

**MeCCSA 2009 Schedule**

**Wednesday 14<sup>th</sup> January**

13.00-14.15 Registration (tea and coffee) NMeM FOYER/PICTUREVILLE BAR							
14.15- 14.30 Intro and welcome PICTUREVILLE							
14.30- 15.45							
<b>PLENARY SESSION: Shaun Moores and Matthew Fuller</b> PICTUREVILLE CINEMA							
15.45-16.15 Refreshment Break PICTUREVILLE LINK/CUBBY FOYER							
<b>16.15- 17.30 PANELS A</b>							
<p>CUBBY BROCCOLI CINEMA</p> <p><b>TV:FORMATS/SCHEDULING</b></p> <p>Chair: Ali Rashid</p> <p>Theoretical links between television technology and content (Iain Baird)</p> <p>Conceptualising television formats (Andrea Esser)</p> <p>Schedules as Hermeneutic Horizons: The Case of Suddenly Susan (Elke Weissmann)</p>	<p>ACTION ZONE 1</p> <p><b>THEORISING DISABILITY</b></p> <p>Chair: Diane Taylor</p> <p>Margaret Montgomerie, Irene Rose, Alison Wilde</p>	<p>ACTION ZONE 2</p> <p><b>JOURNALISM</b></p> <p>Chair: Natalie Fenton</p> <p>Investigative journalism in China today (Tong Jingrong)</p> <p>Applying Principles to Practice: Civic journalism in the broadcast news classroom (Deborah Wilson)</p> <p>Ethical and Digital Divides in Journalism Education and Research: A Phenomenological Approach (Tim Markham)</p> <p>Three cheers for subjectivity (Ivor Gaber)</p>	<p>ON LOCATION 1</p> <p><b>PRACTICE PANEL: THEORY/PRACTICE</b></p> <p>Chair: Paul Kerr</p> <p>Anna Feigenbaum Fin McMorran Stephanie Piotrowski/Mark Fremaux</p>	<p>ON LOCATION 2</p> <p><b>MAPPING THE CITY IN FILM</b></p> <p>Julia Hallam, Les Roberts, Ryan Shand</p>	<p>NORCROFT 1</p> <p><b>RADIO</b></p> <p>Chair: Sam Cameron</p> <p>How Cinderella came late to the ball: radio studies in UK and European contexts (Guy Starkey)</p> <p>Community Radio and ultra-localism: the case study of Forest FM (Salvatore Scifo)</p> <p>Community Radio Audience Research: adapting the Australian qualitative model for the UK community radio sector (Janey Gordon)</p>	<p>NORCROFT 2</p>	<p>NORCROFT 3</p> <p><b>IMAGE, MUSIC, TEXT</b></p> <p>Chair: Patrick Allen</p> <p>Tupperware Parties, Wife-Swapping and the Economics of Fan Fiction (Mafalda Stasi)</p> <p>O Brother, where art thou? The search for early British screenplays (Ian Macdonald)</p> <p>Englishness and the Imagined Village (Trish Winter)</p> <p>Mass Observation's Study of Dance Music, Jazz and Popular Song, 1938-42: Sowing the Seeds of Cultural Studies? (Daniel Laughy)</p>
17.30-17.45 Short Break with light refreshments PICTUREVILLE LINK/CUBBY FOYER/NORCROFT FOYER							

