Global Fusion 2010

New directions in Global Communication and Media Studies

College Station, Texas
Texas A&M University

Global Fusion Conference 2010
Global Fusion 2010: Sustenance and Globalization

Schedule of Events: October 22-24, 2010

Friday

October 22, 2010

College Station Hilton

3:00 to 5:00 P.M.
Meet and greet at Bar

6:00 P.M.
Keynote Address by Karin Wilkins "Globalization Defused: Advocacy Communication as Resistance" (University of Texas-Austin)

7:30 and 8:00 P.M.
Dinner bus to Bryan, Texas departs (Dinner on your own)

10 and 10:30 P.M.
Dinner bus returns to Hilton

Saturday

October 23, 2010

College Station Hilton

7:30 - 9:30 A.M.
Registration

8 a.m. - 8:45 A.M.
Breakfast (free for registered guests)

8:45 - 10 A.M.
Ballroom 5
Session 1.1: Media Censorship in Global Contexts

"Mass media in political development and democratization: Studies from Southeast and Central Asia, Sudan and Afghanistan" – Hala Asmina Guta and Roshan Noorzai (Ohio University)

"Condition of journalists in Nepal after the constitutional assembly election" - Deepak Neupane and Lily Zeng (Arkansas State University)

Respondent: Rola el-Husseini, Texas A&M University

8:45 - 10 A.M.
Ballroom 6
Session 1.2: Cultural Identity and Media Use

"What West is it? Anime and Manga according to Candy and Goldorak" - Fabienne Darling-Wolf (Temple University)

"Old diasporas, media and cultural identity" – Charu Uppal (University of Karlstad, Sweden)
"Blending reality and fantasy in Millennium Actress" – Lucy J. Miller (Texas A&M University)

"'Buy Me, I Speak English:' The choice of language in Lebanese advertising" - Assem Nasr (Indiana University-Purdue University Fort Wayne)

**Respondent: Patrick Murphy, Temple University**

8:45 - 10 A.M.
Ballroom 6

**Session 1.3: Developmental Communication & Information Technology**

"Digital inequity, gender, and sustainability in the Global South: Case studies from Ghana" - Janet Kwami (Furman University)

"Information technologies and sustainable e-governance: A capabilities-based model from developing countries" - Veena Raman (Penn State University)

"Success stories as hegemony: Framing development on USAID websites for West Africa" - Joelle Cruz (Texas A&M University)

**Respondent: Sivi Ramasubramanian, Texas A&M University**

10:00-10:15 A.M.

Coffee Break – Mockingbird Suites ABCD

10:15 a.m. - 11:30
Ballroom 5

**Session 2.1: Representations of Africa in the Media**

"Western representation of the Rwandan genocide" - Kate O'Neill (University of Calgary, Canada)

"Post-independence Zimbabwe and health communication of the HIV/AIDS crisis" Caitlin McClune (University of Texas-Austin)

"Fear of a Black Israel: African representations in Israeli cinema" Sharon Joseph (Southern Illinois University - Carbondale)

**Respondent: Drew McDaniel, Ohio University**

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10:15 a.m. - 11:30
Ballroom 6

Session 2.2: Comparing Media Use by Immigrants and Non-immigrants in Austin and Portugal Across Generations

Viviana Rojas (University of Texas San Antonio)
Ikram Toumi (University of Texas-Austin)
Isabel Cunha (University of Coimbra, Brazil)
Joe Straubhaar (University of Texas-Austin)
Jeremiah Spence (University of Texas-Austin)

“Community development project or international business plan? Tracking Viva Rio’s shift to digital inclusion” - Stuart Davis (University of Texas-Austin)

“The historical construction of the Lusophone transnational cultural linguistic media space” - Joe Straubhaar (University of Texas-Austin), Isabel Cunha, (University of Coimbra), and Stuart Davis (University of Texas-Austin)

