

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

FINAL PROGRAMME

Wednesday 11 April 2018 Università Svizzera Italiana Via Giuseppe Buffi 13 Lugano		
19:30 – 20:30	Opening Reception Auditorium, 3rd Floor, Main Building, Via Buffi 13	Sponsored by Tamedia.

Thursday 12 April 2018 Università Svizzera Italiana Via Giuseppe Buffi 13 Lugano			
08:45 – 09:15	Registration	USI Main Entrance	
09:15 – 09:30	Opening Words	Diana Inghoff, SGKM; Andrea Rocci, USI.	
09:30 – 10:45	Keynote Plenary Discussion Auditorium	Plenary Discussion: “Journalism and Journalism Research in Switzerland – after No Billag”. With Stephanie Grubenmann, Marcello Foa and Maurizio Canetta.	
10.45 - 11.00	Coffee Break Auditorium		
11.00 – 12.30	First Parallel Sessions The academic presenting last should act as chairperson for each session to ensure proper time management of papers.	Session 1	Fake News and Disinformation – an East European Outlook. <i>Stephan Russ-Mohl, University of Lugano USI.</i>
		Auditorium 3rd Floor Main Building	Hostile Media Perceptions in the Context of the Refugees Crisis: Direct and Indirect Effects of Involvement on Hostile Media Perceptions in Germany and Switzerland. <i>Caroline Dalmus, Dorothee Arlt and Julia Metag, University of Fribourg, University of Bern and University of Fribourg.</i>
			Arab Media post-uprisings: The dangerous “Other” and the glorified self. <i>Fatima el Issawi, University of Essex, UK.</i>
		Session 2	Europäisierung der Schweizer Medienpolitik – zwischen Liberalisierung und Protektionismus.

		<p>Room A34 (Palazzo Rosso Red-Building, directly behind main building)</p>	<p><i>Manuel Puppis and Matthias Künzler. University of Fribourg and University of Chur.</i></p> <hr/> <p>Netflix and the online audiovisual industry in Italy and Switzerland. Two realities so closed and so distant. <i>Benedetta Prario. University of Lugano USI.</i></p> <hr/> <p>Facing the Next-Door Giant- How Market Conditions Frame Cross-Border Strategies of Media Companies. <i>Denise Voci, M. Bjørn von Rimscha, Johanna E. Möller, Pamela Przybylski, Klaus-Dieter Altmeyden and Matthias Karmasin. Alpen-Adria-University Klagenfurt, Austria, Johannes Gutenberg-University Mainz, Germany, Catholic University of Eichstätt-Ingolstadt, Germany and the Austrian Academy of Sciences, Austria.</i></p> <hr/> <p>Title: Love Thy Neighbours. An Analysis of Swiss Collaborative Policies in the Context of Transnational Film Production. <i>Gloria Dagnino. University of Lugano USI.</i></p>
		<p>Session 3 Room 250 Second Floor Main Building</p>	<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. <i>Fabienne Bünzli. University of St.Gallen.</i></p> <p>Media Coverage and the Reputation of CEOs: a Case Study. <i>Michele Fratin, Carlo Raimondo and Andrea Rocci. University of Lugano USI.</i></p> <hr/> <p>Die Fachidentität der Schweizer Kommunikations- und Medienwissenschaft: Eine synchrone und diachrone Analyse unter Berücksichtigung</p>

		<p>sprachregionaler Spezifika. <i>Tobias Rohrbach and Franziska Oehmer. University of Fribourg.</i></p> <p>Women's Occupation Type Moderates Multimodal Communication Effectiveness. <i>Pavithra Arora and Sabrina Bresciani. University of Ottawa and University of St Gallen.</i></p>
12:30 – 13:30	Lunch – Auditorium	
13.30 – 14.00	SACM Specialist Group Session Meetings (Auditorium, A34, 250, Aula Magna).	
14.00-15.30	<p>Parallel Sessions 2</p> <p>Session 1 Auditorium</p> <p>Session 2 Room A34 Palazzo Rossi Building next to main building</p>	<p>Mirroring Europeanization? Switzerland's pillarized public sphere. <i>Anne Beier, Ada Fehr and Joachim Trebbe. Free University Berlin.</i></p> <p>Sino-Swiss Communication and Negotiation Practices. <i>Sabrina Bresciani and Patrick Heimann. University of St. Gallen.</i></p> <p>Challenges in Media Ethics across Borders: Ausgewählte Pressekodizes als Impulsgeber für die Schweizer Medienselbstregulierung. <i>Silke Fürst and Philomen Schönhagen. University of Fribourg.</i></p> <p>Analyzing Europe's most giant neighbor: How the regulation of audiovisual content in China shapes the countries' "cultural border" to the West. <i>Corinne Schweizer, Zhongwei Li and Tingru Zhuo. University of Zurich and LSE, London.</i></p> <p>Les médias étrangers dans les secteurs de la presse et de la télévision en Suisse. <i>Patrick-Yves Badillo et Dominique Bourgeois, University of Genève and University of Fribourg.</i></p>