**17.45-19.00 PANELS B**

<p><b>CUBBY BROCCOLI</b></p> <p><b>INTERNATIONAL CINEMA</b></p> <p>Chair: TBC</p> <p>White Noise: the representation of modernity in the films of Bai Jing-wei (Andy Birtwistle)</p> <p>Holy Copyright Infringement, Batman! : Processes of Transcultural Adaptation in the Filipino musical comedy Alyas Batman en Robin (Iain Smith)</p> <p>International Address in African Cinema: Music and Image as Parallel Discourses in Souleymane Cissé's Yeelen (Alexander Fisher)</p>	<p><b>ACTION ZONE 1</b></p> <p><b>BRANDING AND PR</b></p> <p>Chair: TBC</p> <p>Elvis sings for the BBC (Paul Grainge)</p> <p>Behind the Spin: The value of Public Relations for Media and Cultural Studies (Lee Edwards)</p>	<p><b>ACTION ZONE 2</b></p> <p><b>NATIONAL IDENTITIES 1</b></p> <p>Chair: Apurba Kundu</p> <p>Channel 4 and Scotland - a case study of changing perspectives in public service broadcasting (Alistair Scott)</p> <p>Scottish Gaelic broadcasting - towards the creation of a Gaelic world view (Douglas Chalmers)</p> <p>Under Construction: St Andrew's Day on the BBC (Anthea Irwin and Catriona Miller)</p>	<p><b>ON LOCATION 1</b></p> <p><b>PHOTOGRAPHY</b></p> <p>Chair: Greg Hobson</p> <p>Traces of Lee Miller: Echoes from St Malo (Mary Agnes Krell)</p> <p>Photography at the Hawara checkpoint (Simon Faulkner)</p> <p>Polaroid Attractions (Peter Buse)</p>	<p><b>ON LOCATION 2</b></p> <p><b>POLICY AND REGULATION</b></p> <p>Chair: Maire Messenger Davies</p> <p>How original was Peacock? The roots of the 1986 Committee on the Financing of the BBC (Tom O'Malley)</p> <p>How to Solve a Problem Like the End of Spectrum Scarcity? Ofcom, the BBC and the Future of Public Service Broadcasting (Paul Smith)</p> <p>The Trust and the Turf Wars: the Role of Ofcom and of the BBC Trust in Approving New BBC Services, 2004-6 (Sylvia Harvey)</p>	<p><b>NORCROFT 1</b></p> <p><b>MEDIA CONTEXTS 1</b></p> <p>Chair: Ian Palmer</p> <p>Decade Labelling and Cinematic Memory: 'The Sixties' According to Forrest Gump (Oliver Gruner)</p> <p>The "Counter Capital" of Screen Cultures: Towards a Theory of Alternative Distribution (Su-Anne Yeo)</p> <p>Documentary as Performance – An Examination of the Legacy of Les Nouvelles Egotistes (Diane Myers)</p>	<p><b>NORCROFT 2</b></p> <p><b>NETWORK EFFECTS</b></p> <p>Chair: Mark Goodall</p> <p>Ben Roberts, Tom Woolley, David Robison</p>	<p><b>NORCROFT 3</b></p> <p><b>RADIO LISTENERS ONLINE</b></p> <p>Bethany Klein, Matt Hills, Lyn Thomas</p>
19.30-20.30		WINE RECEPTION		TV GALLERY			
<b>19.30 onwards PRACTICE SCREENINGS (CUBBY BROCCOLI CINEMA) <i>The New Ten Commandments</i> Dir: Nick Higgins</b>							
20.30 onwards		MECCSA PUB QUIZ		LOVE APPLE CAFE/BAR Hosts: Bethany Klein and Claire Wardle			

Thursday 15th January

08.30-9.00 TEA AND COFFEE PICTUREVILLE LINK/CUBBY FOYER/NORCROFT FOYER

09.00-10.15 PANELS C

<p>CUBBY BROCCOLI</p> <p><b>MEDIA ECOLOGIES AND THE PRACTICE OF MEDIA THEORY 1</b></p> <p>Chair: Michael Goddard</p> <p>Matthew Fuller, Michael Goddard, Steve Goodman, Olga Goriunova, Jussi Parikka</p>	<p><b>ACTION ZONE 1</b></p> <p><b>PRACTICE PANEL: PRACTICE AND PLACE</b></p> <p>Chair: Paul Kerr</p> <p>Tony Grace, Jez Stevens</p>	<p><b>ACTION ZONE 2</b></p> <p><b>CELEBRITY</b></p> <p>Chair: Ali Rashid</p> <p>From the Kitchen to 10 Downing Street: Jamie's School Dinners and the Reality Cooking Show (James Leggott and Tobias Hochscherf)</p> <p>Mediating the Past : The Abolition of Slavery and the Cult of Celebrity (Anne Wales)</p> <p>The importance of the television personality to public service broadcasting: the case of Jamie Oliver and Channel Four (Diane Charlesworth)</p>	<p><b>ON LOCATION 1</b></p> <p><b>CHILDREN AND MEDIA</b></p> <p>Chair: Sarah Crowther</p> <p>Children and the internet between freedom of usage and responsibility of protection (Soha Elbatrawy)</p> <p>UK Children's Television: the role of the BBC in an industry in crisis (Lynn Marie Whitaker)</p> <p>'I know it doesn't sound good but you can just go and steal cars!' (Sanna Inthorn, Martin Scott, John Street)</p>	<p><b>ON LOCATION 2</b></p> <p><b>MEDIA AND REPRESENTATION 1</b></p> <p>Chair: Will Godfrey</p> <p>Coming out to the street from online: young women's transformation into public subject (Suk Jin CHAE)</p> <p>Glances, Dances, Romances: Sexual Narratives in Teen Television Drama Series (Susan Berridge)</p> <p>That joke isn't funny any more: Impairment, disability and audience in the films of the Farrelly brothers (Alison Wilde and Deborah Williams)</p>	<p><b>NORCROFT 1</b></p> <p><b>CULTURAL STUDIES IN MENTAL HEALTH CONTEXTS</b></p> <p>Eric Northey, Andrea Capstick, Clive Baldwin, David Clegg</p>	<p><b>NORCROFT 2</b></p> <p><b>MEDIA CONTEXTS 2</b></p> <p>Chair: David Robison</p> <p>A Culture of Production: The Case of Religious Output at the BBC (Caitriona Noonan)</p> <p>Hate Code (William Pawlett)</p>	<p><b>NORCROFT 3</b></p> <p><b>PEDAGOGY 1</b></p> <p>Chair: TBC</p> <p>Millstone or milestone? The perceived value of cultural studies for art and design students (Nicky Ryan)</p> <p>Student-Centred Student Teachers: On Maintaining Teaching Opportunities while Expanding Learning Support Offerings (Mehita Iqani and Frederik Lesage)</p> <p>Creative research and modes of criticality at play in factual media production (Alex Irving and Claire Molloy)</p>
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10.15-10.45 Refreshment Break PICTUREVILLE LINK/CUBBY FOYER/NORCROFT FOYER  
SET UP POSTERS: ON LOCATION FOYER