Respondent: Joshua Heuman, Texas A&M University

10:15 a.m. - 11:30
Ballroom 7

Session 2.3: Digital Inclusion in National and Transnational Contexts

“How affirmative action policy affects the information and communication technologies sector in South Africa” Adele Madikoma Mavuso-md (Ohio University)

"Framing Zimbabwe’s national image in Chinese online news sites from 2001 to 2009" by Yan Huan (China Northeast Normal University, China), Srividya Ramasubramanian (Texas A&M University) and Gwenzi Kaine (China Northeast Normal University, China)

Respondent: Duncan Brown, Ohio University

11:30 a.m. - 1:00
Lunch (free for registered guests) - Ballroom 4

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Session 3.1: Transnational Cinema: Local versus Global

“Emphasizing the local: The progression of the visual Hong Kong in its cinema, 1988-2008” -Mark Walters and Isabel Cunha (Southern Illinois University, Carbondale)

“Contemporary (Trans)national filmmaking as a "global community?" Sony do Brasil and the emergence of the local language production strategy” -Courtney Brannon Donoghue (University of Texas-Austin)

“Oral history and the documentary film format as a methodological tool” -Shankar Borua (Texas Tech University)

Respondent: Joe Straubhaar, University of Texas-Austin

Session 3.2: Media Culture, Politics, and Identity

“Media portrayals of Ukrainian politicians, 2004 Orange Revolution to present” -Olesya Kravchuk (Southern Illinois University-Carbondale)

“Media cultures of Greek Americans: Satellite TV and the rejuvenation of the Greek community of New York City” -Michael Nevradakis and Jeremiah Spence (University Texas-Austin)

“Manipulating manliness: A cross-cultural analysis of masculinity in military advertisements” -Katherine Felsburg (University of Pennsylvania)

Respondent: Drew McDaniel, Ohio University
1 - 2:15 P.M.  
Ballroom 7

Session 3.3: E-colonialism and Global Discourses

“eColonialism Theory Revisited: A new global NGO” - Thomas McPhail (University of Missouri, St. Louis)

“YouTube as a real or imagined global community” Olga Baysha and Christina Lefevre-Gonzalez (University of Colorado)

“International news coverage and nation image” -Cui Zhang and Nadine Christina (University of Alabama)

“How human rights discourse and militarization are mutually reinforcing: Case studies of four vastly different media landscapes” -Lisa Brooten (Southern Illinois University-Carbondale)

Respondent: Karin Wilkins, University of Texas-Austin

2:15- 2:30 P.M.

Coffee, Tea, and Cookie Break- Mockingbird Suite

2:30 - 3:45 P.M.  
Ballroom 5

Session 4.1: The Changing Dynamics of Chinese Media Culture

“Chinese satellite communication policy and NewsCorp” - Fangjie Xu (China Justice Network Media)

“Cultural options and modernization: A Chinese analysis using the theory of communicative action” -Thomas L. Jacobson, Lingling Fan, and Li Meng (Temple University)

“Global youth culture in the Chinese context: Myth or reality” -Aditi Dubey (The University of Hong Kong)

“The changing power dynamics of China’s media system” - Xi Cui (Texas A&M University)

Respondent: Marwan Kraidy, University of Pennsylvania

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2:30 - 3:45 P.M.  
Ballroom 6  

Session 4.2: Global Perspectives: Challenges to Community  
Panelists: Drew McDaniel, Chalisa Magpanthong, Roshan Noorzai, Quan Xie, Hala Asmina Guta (Ohio University)  
Respondent: Aisha Durham, Texas A&M University  

2:30 - 3:45 P.M.  
Ballroom 7  

Session 4.3: Sustenance, Globalization and Media  
“Glocalizing cycle chic: The aesthetics of bicycle advocacy”  
-Christopher McConnell (University of Texas-Austin)  
“Who was the target audience for the climate change conference? An analysis of coverage by the Copenhagen Post”  
-Charu Uppal (Karlstad University, Sweden)  
“Copen Hatin’: Reflections on the aftermath of the Copenhagen’s Climate Change Conference of 2009”  
-Jean Olivier Tchouaffe (Southwestern University)  
Respondent: Patrick Murphy, Temple University  

