



# „Critical Mediatization Research. Power, Inequality and Social Change in a Mediatized Age“

## Conference of the ECREA section “Mediatization” and the Priority Program “Mediatized Worlds” at the University of Bremen

30<sup>th</sup> of August to 1<sup>st</sup> of September, 2016 in Bremen, Germany

### Program

#### Tuesday, August 30<sup>th</sup> 2016

19:30 Get Together  
Bodega del Puerto, Schlachte 31, 28195 Bremen

#### Wednesday, August 31<sup>st</sup> 2016

8.30-9.00 Coffee & Registration

9.00-10.00 **Introduction: Sketching a Conceptual Frame for Critical Research in Mediatization**  
FRIEDRICH KROTZ (UNIVERSITY OF BREMEN, GERMANY)

Room: Olbers-Saal

10.00-11.00 **Keynote 1: Cultural Studies and Mediatization**  
JOHN STOREY (UNIVERSITY OF SUNDERLAND, UK)  
Moderation: Stig Hjarvard (University of Copenhagen, Denmark)

Room: Olbers-Saal

11.00-11.30 Coffee Break

11.30-13.00 **Panel 1: Theoretical Approaches Towards Critical Mediatization Research**  
Moderation: Friedrich Krotz (University of Bremen, Germany)

Room: Olbers-Saal

*Meta-Theoretical Cross-Currents: Mediatization, Social Ontology and Intentionality*  
PAŠKO BILIĆ (UNIVERSITY OF ZAGREB, CROATIA)

*Dependency: Critical Perspectives on the Integration of Media in Everyday Life*  
STIG HJARVARD (UNIVERSITY OF COPENHAGEN, DENMARK)



*Permanent Connectivity as a Dispositif of Communication. From Modes of Restrictions to Strategies of Resistance*

THOMAS STEINMAURER (UNIVERSITY OF SALZBURG, AUSTRIA)

13.00-14.00 Lunch Break

14.00-15.30 **Panel 2: Discussing Mediatization in Theoretical Perspectives**

Moderation: Knut Lundby (University of Oslo, Norway)

Room: Kleiner Saal

*The Mediated Construction of Reality: How to Analyse Deep Mediatization Critically?*

NICK COULDRY (LONDON SCHOOL OF ECONOMICS, UK) & ANDREAS HEPP (UNIVERSITY OF BREMEN, GERMANY)

*Mediatization Assessment*

MATTHIAS RATH (UNIVERSITY OF EDUCATION LUDWIGSBURG, GERMANY)

*Mediatization Studies and Cultural Studies: A Possible Dialogue?*

MYRIAM DUROCHER (UNIVERSITY OF MONTREAL, CANADA)

15.30-16.00 Coffee Break

16.00-17.30 **Panel 4: Culturalist Perspectives on Critical Mediatization Research**

Moderation: Andreas Hepp (University of Bremen, Germany)

Room: Olbers-Saal

**Panel 3: Political Participation and Protest in Mediatized Worlds**

Moderation: Caja Thimm (University of Bonn, Germany)

Room: Olbers-Saal

*The Mediatization of Protest Movement: Media Practices and Power Shifts in The Committee for the Defence of Democracy (KOD) Protests*

ŁUKASZ WOJTKOWSKI & BARBARA BRODZIŃSKA-MIROWSKA (NICOLAUS COPERNICUS UNIVERSITY TORUŃ, POLAND)

*Political Participation in Times of Bologna and Social Web – A Grounded Theory from a Students' Point of View*

GERALD WOLF (UNIVERSITY OF COLOGNE, GERMANY)

*Social Media Activities of NGOs in China: Challenges and Strategies. A Case Study on Greenpeace Detox Campaign on Weibo*

HUIJIE ZENG (UNIVERSITY OF HAMBURG, GERMANY)

**Panel 5: Mediatized Fear, Fun and Risk – Affective Dimensions and Critique**

Moderation: Sigrid Kannengießer (University of Bremen, Germany)

Room: Kleiner Saal



*Studying Mediatization through a  
Media Cultural Lense: The Case of  
Media Literacy*

MARIAN ADOLF (ZEPPELIN  
UNIVERSITY, GERMANY), CORNELIA  
WALLNER (ZEPPELIN UNIVERSITY,  
GERMANY / LUDWIG-MAXIMILIANS-  
UNIVERSITY MUNICH) & SUSAN ALPEN  
(ZEPPELIN UNIVERSITY, GERMANY)

*Mediatized Fear and the Risk of  
Mediatized Research*

KNUT LUNDBY (UNIVERSITY OF OSLO,  
NORWAY)

*Gendering and/in Mediatization: The  
Ambivalent Role of Everyday  
Domestic Life in the Gendering of  
(Digital) Media*

ULRIKE ROTH, JUTTA RÖSER &  
KATHRIN F. MÜLLER (UNIVERSITY OF  
MÜNSTER, GERMANY)

*The “Fear-Fun” Dimension in the  
News and Political Debate*

EWA NOWAK (MARIA CURIE-  
SKŁODOWSKA UNIVERSITY LUBLIN,  
POLAND)

*The New Power of Television  
Watching: Cultural Studies and  
Mediatization Theory*

UDO GÖTTLICH & MARTIN R.  
HERBERS (ZEPPELIN UNIVERSITY,  
GERMANY)

*Affective Culture Wars and the  
Mediatized Border Control*

CAMILLA MØHRING REESTORFF  
(AARHUS UNIVERSITY, DENMARK)

17.30-18.00 Coffee Break

18.00-19.00 **Keynote 2: Linking Mediatization and Critical Theory**

ANDREAS SCHEU (UNIVERSITY OF MÜNSTER, GERMANY)