	<p>Session 3 Room 250, Second Floor Main Building</p>	<p>Journalism in Mediterranean and Latin American countries: So far so close. <i>Martín Oller Alonso and Sergio Splendore. University of Havana and University of Milan.</i></p> <p>Im Schatten der grossen Drei? – Eine quantitative Inhaltsanalyse gesellschaftlich relevanter Themen in der Berichterstattung der SRG SSR. <i>Vivien Benert, Matthias Wagner, Eva Spittka and Anne Beier. Free University Berlin.</i></p> <p>Closed data. European Data Journalists’ Strategies and Constraints in Relation to Open Data Accessibility. <i>Colin Porlezza and Sergio Splendore, Paul Bradshaw and Ike Picone. University of Zurich, University of Milan, Birmingham City University and Free University Brussels</i></p>
		<p>The “Societalization” of Science: Describing and Explaining the Media Presence of Swiss Professors. <i>Adrian Rauchfleisch, Mike S. Schäfer and Dario Siegen. University of Zurich.</i></p> <p>Kampagnen im Gesundheitsbereich: Wie sind die Praktiken im Management von öffentlichen Gesundheitskampagnen, um den verschiedenen Kulturräumen zu begegnen? <i>Colette Schneider Stingelin and Nicole Rosenberger Staub, ZHAW.</i></p> <p>Exploring Swiss multilingual discourses: methodological considerations and preliminary findings in the case of national energy policy. <i>Julia Krasselt, Dominik Batz, Philipp Dreesen, Maureen Ehrensberger-Dow and Peter Stücheli-Herlach, ZHAW.</i></p> <p>Public Engagement and Climate Change. <i>Matthew Hibberd. University of Lugano USI.</i></p>

15.30-15.45	Coffee, Auditorium
<p data-bbox="206 205 360 236">15:45-17.15</p> <p data-bbox="206 293 378 368">Panel 1 Auditorium</p> <p data-bbox="206 683 360 758">Panel 2 Room A34</p> <p data-bbox="206 986 349 1061">Panel 3 Room 250</p> <p data-bbox="206 1161 427 1326">Panel 4 Aula Magna (to the side of the main building)</p>	<p data-bbox="461 205 797 236">Special Panel Sessions</p> <p data-bbox="461 293 2022 458">Nur Beobachter oder auch präsenste Diskurs-Stimme in einer aufgeklärten digitalen Gesellschaft? Open Panel zur Positionsbestimmung der Kommunikationswissenschaft und Medienforschung 4.0 im D-A-CH-Vergleich. (Open Panel: Only observers – or even discourse voices within an enlightened digital society? Positioning Communication Science and Media Research 4.0: Comparison in the D-A-CH Area)</p> <p data-bbox="461 507 1906 582"><i>Marlis Prinzing, Mark Eisenegger (Macromedia University of Applied Sciences Cologne, University of Zurich)</i> <i>(Larissa Krainer, University of Klagenfurt)</i></p> <p data-bbox="461 691 1093 721">New Approaches to Measuring Media Use.</p> <p data-bbox="461 770 1989 887">Chaired by <i>Caroline Biewer and Dominique Wirz. University of Zurich</i>. Speakers include: <i>Sebastian Henning (Wemf), Mirko Marr (Mediapulse), Benjamin Gerwoll-Ronca (University of Zurich), and Frank Mangold (University Hohenheim)</i>.</p> <p data-bbox="461 994 1099 1024">Young researcher panel: Getting published.</p> <p data-bbox="461 1158 1503 1233"><i>Les médias suisses sur Instagram: une approche médiologique. Alexander Barclay and Julian Maitra. Universität St.Gallen.</i></p> <p data-bbox="461 1283 1924 1399">Social media monitoring rooms, digitization and public relations: A case study on Nestlé’s Digital Acceleration. <i>Bruno Asdourian, Dominique Bourgeois and Grégoire Tardin. University of Fribourg.</i></p>

	<p>Measuring Social Media Literacy – An International Comparison of German-Speaking Switzerland and Central Europe. <i>Katarina Stanoevska-Slabeva, Severina Müller, Vera Lenz-Kesekamp, Viktor Suter and Sabine Seufert. University of St. Gallen.</i></p> <p>The effects of competition on live blogging about terrorist attacks. <i>Bartosz Wilczek and Claudia Blangetti. University of Lugano USI and University of Leipzig.</i></p>
17.15 – 18.45	SGKM-SACM General Assembly, Room 250
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	USI Main Entrance	
9:15 – 10:30	Keynote 2 Auditorium	Gilles Kepel, Sciences Po, Paris. Beyond Chaos in The Middle East and Africa: European Perceptions and Consequences (in French)	
10.30-10.45	Coffee - Auditorium		
10.45-12.15	<p>Parallel Sessions 3</p> <p>The academic presenting last should act as chairperson for each session to ensure proper time management of papers.</p>	<p>Session 1 Auditorium</p>	<p>Under Pressure – How Local Media Companies Accidentally Promote Diversity. <i>Etienne Bürdel. University of Fribourg.</i></p> <p>Kleiner Staat, kleiner Markt, grosser Nachbar - Politikberichterstattung im Fernsehen in der Schweiz und Deutschland. <i>Daniel Grässer, Janine Greyer-Stock, Ada Fehr and Anne Beier. Free University Berlin.</i></p> <p>Society as communicative network: Albert Schäffle's pioneering concept with cross-border influence. <i>Philomen Schönhagen and Mike Meißner. University of Fribourg.</i></p>

