GLOBAL FUSION 2009

A Global Media and Communication Conference: A Global Media and Communication Conference

PROGRAM AGENDA:
FRIDAY, October 16, 2009
2:00 P.M. - 7:30 P.M.

2:00 pm Registration begins
Location: CCS Meeting Room (CMA 3.102b)

3:00-4:15 SESSION I

Panel 1.1 Argentine and Brazilian Cinema: New Tendencies and Perspectives
Location: CMA 3.116
*Panel Organizer/Moderator: Cacilda Rêgo, Utah State University
- New Visions of Patagonia: Video Collectives and the Creation of a Regional Video Movement in Argentina’s South
  Támara Fallov, University of Kansas
- Contemporary Brazilian Cinema: Documentary versus Fiction Tropa de Elite versus Noticias de uma Guerra Particular
  Mary Bartch, University of Miami
  Jack Draper III, University of Missouri, Columbia

Panel 1.2 New Media, Migration and Transnational Flows
Location: CMA 3.120
*Panel Organizer: Madhavi Mallapragada, University of Texas at Austin
- Molly, Molly, Hollywood: Media, Diaspora, and Global Audiences
  Michael Curtin, University of California, Santa Barbara
- Geo News and the Emerging Public Sphere in Pakistan
  Mobina Hashmi, CUNY, Brooklyn College
- Beyond Television: MTV Iggy and the Promise of Digital Media
  Aswin Punithambekar, University of Michigan-Ann Arbor
- Desi Webs: Online Iterations of Indian American Locations
  Madhavi Mallapragada, University of Texas at Austin

Panel 1.3 The Global Flow of Canadian Television
Location: Burson Room (CMA 4.128)
*Organizer: R. Colin Tait, University of Texas at Austin
- The "Flashpoint" Effect: Canadian Television in American Primetime
  Serra Tinic, The University of Alberta
- "Integral to the Plot, and in No Way Gratuitous": Standardizing Social Responsibility and Creative Justification in Canadian Content Regulation
  Josh Heuman, Texas A&M University
- Adapting Culture: Formats and Reality TV In Canada
  Christine Quil, McMaster University
- Caprica Looks a Lot Like Vancouver to Me: Theorizing Canadianness in "Battlestar Galactica"
  R. Colin Tait, University of Texas-Austin

4:30-6:00 Plenary Meeting Opening Thoughts and Conversations
Location: CMA 2.320 Auditorium

Welcome: Sharon Strover, Chair, Department of Radio-Television-Film, University of Texas at Austin
* Moderator: Shanti Kumar, University of Texas at Austin
- Patrick Burkart, Texas A&M University
- Michael Curtin, University of California, Santa Barbara
- John Downing, Southern Illinois University
- Michele Hilmes, University of Wisconsin, Madison
- Marwan M. Kraidy, University of Pennsylvania
- Drew McDaniel, Ohio University
- Joseph Straubhaar, University of Texas at Austin

6:00-7:30 WELCOME RECEPTION
Location: CMB-Studio 4C
**This event is for conference registrants only

PROGRAM AGENDA:
Saturday, October 19, 2009
8:00 A.M. - 2:15 P.M.

8:00-8:30 Breakfast

Location: CMA 3.130
**This event is for conference registrants only

8:30-9:45 SESSION 2

Panel 2.1 Transnational Hollywood and New Media
Location: CMA 3.116
*Moderator: Sharon Strover, University of Texas at Austin

Transnational Children’s TV in the Global Media Landscape: The Case of Nickelodeon in the South Pacific
- Katalin Lustyik, Ithaca College

Re-Channeling Hollywood: Packaging Content and Arranging Delivery for a New World of Media
- Paul Torre, Southern Illinois University Carbondale

New Media and Community Identity: The Role of the Internet in Forming Immigrant Transnational Groups
- Nivedita Chatterjee, Pennsylvania State University

The Serious Life of Fans: An Analysis of the Rituals at an Anime Convention
- Jeremy Miller, Texas A&M University

Panel 2.2 Racial Politics, Media, Migration and Globalization
Location: CMA 3.120
*Moderator: Antonio La Pastina, Texas A&M University

The Post-Apartheid Televisual Invention of the South African Nation
- Shelley Bradfield, Indiana University

Coping with the Economic Crisis: Migration and Settlement Decisions of Yucatecan Migrants to the United States
- Georgia Hartman, University of California, San Diego

Globalization and Racial Politics in Korean TV show: Focusing on “A Chat with Beauties - Global Talk Show”
- Ji-Hyun Ahn, University of Texas-Austin