Moderation: Friedrich Krotz (University of Bremen, Germany)

Room: Olbers-Saal

19.30 Conference Dinner

Restaurant „bio biss“ at „Altes Fundamt“, Auf der Kuhlen 1a, 28203 Bremen



## Thursday, September 1<sup>st</sup> 2016

9.00-10.30 **Panel 6: Governments, Media, Social Actors – Controversial Tendencies and Relationships**  
Moderation: Kathrin Friederike Müller (University of Münster, Germany)

Room: Olbers-Saal

*The Appropriation of Journalistic Grammar by Society: Mediatization, PCC and the Islamic State*

JOSÉ CAVALCANTI SOBRINHO NETO (FEDERAL UNIVERSITY OF PARAÍBA, BRAZIL), ELVIS MACIEL GUIMARÃES (UNIVERSIDADE ESTADUAL DA PARAÍBA / FEDERAL UNIVERSITY OF PARAÍBA, BRAZIL) & VALDECIR BECKER (FEDERAL UNIVERSITY OF PARAÍBA, BRAZIL)

*Religious Themes in Politics and Popular Culture: The Mediatization of Islam in Turkey*

A. FULYA SEN (FIRAT UNIVERSITY ELAZIG, TURKEY)

*Mediatization as Fragmentation: Isolation and Radicalization on the Rise*

CAJA THIMM (UNIVERSITY OF BONN, GERMANY)

10.30-11.00 Coffee Break

11.00-12.30 **Panel 8: Class-related Approaches to Critical Mediatization Research**  
Moderation: Stig Hjarvard (University of Copenhagen, Denmark)

Room: Olbers-Saal

*Mediatization and Social Class: for a Critical Research Agenda*

**Panel 7: Researching Mediatization Processes in Relation to Critical Questions**

Moderation: Udo Göttlich (Zeppelin University, Germany)

Room: Kleiner Saal

*Shattering the Rearview Mirror: The Science-Fiction Comic Book Series Transmetropolitan as a Critical Mediatization Study*

CHRISTIAN HVIID MORTENSEN (THE MEDIA MUSEUM, ODENSE, DENMARK)

*The Mediatization of Care*

CAMILLA DINDLER (AALBORG UNIVERSITY COPENHAGEN, DENMARK) & NANNA AHLMARK (UNIVERSITY OF SOUTHERN DENMARK, DENMARK)

*Cross-generational Critique? The Analysis of Mediatization by Comparing 'Media Generations'*

ANDREAS HEPP, MATTHIAS BERG & CINDY ROITSCH (UNIVERSITY OF BREMEN, GERMANY)

**Panel 9: (Critical) Media Practices: Consumption, Memory, Citizenship**  
Moderation: Matthias Berg (University of Bremen, Germany)

Room: Kleiner Saal

*The Mediatization of Cultural Memories Through Social Networking*



RAFAEL GROHMANN (UNIVERSITY OF  
SÃO PAULO / FIAM-FAAM  
UNIVERSITY - LAUREATE / CÁSPER  
LÍBERO, BRAZIL)

*Sites*  
ANA LÚCIA MIGOWSKI (JUSTUS  
LIEBIG UNIVERSITY GIEBEN,  
GERMANY)

*Cybernetic Capitalism between Self-  
Organisation and Control*  
SIMON SCHAUPP (TECHNICAL  
UNIVERSITY OF MUNICH, GERMANY)

*Consumption-critical Media  
Practices: Shaping and Reflecting  
Mediatization*  
SIGRID KANNENGIEBER (UNIVERSITY  
OF BREMEN, GERMANY)

*Bourdiesian Approach in  
Understanding the Mediatization of  
Transnational Politics: The Case of  
Media-Centered Indonesian  
Diaspora's Long-Distance Politics*  
YEARRY PANJI SETIANTO (SULTAN  
AGENG TIRTAYASA UNIVERSITY,  
INDONESIA)

*One to One Goes to School. The  
Mediatization of Education and  
Forming of Media Citizenship*  
MICHAEL FORSMAN (SÖDERTÖRN  
UNIVERSITY, SWEDEN)

12.30-13.30 **Reports of Respondents and Closing Discussion**

MIRIAM STEHLING (UNIVERSITY OF TÜBINGEN, GERMANY), OLIVIER DRIESSENS  
(UNIVERSITY OF CAMBRIDGE, UK) & GÖRAN BOLIN (SÖDERTÖRN UNIVERSITY  
STOCKHOLM, SWEDEN)

Moderation: Friedrich Krotz (University of Bremen, Germany) & Stig Hjarvard  
(University of Copenhagen, Denmark)

Room: Olbers-Saal

13.30 End of Conference

**Organization:**

*For the priority program „Mediatized Worlds“*

Prof. Dr. Friedrich Krotz

[krotz@uni-bremen.de](mailto:krotz@uni-bremen.de)

*For the ECREA Section „Mediatization“*

Prof. Dr. Stig Hjarvard

[stig@hum.ku.dk](mailto:stig@hum.ku.dk)

**Conference Venue**

House of Science  
Sandstraße 4/5  
28195 Bremen

**Contact in Bremen**

Cathrin Despotović & Merle-Marie Kruse  
Linzer Straße 4, 28359 Bremen  
phone: 0049-421-218-67634 / 67636  
Mail: [critical.mediatization@uni-bremen.de](mailto:critical.mediatization@uni-bremen.de)

**Registration and Further Information:**

<http://www.mediatisiertewelten.de/en/conferences/critical-mediatization-research/home.html>