

**"The local and the global, the institutional and the everyday..."**

09.00 – 09.30

**Coffee and Registration**

09.30- 10.00

**Keynote Address: Professor Sonia Livingstone**

*What's new in media and communications?*

10.00 – 11.30

**The Local and the Global**

**Chair: Ranjana Das, LSE**

**Max Hanska and Ranjana Das, LSE**

*The interview guide as a conceptual space: keeping the theoretical and the empirical in the same frame*

**Rahoul Masrani, LSE**

*The Flick Effect: The contribution of the cinematic city to narrative advertising*

**Miao He, University of Loughborough**

*Representing Marco Polo's China*

**Linda Kaucher, LSE**

*Promoting neoliberalism by omission: Gramsci, UK media and the international trade agenda*

**Zlatan Krajina, Goldsmiths**

*How to Tame the Sun: Visual Indulgences at a Screen-Place as Strategies of Appropriation*

11.30- 13.30

**The Institutional**

**Chair: Max Hänska, LSE**

**Vanessa Malila, University of Leeds**

*Media, communications policy and Multi-stakeholder Partnerships*

**Sally Broughton-Micova, LSE**

*Contributing to Critical Discourse on Content Quotas in Broadcasting*

**Mimi Doran, University College Dublin**

*Media Literacy and Social Action: A participatory research and action case study of St Michael's Estate Regeneration Team.*

**Iginio Gagliardone, LSE**

*New media, new players, new measurements. How can we develop better methods to assess media systems and media development in Africa.*

**Melanie Bunce, Oxford University**

*Famine is an important story – it impacts wheat prices: Financial drivers of news at the Thomson-Reuters bureaux in Nairobi*

**Ruth Sanz, DeMontfort University**

*Reporting Violence: Discourses of War in Gaza 2008*

13.30 – 14.30

**Lunch**

14.30- 16.30

**The Everyday**

**Chair: Yinhan Wang, LSE**

**Niall Brennan, LSE and Gerard Briscoe, Imperial College**

*Cultural identity in socio-technical systems*

**Anna Watts, Kings College**

*Women learning about sex: Lessons from the old and new (anti)feminism in Poland*

**Despina Chronaki, Institute of Education**

*Young users of online pornography: The nature of teenagers and children using sexually explicit material online in Greece and Denmark*

**Tina Askanius and Julie Uldam, Lund University and Copenhagen Business School**

*Conflictual contestation on YouTube: 'Never Trust a Cop'.*

**Isabel Maria Pavez-Andonaegui, LSE**

*The other side of the screen: Women from Latin America in socio-economically disadvantaged conditions in London and their engagement with the Internet*

**Feyza Akinerdem, The Open University**

*Family in representation: The case of a day-time talk show in turkey*

16.30 – 17.00

**Coffee**

17.00- 17.30

**Plenary: Dr. Bart Cammaerts**

*Planning an academic career*

17. 30

**Closing remarks: Professor Lilie Chouliaraki**

