y comunicación visual: contribuciones de la gramática visual para el análisis e interpretación de los significados construidos por layouts de páginas web
- Paper 3 **Jaume Radigales Babí**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull
Media Literacy i nous espais d'oci: el cas de l'òpera als cinemes
- Paper 4 **Laia Quilez Esteve**, Universitat Rovira i Virgili
Representant l'absència en la societat hipermoderna. Reformulacions de la imatge d'arxiu i la fotografia familiar en l'Argentina de la postdictadura

Divendres/viernes 9:00 – 11:00

Panel 4.4 (aula 302) Convergencia tecnológica y Medios de Comunicación

Moderador: **Caterina Molina Compte**

- Paper 1 **Virginia Guarinos, Inmaculada Gordillo y María del Mar Ramírez Alvarado**, Universidad de Sevilla
El relato audiovisual transmediático. Esquivando los media tradicionales. Estudios de caso y propuestas creativas
- Paper 3 **David Selva Ruiz, Lucía Caro Castaño**, Universidad de Sevilla
Estrategias de convergencia y desintermediación en la difusión del videoclip mediante autocomunicación de masas
- Paper 4 **Maria Dolly Espínola, Edgar Esquivel**, Universidad Autónoma Metropolitana Unidad Cuajimalpa
Usos políticos de las TIC: La Video vigilancia y el discurso de la seguridad

Divendres/viernes 9:00 – 11:00

Panel 4.5 (aula 303) Libertad y Medios de Comunicación

Moderador: **Francesc Barata Villar**

- Paper 1 **María Lamuedra Graván**, Universidad de Sevilla
Los receptores cuestionan que el periodismo sea una “ventana” y el acceso a las NTICS no implica mayor participación: la necesidad de un modelo comunicativo acorde con una esfera pública deliberativa
- Paper 2 **Enrique Vergara Leyton, Claudio Garrido Peña, Abraham Santibáñez Martínez, Diego Portales**
Pluralismo informativo y dependencia publicitaria. Una aproximación a nuevos límites a la libertad de expresión
- Paper 3 **Ana María López Cepeda**, Universidad de Santiago de Compostela
Cualificación e independencia de la radiotelevisión pública en España tras las reformas normativas. El caso de CRTVE, CCMA y RTVA
- Paper 4 **Francesc Barata Villar**, Facultat de Comunicació Blanquerna- Universitat Ramon Llull
El acoso mediático a la Justicia ilustrada

Divendres/viernes 9:00 – 11:00

Panel 4.6 (aula 304) Publicidad y Medios de Comunicación II

Moderador: **Gemma Domingo Martínez**

- Paper 1 **Sara A. Pedraz Poza**, Universidad Autónoma de Madrid
Las estéticas transmedia como estandartes de la nueva cultura popular. En torno a Lowlifes
- Paper 2 **Marian Núñez Cansado**, Universidad Valladolid
El sujeto receptor en “La Galaxia de Berners-Lee”
- Paper 3 **Natalia Quintas Froufe**, Universidade da Coruña
¡Adiós a la publicidad!, ¡bienvenida sea la audiencia!

Friday 16:00 – 18:00

Panel 5.1 (room 201) Images and Identities

Chair:	Cecilia Gordano
Paper 1	Greg Campbell , University of Edinburgh <i>Image Warfare: The Pixilation of Power</i>
Paper 2	Cecilia Gordano , Universitat Oberta de Catalunya <i>Closer and Happier? Visual Representations of Immigrants' Transnational Families in the Spanish Advertising Mediascape of Connectivity Services</i>
Paper 3	Joost de Bruin , Victoria University of Wellington <i>Migrants without Media: Diasporic Identities and the Ambivalent Role of Media Use</i>

Friday 16:00 – 18:00

Panel 5.2 (room 202) TIC and Education

Chair:	Dorothea Fischer-Hornung
Paper 1	Dorothea Fischer-Hornung , Heidelberg University <i>Moodling Through the Indian Diaspora: An Interdisciplinary, Transnational E-Learning Project</i>
Paper 2	Pete Fraser , Bournemouth University, UK <i>Web 2.0 and Media Education</i>
Paper 3	Julian McDougall , Alex Kendall, Pete Bennett, Newman University College, Birmingham <i>Teaching After the Media</i>
Paper 4	James Moir , University of Abertay, Dundee <i>Hyperreal Higher Education</i>

Divendres/viernes 16:00 – 18:00

Panel 5.3 (aula 301) Panorámica y futuro de la publicidad y Medios de Comunicación

Moderador: **Jordi Botey López**

- Paper 1 **Eva Santana López, Josep María Picola**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull
Los medios de comunicación: ni nacen ni mueren, sólo se transforman
- Paper 2 **Jordi Botey López, Ramon Francesc Martín Guart**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull y Universitat Pompeu Fabra
Los retos presentes y futuros de las agencias de medios en España
- Paper 3 **Ángel Bartolomé Muñoz de Luna**, CEU San Pablo
La pantalla única: la convergencia de tv, internet y móvil
- Paper 4 **María Cristina Sánchez Blanco**, Universidad de Navarra
Relación de los planificadores estratégicos y los creativos en las agencias de publicidad en España

Divendres/viernes 16:00 – 18:00

Panel 5.4 (aula 302) Sociología y Medios de Comunicación

Moderador: **Jordi Busquet Duran**

- Paper 1 **Ana Cinthya Uribe Sandoval, Josep Sort Jané, Diego Garzia**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull
Las Aplicaciones de Auxilio al Voto como herramienta de comunicación a los indecisos
- Paper 2 **Francisco Javier Gómez Pérez, José Patricio Pérez Rufí**, Universidad de Sevilla y Universidad de Málaga
El fin de la humanidad, el advenimiento del imperio avatar: de la plaza del pueblo al chat, del chat a la red social virtual
- Paper 3 **Jordi Busquet Duran, Ana Cinthya Uribe Sandoval, Ismael Peracaula**, Facultat de Comunicació Blanquerna-Universitat Ramon Llull
Conseqüències socials de la fractura digital per a les noves generacions. Connectats i desconnectats a la nova societat de la informació

Divendres/viernes 16:00 – 18:00

Panel 5.5 (aula 303) Cine, videos, cibermedios y Medios de Comunicación

Moderador: **Dani Gómez Salamanca**

- Paper 1 **Javier Lozano Delmar, Víctor Hernández-Santaolalla, Sergio Cobos**, Universidad de Sevilla
Uso y efecto de los portales de video online a través de la teoría del desnivel informativo
- Paper 2 **Carmen Itamad Cremades Romero**, Universidad de Sevilla
El ocaso del cine conocido. A propósito de la imagen de síntesis y la crisis de lo real
- Paper 3 **José Patricio Pérez Rufí , Francisco Javier Gómez Pérez**, Universidad de Málaga y
Universidad de Sevilla
Living on video: de cómo el vídeo amateur digital cambió la producción audiovisual profesional en el siglo XXI
- Paper 4 **Xosé López García, Carlos Toural Bran y Moisés Limia Fernández**, Universidade de Santiago
de Compostela
Los alcances de la convergencia digital en los cibermedios de Galicia