			Evolution and Divides in the Swiss Information Society 2011–2017. <i>Noemi Festic, Moritz Büchi and Michael Latzer. University of Zurich – IPMZ.</i>
		Session 2 Room 354, 3rd floor main building	Power, profit and public rationales in a vulnerable media system. Explaining news coverage about the “No Billag Initiative”. <i>Linards Udris. University of Zurich.</i>
			Collaborate beyond the borders of the company. A case study of Swisscom’s Hackathons. <i>Bruno Asdourian. University of Fribourg.</i>
			Journalism Education in the Time of Transition: How to Build Journalists’ Professional Identity? <i>Natalia Avdonina. Northern Arctic Federal University, Russia.</i>
			The Transmedia Revitalization of Investigative Journalism. Opportunities and Challenges of the Serial podcast. <i>Colin Porlezza, Eleonora Benecchi and Cinzia Colapinto. University of Zurich, University of Lugano USI and Ca’ Foscari University of Venice.</i>
		Session 3 Room 354, 3rd floor main building.	Brexit, #ProjectHope and the Britzerland wave. <i>Indrani Lahiri. University of Leicester, De Montfort.</i>
			Critical participation on Twitter: a comparative analysis of online news comments in 15 media discussion threads in Switzerland, France and Belgium. <i>Florence Van Hove. University of Fribourg.</i>
			Nation branding and banal nationalism: forms of nationalism and national identity in Switzerland. <i>Andrea Briga. University of Lugano USI.</i>
12:15 – 13:00	Lunch – Auditorium		

		<p>Panel 3 Room 355</p>	<p>Swiss journalists on Twitter: Co-orientation in a large-scale social network analysis. <i>Dario Siegen and Adrian Rauchfleisch (University of Zürich)</i></p> <p>Zwischen Nord und Süd – journalistische Berichterstattungsmuster im «Corriere del Ticino» im Vergleich mit Deutschschweizer und italienischen Qualitätszeitungen. <i>Daniel Beck, Maria Lauber and Patric Raemy (University of Fribourg)</i></p> <p>Redaktionelle Qualitätssicherungs-Kulturen auf dem Prüfstand – eine Benchmarkanalyse. <i>Mirco Saner, Vinzenz Wyss and Juan Widmer (ZHAW)</i></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. <i>Nadine Klopfenstein Frei (ZHAW)</i></p> <hr/> <p>Politischer Journalismus im Ländervergleich vor dem Hintergrund des Rechtspopulismus. (Political Journalism across countries in the context of right-wing populism) Chaired by <i>Marlis Prinzing, Macromedia University of Applied Sciences Cologne, Germany</i></p> <p>Rechtspopulismus, politisches Informationsverhalten und Vertrauen in den Journalismus – ein innereuropäischer Vergleich</p>
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			<p>(2005-2017) <i>Maren Beaufort & Josef Seethaler (Austrian Academy of Sciences Vienna)</i></p> <p>Politische Journalisten in der Schweiz: Wer sie sind, wie sie denken. <i>Guido Keel & Filip Dingerkus (ZHAW Zurich University of Applied Sciences Winterthur)</i></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. <i>Linards Udriš / Daniel Vogler (University of Zurich)</i></p> <p>Fundamentalkritik an der politischen Berichterstattung - Analyse von Publikumsbeschwerden. <i>Roger Blum / Marlis Prinzing (em. University of Berne; Macromedia University of Applied Sciences Cologne)</i></p>
14:30 – 16:00	Final Special Panel Session	Panel 1 Auditorium	<p>Lessons learnt from the No Billag Debate. The panel is moderated by <i>Edda Humprrecht</i> from <i>University of Zurich</i>, co-speaker of SACM-section “<i>media structures, politics, and history</i>”.</p> <p><i>Gabriella de Gara Bucciarelli</i>, independent film producer (NOSE productions), former head of the fiction unit at <i>RSI Radiotelevisione svizzera</i></p>

			<p><i>Stefanie Hangartner, media management researcher at University of Zurich.</i></p> <p><i>Corinne Schweizer, media policy researcher at University of Zurich</i></p> <p><i>Samuel Studer, media specialist at the Office of Communications</i></p>
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16.00 – 16:15	Final Awards / Coffee - Auditorium
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