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, Yasuhiro 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, 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

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
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