4 - 5:15 P.M.  
Ballroom 5  

Session 5.1: National Identity, Representations and Media Culture  
“The influence of culture on media planning in the top five European countries: A case study based on the advertising for Volkswagen automobiles”  
-Stefan Graeser (University of Bochum, Germany)  
“Multicultural crises and cultural competence: Assessing the relevance of cultural competence during crises”  
-Maria Oliveira (University of North Carolina - Charlotte)  
“The spirit of the game: FIFA World Cup and fans’ identity de-construction”  
-Ali Ziyati (Marietta College) and Jenny L. Nelson (Ohio University)  
“(Re)producing the South African nation and Penguin Films”  
-Shelley Bradfield (Colorado State University)  

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Session 5.2: Stereotypes, Censorship and Self-disclosure

"The global and local: Internet regulation and censorship in Turkey" -Bilge Yesil (College of Staten Island)

"Telling your secrets to the tree hole: A case study of the positive effects of online self-disclosure" -Zhan Li and Ting Zhou (Xiamen University, China)

"Telenovelas in Iran: Farsi1 and global communication" -Mehdi Semati and Azadeh N. Fassihi (Northern Illinois University)

"They are intelligent, and they can play kungfu: Stereotypes and cultural values of China presented in children's animated programs in a global context" -Cui Zhang (University of Alabama)

Respondent: Sarah Gatson, Texas A&M University

Session 5.3: Advertising, music videos and global campaigns: representations and perceptions

"Hybridity, genre, and in-program advertising on Mexico's TV Azteca" -Chad Beck (Randolph College)

"Turning Japanese? The prevalence of non-Asian models in Japanese magazine advertisements" -Emily Ogilvie (University of North Carolina-Chapel Hill)

"Human trafficking and anti-trafficking campaigns: College students' perceptions of global campaigns" -Sam Robinson and Dawn Zywiec (Southern Illinois University-Carbondale)

"Arab music videos: Contention, circulation and visibility" -Marwan Kraidy (University of Pennsylvania)

Respondent: Aswin Punathambekar, University of Michigan
6:15 and 6:45 P.M.  Dinner Bus departs to Texas A&M University Club (West Entrance)

7:30 - 9 P.M.  Dinner at the University Club (free for paid guests), Graduate Student Awards, and Keynote address by Nancy Morris, “Global Fusion turns eleven: Themes, trends, and identity.” Music by Gretchen Phillips.

10:00 and 10:30 P.M.  Bus returns to Hilton

Sunday

October 24, 2010  College Station Hilton

8:00 – 8:45 A.M.  Breakfast (free for registered guests)

9:00 - 10:15 A.M.  Session 6.1: Global Communication Models and Cultural Sustenance

"The scramble and partition for content: The place of Africa in a globalized programs market" -E.S. Dandaura (Nasarawa State University, Nigeria)

"Global communication models and formats: A case study of the sustenance of the media industry in the Middle East" -Wail Barry (University of Sharjah, UAE)

"The issue: The use of European Community initiatives -- a blending or a destruction of cultures" -Marilyn Lento (North West Regional College, U.K.)

Respondent: Shanti Kumar, University of Texas-Austin

9:00 - 10:15 A.M.  Session 6.2: New Media and Policy

"Balancing power in information policy: IRED, ACTA, the Digital Economy Bill and HADOPI" - Lucas Logan (Texas A&M University)

"Net neutrality and reproductive health: How new media platforms navigate controversial issues" -Katharine Relth

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(The New School for General Research)

"Uprising in the age of Twitter" -Persheng Vaziri (Temple University)

Respondent: Randy Kluver, Texas A&M University

9:00 - 10:15 A.M.  
Ballroom 7  


Panelists: Masha Sukovic (Texas A&M University), Alexis M Koskan (University of South Carolina), Amy E Sanders (U.S. National Institute of Health)

