

# GLOBAL COMMUNICATION

## *Tenth Anniversary Celebration*

*Presented by:* The USC Annenberg School for Communication and Journalism and the  
London School of Economics and Political Science

May 17-19, 2012

### THURSDAY, MAY 17

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**Conference Registration**

*5:00 pm - 5:45 pm*

Room 350 – Ronald Tutor Campus Center

***Opening Panel: “What Does it Mean to be a Global University?”***

*6:00 pm*

Room 350 – Ronald Tutor Campus Center

**Welcome:** Vice-Dean Larry Gross, *USC Annenberg*

**Moderated by:** Dean Ernest J. Wilson III, *USC Annenberg*

• **Participants:** Provost Elizabeth Garrett, *USC*

Pro-Director Stuart Corbridge, *LSE*

Provost Scott Waugh, *UCLA*

**Dinner**

*7:15 pm – 9:00 pm*

Room 450 – Ronald Tutor Campus Center

**Welcome:** Program Directors Patricia Riley, *USC* & Terhi Rantanen, *LSE*

**Keynote by:** LSE Director-Designate Craig Calhoun

**Q & A**

*\*Shuttle bus to Biltmore Hotel at 9:30 pm*

# FRIDAY, MAY 18

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## Conference Registration and Continental Breakfast

8:30 am - 9:30 am

Annenberg West Lobby, 2<sup>nd</sup> Floor

\*Shuttle bus leaves Biltmore Hotel at 8:30 am

### Panel 1

## *Globalization and Social Media*

9:30 am

Annenberg Room 204

- **Chair:** Bingchun Meng, *LSE*

François Bar, *USC*, “*Twitter Sentiment*”

Nick Anstead, *LSE*, “*Some thoughts on the emergence of semantic polling*”

Ellen Helsper, *LSE*, “*Conceptualizing the links between social and digital inclusion*”

### Morning Break

11:00 am

Annenberg West Lobby, 2<sup>nd</sup> floor

### Panel 2

## *Global Careers—Where are they now?*

11:15 am

Annenberg Room 204

- **Moderator:** Fan Dong, *USC*

Steve Mellano, *Warner Bros.*

Todd Hind, *Media Arts Lab*

Johana (DanDan) Zhang, *PwC*

Lauren Sozio, *uSamp*

FRIDAY, MAY 18 *contd.*

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**Lunch**

12:45 pm

Annenberg West Lobby, 2<sup>nd</sup> floor

**Panel 3**

***Communication, Community & Development***

2:00 pm

Annenberg Room 204

- **Chair:** Terhi Rantanen, *LSE*

Garrett Broad for Sandra Ball-Rokeach, *USC*, “*Meta-Connects*”

Susan Resnick-West, Janet Fulk & Allie Noyes, *USC*, “*Invisible Children*”

Patricia Riley, Zhan Li, Sandi Evans, Elisheva Weiss, Yasuhito Abe & Laura Alberti, *USC*, “*Scenarios and the Future of Good Governance through Strategic Communication*”

Mark Latonero, *USC*, “*ICTs and Global Human Rights: The Role of Technology in Human Trafficking*”

**Afternoon Break**

3:30 pm

Annenberg West Lobby, 2<sup>nd</sup> floor

**Panel 4**

***Media and Democracy***

3:45 pm

Annenberg Room 204

- **Chair:** Patricia Riley, *USC*

Pollyanna Ruiz, *LSE*, “*Visual Images, Glocal Boundaries and the War on Terror*”

Thomas Hollihan, *USC*, “*Media Diplomacy in a Global News Ecology*”

Charlie Beckett, *LSE*, “*Jason Russell and Julian Assange: Heralds of the Age of Uncertainty?*”

\*Shuttle to reception (by invitation of the LSE Development Office only) at 5:30 pm from reception

\*Shuttle to Biltmore at 8:30 pm from reception

\*Shuttle to return to USC campus 8:30 pm

## SATURDAY, MAY 19

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### Conference Registration and Continental Breakfast

9 – 9:30 am

Annenberg West Lobby, 2<sup>nd</sup> Floor

*\*Shuttle from Biltmore leaves at 8:45 am*

### Panel 5

### *Youth and Global Media*

9:30 am

Annenberg Room 204

- **Chair:** Pollyanna Ruiz, *LSE*

Alicia Blum-Ross, *LSE*, “*Filming 'gangs:' Youth media as counter-discourse?*”

Sangita Shresthova & Neta Kligler Vilenchik, *USC*, “*Civic Paths and the Harry Potter Alliance*”

Sonia Livingstone, *LSE*, “*Balancing risks and opportunities for online youth: from media panics to evidence-based policy*”

### Morning Break

10:45 am

Annenberg West Lobby

### Panel 6

### *Careers of the Future*

11:00 am

Annenberg Room 204

- **Chair:** Susan Resnick-West, *USC*

Alec Levenson, *USC*

Sandi Evans, *USC*

### Lunch

12:00 pm

Annenberg Patio

Panel 7

***Media and Society***

*1:00 pm*

Annenberg Room 204

- **Chair:** Sarah Banet-Weiser, *USC*

Terhi Rantanen, *LSE*, “***How useful is the concept of a media system as an analytical tool?***”

Bingchun Meng, *LSE*, “***The deliberative, the playful and everything in between: Political discourses on the Chinese Internet***”

Shani Orgad, *LSE*, “***I’ll be practically in your lap: The value and limits of mediated intimacy at a distance.***”

Myria Georgiou, *LSE*, “***The city and urban politics of representation***”

**Envoi:** Patti Riley and Terhi Rantanen

*2:45 pm*

Annenberg Room 204

**Tour of USC Annenberg**

*3:15 pm*

Annenberg Patio

*\*Shuttles to Biltmore leave at 4:10 pm*

***10<sup>th</sup> Anniversary Gala Dinner and Dance***

*7:00 pm*

Biltmore Hotel, Gold Room

**Announcement of two new Scholarships in honor of Manuel Castells & Anthony Giddens**

**Remarks by:** Manuel Castells