Black Flows: Duas Caras and the Legacy of Whitening and the Racial Democracy Ideology in Brazil
- Samantha Nogueria Joyce, University of Iowa

Panel 2.3 Perspectives on Transnational Media and Markets
Location: Burson Room (CMA 4.126)

*Moderator: Juan Pinon, New York University

Synergy Meets Opportunity: Fox International Productions, Glocal Strategies and Contemporary Brazilian Cinema
- Courtney Brannon Donoghue, University of Texas at Austin

Betty and the Ugly Reality of Telenovelas in the U.S. Television Market
- Juan Pinon, New York University

Politicians, a New Product Placement Commodity in Telenovelas: The Case Study of Lety la Fea más Bella
- María de los Angeles Flores, Texas A&M International University

The East Meets West on the Net: Analysis of Muslims’ and Americans’ Responses to Barack Obama’s Cairo Speech
- Ali Ziyati, Marietta College
- Jenny Nelson, Ohio University

10:00-11:15 SESSION 3

Panel 3.1 Narrating the Nation: Identity and Community in Today’s Media
Location: CMA 3.116

*Moderator: Courtney Brannon Donoghue, University of Texas at Austin

Malek Farouq and the Egyptian Nation: Transnational Television and Expressions of Communal Identity in Arabic Language Media
- Tarek Ahmed Elseewi, University of Texas at Austin

Lo Nafsi Lashir (We Won't Stop Singing) – Global Formats and the Recreation of the Collective Zionist Sphere in Israeli Commercial Broadcast
- Sharon Shahaf, Georgia State University

Disney, Al Jazeera, the BBC and the Global Children’s TV Landscape
- Katalin Lustyik, Ithaca College
- Daniel Haak, Ithaca College
- Susannah Faulkner, Ithaca College
- Joe Bagliere, Ithaca College

 Blogs, an Alternative Medium: Coverage of Ahmadinejad’s Speech at Columbia University
- Roshan Noorzai, Ohio University

New (Global) Media, Popular Mobilization and the State in Iran
- Mehdi Semati, Northern Illinois University
Panel 3.2 Media Representations of Global National and Regional Flows and Cultural Identities
Location: CMA 3.120

*Moderator: Shanti Kumar, University of Texas at Austin

- As (Not) Seen on Univision: Ethnic and Cultural Plurality in Latino Diasporic Film
  - Yeidy M. Rivero, University of Michigan

- Animalizing India: Emerging Signs of an Unruly Market
  - Radhika Parameswaran, Indiana University

- Re-Mapping the Regional: Globalization and Culture in Telugu Cinema
  - Shanti Kumar, University of Texas at Austin

- Between the Public and the Private: Television Drama and Global Partnerships in the Neo-Network Era
  - Serra Tinic, University of Alberta

Panel 3.3 Contesting Identities: Construction, Representation, and Communication
Location: Burson Room (CMA 4.128)

*Moderator: Douglas Boyd, University of Kentucky

- The Contentious Politics of Music Videos: The U.S. and Arab Culture Wars in Comparative Perspective
  - Manwan M. Kraidy, University of Pennsylvania

- The Advertising Construction of Lebanese Identity: Analyses and Findings
  - Assem Nasr, University of Texas at Austin

- Globalization, Youth Identities and Social Change in Turkey
  - Ece Algan, California State University, San Bernardino

- Communicating Identity: Gendered Representation and the Influence of the Megadiva
  - Keara Goin, University of South Carolina

Panel 3.4 An Elusive New Frontier: Global Media Policies
Location: CMA 3.112

*Organizer and Moderator: Drew McDaniel, Ohio University

- Media Accountability: The Case of Thailand’s Fledgling Public Broadcasting
  - Chalisa Magpanthong, Ohio University
  - Drew McDaniel, Ohio University

- Localism in the South African Media Context: A Comparison of the South African Local Content and Canadian Content Rules
  - Madikoma Adele Mavuso-mda, Ohio University

- Internet Policy and Freedom of Expression: The Malaysian Dilemma
  - Animesh Singh Rathore, Ohio University

- The Development of Pirate Radio Stations in Taiwan
  - Wei-Chun Victoria Wang, Ohio University

11:30-12:45 SESSION 4

Panel 4.1 Electronic Media in International Conflict: The Middle East (and Beyond)
Location: CMA 3.116

*Organizers: Douglas Boyd, University of Kentucky; Joseph Straubhaar, University of Texas at Austin; & John Nichols, Pennsylvania State University