Respondent: Barbara Sharf, Texas A&M University

10:30 - 11:45 A.M.  
Ballroom 5  

Session 7.1: Globalization and Media Coverage in Asia

"Globalization, economic policies, and media portrayals of labor migration in the Mekong sub-region" - Chalisa Magpanthong, (Ohio University)

"Framing Google: A comparative analysis of Google China coverage in Chinese newspaper and online media" - Yu Liu (University of Miami)

Respondent: Antonio La Pastina, Texas A&M University

10:30 - 11:45 A.M.  
Ballroom 6  

Session 7.2: Cultural Hybridity and (Trans)National Identity

"Newspapers and public diplomacy: Influencing American views on the Muslim world" - Rebecca Williamson, (Marietta University)

"Televising immigrants: Satellite channels, Indian American audiences and the US 'new' media marketplace" - Madhavi Mallapragada (University of Texas-Austin)

"Cultural hybridity and discursive narratives of nationalism: A comparative analysis of 'Who wants to be a millionaire'" - Anirban Mukhopadhyay (Texas A&M University)

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"Unveiling the Korean Wave in the Middle East" - Sueen Noh, (Temple University)

"Women in Palestinian television" - Matt Sienkiewicz (University of Wisconsin-Madison)

Respondent: Sreva Ramasubramanian, Texas A&M University

10:30 - 11:45 A.M.
Ballroom 7

Session 7.3: Music Industry and Policy Issues in Global Contexts

"Tracing meaning and agency in the cultural hybridization of Andean flute music" - Nancy Morris (Temple University)

"Labeling the Latin/o popular music industry, 1980-1989" - Christopher Westgate (Texas A&M University)

"Structurational analysis of the RIAA litigation campaign against individual file sharers" - Brett Caraway (University of Texas-Austin)

Respondent: Harris M. Berger, Texas A&M University

Venue Change
Bolton Hall, Texas A&M University

12:00 noon
Bus departs to Texas A&M Campus

12:15 - 1:15 P.M.
Lunch on campus (on your own at Sbisa Dining Hall)

1:30 - 2:45 P.M.
Bolton 105

Session 8.1: Television, Visibility, and Citizenship: Case Studies from Contemporary South Asia

Panelists: Mobina Hashmi, Aswin Punathambekar, Shanti Kumar

Respondent: Joe Straubhaar, University of Texas-Austin

1:30 - 2:45 P.M.
Bolton 111

Session 8.2: Workshop and Presentation: New Opportunities and Increased Access to Globally Broadcast Media with Machine Transcription and Translation

Panelists: Steve Balfour (Texas A&M University), Randy

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Kluver (Texas A&M University), and Kathleen Egan (U.S.-TSWG)

Respondent: Duncan Brown, Ohio University

1:30 - 2:45 P.M.
Bolton 102

Session 8.3: Researching hybridity: methods and texts

"Articulating hybridity: Typical American teens" - Kristin Moran (University San Diego)

"Remix controversies in India: Revival or plagiarism?" - Jayson Beaster-Jones (Texas A&M University)

"Photographic self-representation in Brazilian favelas" - Melissa Geppert (University Minnesota)

Respondent: Nancy Morris, Temple University

3:00 P.M.
End of Conference
Global Fusion 2010: Sustenance and Globalization

Special Thanks to:

Our Sponsors
Melbern G. Glasscock Center for Humanities Research at Texas A&M University
Texas A&M College of Liberal Arts
Texas A&M Department of Communication
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Our Volunteers
Lucy J. Miller, Xi Cui, Amanda Martinez, Anirban Mukhopadhyay,
David M. Richardson, Dustin Wood, Lucas Logan, Masha Sukovic,
Jackie Chinn, Brittany Collins, Sharon Alexander And Brian
Altenholsen

And Emile McAnany

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Ballroom 5

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Respondent: Barbara Sharf, Texas A&M University

Session 7.1 has been cancelled – presenters re-schedule to sessions 6.1 and 6.2