

**Media and Governance in Latin America.
Communication, Power and Society
25-26th, 2015, University of Sheffield, UK**

Thursday, 25 June 2015 (Day 1)

Registration (8:50-9:15) (Room G03¹)

Welcome (9:15) (Room G04)

Dr Jairo Lugo-Ocando, University of Sheffield

Panel 1. Local and Regional Communication (9:30-11:00) (Room G12)

Chair: Professor Daniel Hallin, UC San Diego

1. Interests, media market concentration and public controversies: the case of the mapuche topics in the newspapers of the Araucanía Region in Chile.

Javier Hernández, Universidad Católica de Temuco, Chile

2. Exploring journalism at subnational level in Mexico.

Jose Antonio Brambila, University of Sheffield, UK

¹ All rooms are situated at the Department of Journalism Studies, 9 Mappin Street Sheffield, S1 4DT.

3. The role of societal intermediaries in fostering access to information: Experience from subnational Mexico.

Grisel Salazar, Centro de Investigación y Docencia Económicas, Mexico

4. La contribución de los medios locales para la gobernanza en Puebla 2015.

Jorge Castillo and Francisco Bautista, Benemérita Universidad Autónoma de Puebla, Mexico

5. Childhood and Video Gaming Culture in Granma Province, Cuba.

Miranda Lickert, University of Reading, UK

Break (11:00-11:15)

Panel 2. Digital Media and New Subjectivities (11:15-12:45) (Room G12)

Chair: Dr Scott Eldridge II, University of Sheffield

1. Digitally networked agency. The evaluative versus performative role of Cuban journalists.

Sara García Santamaría, University of Sheffield, UK

2. Digital Free Daily Newspapers in Latin American Countries. A rising business model of communication.

Guillermina Franco and David García, Cardiff University, UK

3. Argentina's big year. The Facebook and Twitter activity of Mauricio Macri, Sergio Massa and Daniel Scioli in the first trimester of 2015.

Alicja Fijałkowska, University of Warsaw, Poland

4. Political Leadership in the Age of Twitter. The leaders of the Chilean student movement as members of the national political elite.

5. Fernando Rivas and Loreto Urbina, Pontifical Catholic University of Valparaíso, Chile

6. Media systems of Russia and Brazil: Internet elite and its influence on the formation and transmission of the agenda.

Victoria Filippova, St. Petersburg State University, Russia

Lunch time (12:45-14:15) (self-funded)

Panel 3. Image Building Beyond the Nation State Borders (14:15-15:45) (Room G12)

Chair: Dr Silvio Waisbord, George Washington University

1. Streets, stadiums and politics. Struggling for the international image of Brazil in the global media environment.

César Jiménez-Martínez, London School of Economics and Political Science, UK

2. Western media and Venezuela.

Mauro Di Lullo, University of Stirling, UK

3. Mexico's image and violence.

Carlos Mosca and Chiara Bernardi, University of Warwick, UK

4. La comunicación como acción de política exterior: Colombia 1999-2015.

Miguel Benito and Nicolás Botero, Universidad Santo Tomás, Colombia

5. TeleSUR in the Argentinean-Kirchner's time.

Tomás González, Universidad Austral, Argentina

Break (15:45-16:00)

Key-Note Speakers (16:00-17:30) (Room G12)

Strategies for publishing without perishing: Human rights reporting at regional newspapers in Mexico.

Dr Ella McPherson, University of Cambridge, UK

Towards a development of a captured-liberal model of media in Latin America.

Dr Mireya Márquez Ramírez and Dr Manuel Alejandro Guerrero, Universidad Iberoamericana, Mexico

Dinner at La Vaca Restaurant (19:00-21:00) (self-funded)

Friday, 26 June 2015 (Day 2)

Panel 4. Mediatization and Personalization of Political Communication (9:30-11:00) (Room G12)

Chair: Professor Daniel Hallin, UC San Diego

- 1. Iván Fuentes, the political noble savage. An analysis of a case of personalisation of political communication.**
Mario Álvarez, University of Leeds, UK
- 2. TV Interviews of the President in Chile and France (2012-2015).**
Claire Sécail, Université Paris-Dauphine, France
- 3. Mediatized politics, or politicized media. The role of the media in the political conflict of Venezuela during President Chavez's regime.**
Virpi Salojärvi, University of Helsinki, Finland
- 4. Conditions of access to circuits of elite communication in Chile: news media visibility as mobilizing capability for political actors.**
Ximena Orchard, The University of Sheffield, UK

Break (11:00-11:15)

Panel 5. History and Memory in the Media (11:15-12:45) (Room G12)

Chair: Dr Jairo Lugo-Ocando, University of Sheffield

1. The media during Pinochet's regime (1973-1990).

Karolina Baraniak, University of Wroclaw, Poland

2. El papel de los medios colombianos en la construcción de la paz. Memoria e historia del conflicto armado.

Yeny Serrano, Université de Strasbourg, France

3. Removing the mask of Peronism: an alternative understanding of what Peronism means in contemporary Argentina.

Maia Kan, London School of Economics and Political Science, UK

4. Discursive construction of fear by the victims of the Chilean military regime.

Elizabeth Torrico Ávila, University of Southampton, UK

Lunch time (12:45-14:15) (self-funded)

Panel 6. Social Movements and Reinterpretative approaches in Media Studies 14:15-15:45) (Room G12)

Chair: Dr Ella McPherson, University of Cambridge

1. Exposing violence or showing progress: dilemmas for alternative media in Rio de Janeiro's most notorious favela.

Henry Staples, University of Amsterdam, Holland

2. Exploring Mexico's recent human rights-based social movements and the role of social media.

Rupert Knox, University of Sheffield, UK

3. Un sistema de símbolos de significado. La televisión mexicana como creadora de discurso social.

Gerardo Herrera, Universidad Anahuac, Mexico

4. What is really new in today's news? The need to redefine neoliberalism in journalism Studies.

Isabel Awad, Erasmus University Rotterdam, Holland

Key-Note Speaker (16:00-17:15) (Jessop West Exhibition Space²)

Toward a Comparative Analysis of Latin American Media Systems

Professor Daniel Hallin, UC San Diego

Closing comments (17:15-17:30) (Jessop West Exhibition Space)

Professor Silvio Waisbord, George Washington University

Drinks at local pub (18:00-20:00) (The University Arms)

² This venue is located at 34 Gell Street, S3 7QY.