- Arab World Broadcast Coverage of the 2009 Iranian Election
  - Douglas Boyd, University of Kentucky

- International Broadcasting Audiences: Al-Hurra Television and the “Arab Street.”
  - Azz Dhoui, University of Ontario Institute of Technology

- Social Media, Blogging and Public Diplomacy in the Aftermath of the Iranian Elections of 2009
  - Kamran Hooshmand, University of Texas at Austin
  - Joseph Straubhaar, University of Texas at Austin

Television Broadcasting to Cuba: TV Marti’s Search for an Audience and International Legitimacy
- John S. Nichols, Pennsylvania State University

- From Alternative to Cash-Cow Media: The Cooptation of the Democratic Process on the Lebanese Airwaves
  - Assem Nasr, University of Texas at Austin
Panel 4.2 Alternative Art, Alternative Solutions: Shifting Methods for Seeking and Securing Media Exhibition
Location: CMA 3.120

From Silver Screen to the TV Tube: Arab Television and 24-Hour Free Western Movie Channels
- Joe F. Khalil, Southern Illinois University, Carbondale

The ‘Other’ Digital Transition: The Political Economy of Digital Film Exhibition
- Benjamin J. Birkinbine, Southern Illinois, University

‘Sakawa’: Occultic Rituals & Cyberfraud in Ghanaian Popular Videos
- Joseph Oduro-Frimpong, Southern Illinois University, Carbondale

Creating Art Behind the Scale: Funding and Distributing Films with Narratives of Drug Addiction in 1960s
- Bryan Brown, Southern Illinois University, Carbondale

Panel 4.3 Teaching International Communications in the Age of Obama
Location: Burson Room (CMA 4.128)

- John Downing, Southern Illinois University
- Karin Wilkins, University of Texas at Austin
- C. Michael Elavsky, Pennsylvania State University
- Antonio La Pastina, Texas A&M University

1:00-2:15 Lunch
Location: CMB-Studio 4C

**This event is for conference registrants only**
PROGRAM AGENDA:
SATURDAY, October 17, 2009
2:15 P.M. - 5:30 P.M.

2:15-3:45p  SESSION 5

*Long Session

Panel 5.1 Public Policies and Global Media
Location: CMA 3.116

*Moderator: Patrick Burkart, Texas A&M University

Reality Check: Rethinking the Global Software Piracy Problem
- Seung-Hwan Mun, Northeastern Illinois University

Educating the Transnational European Journalists of Tomorrow: Promises and Challenges
- Kevin Grieve, Ohio University

Universal Service Funds: Subsidies to Extend Connectivity in the Developing World
- Heather E. Hudson, University of San Francisco

An Analysis of Theories Influencing the Design and Implementation of USAID-Funded Health Interventions in Select Caribbean Countries during the Period 1987-2007
- Kay Darlington, Ohio University

Economía, Política e Industria Audiovisual en el México Actual
- Irma Portos Perez, Universidad Nacional Autónoma de México

Panel 5.2 On Transnational Media and New Global Communication
Location: CMA 3.120

*Moderator: Timothy Havens, University of Iowa

The Trans-Atlantic Classroom: Transnational Communications in Theory and Practice
- Marianne J. Franklin, University of London
- Kenton Wilkinson, Texas Tech University

Rethinking Public Broadcasting in a World Where Faith in the Marketplace has been Shaken
- Duncan H. Brown, Ohio University

On Transnational Television Time
- Timothy Havens, University of Iowa

New Directions in Global Communication Studies: More Thoughts on Multiple Modernities
- Marwan M. Kraidy, University of Pennsylvania

The Virtual Language Discourse of a Transnational Public Sphere: A Case Study of Kenyan Online Population
- George Gathugi, Hampshire College
- Evan Mwangi, Northwestern University

Panel 5.3. The Twitter Revolution(s)?
Location: CMA 4.128 (Burson Room)

Organizer: FLOW Editorial Board Members
- Vanessa Au, University of Washington
- Candice Haddad, University of Michigan, Ann Arbor
- Germaine Helleougou, University of Wisconsin, Madison
- Michael Nevardakis, The University of Texas at Austin
- Vijay Parthasarathy, The University of Texas at Austin
- Matt Payne, The University of Texas at Austin
- Olivier J. Tchouaffe, Southwestern University

4:15-5:45p  SESSION 6

*Long Session

Panel 6.1 Transnational Dialogues and News
Location: CMA 3.116

*Moderator: Tania H. Cantrell, University of Texas at Austin

Transnational TV Bridging Community Dialogue: Consensus Function of Agenda-setting
- Vanessa de Macedo Higgins Joyce, University of Texas at Austin

Strategies of Domestication of Foreign News
- Agnieszka Stepinska, Adam Mickiewicz University

- Roshan Noorzaei, Ohio University

South African English Newspapers and the 2010 FIFA World Cup: Who Benefits from the Sporting Mega-event?
- Andrew Carlson, Ohio University

MOJO (Mobile Journalism) and New Immigration Realities in Europe
- Ana Boa-Ventura, University of Texas at Austin
PROGRAM AGENDA:
SUNDAY, October 18, 2009
9:00 A.M. - 12:15 A.M.

