

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

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

Conference Registration and Continental Breakfast

8:30 am - 9:30 am

Annenberg West Lobby, 2nd 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, 2nd 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.*

Lunch

12:45 pm

Annenberg West Lobby, 2nd 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, 2nd floor

Panel 4

Media and Democracy

3:45 pm

Annenberg Room 204

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

Pollyanna Ruiz, *LSE*, “***Visual Images, Global 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

Conference Registration and Continental Breakfast

9 – 9:30 am

Annenberg West Lobby, 2nd 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

SATURDAY, MAY 19 *contd.*

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*

10th 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