9:00-9:30 am  Breakfast
Location: CMA 3.130
**This event is for conference registrants only

9:30-10:45  SESSION 7

Panel 7.1 Acculturation as Adding to Complex Multilayered Identities: Comparing Media Use by Generations of Latin Immigrants in Austin, Texas
Location: CMA 3.116
*Moderator: Joseph Straubhaar, University of Texas at Austin

Generational Differences and Immigrants’ Acculturation in Media Use: The Influence of Self-identification, Language and Length of Stay on the Type of Media Used by Latin Americans in Austin
- Ikram Toumi, University of Texas at Austin
- America Rodriguez, University of Texas at Austin

Acculturation as Adding to Complex Multilayered Identities: A Theoretical Overview
- Joseph Straubhaar, University of Texas at Austin

Searching for a Deeper Understanding of Generational Differences Among Hispanics in East Austin
- Jeremiah Spence, University of Texas at Austin

Panel 7.2 Ethnic Representation, Narrative, and Convergence
Location: CMA 3.120
*Moderator: Patrick Burkart, Texas A&M University

At Home in the Transnational: Mexican Rock Music’s Narratives of “Nation”
- Magdelana Red, University of Colorado at Boulder

Don’t It Matter if He’s Black or White? Race in Fact and Fiction Representations of a Local Brazilian Election
- Tania H. Cantrell, University of Texas at Austin

A Flavorful Convergence. Mexican Mobile Music Services
- Patrick Burkart, Texas A&M University
- Christopher Westgate, Texas A&M University

Panel 7.3 Discourses on the Middle East
Location: Burson Room (CMA 4.128)
*Moderator:

Parody, Authenticity and Subversion in the Arabic-language “Bloggers for Terrorism”
- Benjamin Kroeber, University of Texas at Austin

Islam through Editorial Lenses: How American Elite Newspapers Portrayed Muslims Before and After September 11
- Melina Trevino, Alamo Photographic
- Ali M. Kanso, University of Texas at San Antonio

The Taliban, Discourse and Media
- Roshan Noorzai, Ohio University

11:00-12:15  SESSION 8

Panel 8.1 Bollywood in Chinese Cinema
Location: CMA 3.116
*Moderator: Shanti Kumar, University of Texas at Austin

Reinventing Brand Bollywood: Consumption and Consumerism in Global Indian Cinema
- Swapnil Rai, Southern Methodist University

New Challenge for Chinese Cinema in New Century
- Yong Liu, Fudan University

Authentically Global, or Insincerely Local: Slumdog Millionaire in the Mainstream Media
- Vijay Parthasarathy, University of Texas at Austin

“The Show of the Millennium”: The Big-money Quiz Show and the Bollywood Superstar
- Sreya Mitra, University of Wisconsin, Madison
Panel 8.2 Symbols and Identity in Asian Media
Location: CMA 3.120

*Moderator: Laura Dixon, University of Texas at Austin

It's True Because I Saw It on TV: Role of Source (Mediated Versus Non-Mediated) on Shaping Attitudes about Africa and Asia
- Srividya Ramasubramanian, Texas A&M University

When Semiotics Meets Politics and Economics: The Tripod of Hong Kong Film Industry – Market, Genre and Star System
- Cindy S. C. Chan, University of Texas at Austin

We Are More Chinese than You: The Ideology and Identity of Falun Gong Movement
- Liang Zheng, University of Colorado at Boulder

Panel 8.3 Attitudes and Access
Location: Burson Room (CMA 4.128)

*Moderator: Erin Lee, University of Texas at Austin

Singles In Seoul and the Global Circulation of Postfeminism
- Youngchi Chang, University of Michigan-Ann Arbor.

Integrating Rights into Rites: Measuring human rights in anti-female genital cutting projects
- Kyung Sun Lee, University of Texas at Austin

Digital Divide among Thai Elderly People
- Siriwat Anantho, Sukhothai Thammathirat Open University