10.45-12.00 PANELS D

<p>CUBBY BROCCOLI</p> <p><b>MEDIA ECOLOGIES AND THE PRACTICE OF MEDIA THEORY 2</b></p> <p>(see 1)</p>	<p><b>ACTION ZONE 1</b></p> <p><b>UGC</b></p> <p>Chair: Ian Palmer</p> <p>UGC' @ the BBC: Audience revolution or business as usual? (Claire Wardle)</p>	<p><b>ACTION ZONE 2</b></p> <p><b>NEW TECHNOLOGY</b></p> <p>Chair: Joe Stocks-Brook</p> <p>Reception Strategies of Transmedial Audiences:</p>	<p><b>ON LOCATION 1</b></p> <p><b>PEDAGOGY 2</b></p> <p>Chair: Sarah Mumford</p> <p>Teaching Practice (Joanna Callaghan)</p> <p>Exploding the myths of cultural industries research (James Roberts)</p>	<p><b>ON LOCATION 2</b></p> <p><b>NEWS MEDIA</b></p> <p>Chair: Katherine Blacker</p> <p>All that remains is change? News journalism cultures and new media</p>	<p><b>NORCROFT 1</b></p> <p><b>MEDIA CONTEXTS 3</b></p> <p>Chair: Apurba Kundu</p> <p>Dwell-Time: Urban Screens, Ambient Media and Augmented Public</p>	<p><b>NORCROFT 3</b></p> <p><b>INNOVATIONS IN METHODS IN MEDIA AND COMMUNICATION STUDIES</b></p> <p>Yuwei Lin, Peter Halfpenny, Elisa Pieri,</p>	
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	<p>User Generated Content: Who does it, and what do audiences think of it? (Karin Wahl Jorgensen and Andy Williams)</p> <p>Don't You Forget About Me: An Exploration of the "Maddie Phenomenon" on YouTube (Julia Kennedy)</p>	<p>Participation and Suture in the Interactive Soap Katemodern. (Valentina Rao)</p> <p>Augmented humans and synthetically created beings (Melanie Chan)</p> <p>Rethinking Media Producer/Consumer Relations in the Age of Networks or the Politics of User Testing (Tony David Sampson)</p>	<p>Change and uncertainty: Media production, pedagogy and Workforce development (Warren Harrison and Andy Price)</p>	<p>technology (Tamara Witschge)</p> <p>The manufacture of an international news event: the day Kosovo was born (Chris Paterson)</p> <p>The Theatre of War: Harry's Helmland Adventure as a real 'non-event' (Stuart Price)</p> <p>Constructing Europe and European Citizenship? A study of Euronews and the Democratic Implications of their Journalistic Practices (Iñaki Garcia-Blanco)</p>	<p>Space (Patrick Allen)</p> <p>The Bill Douglas Centre - Transferring knowledge beyond the text (Philip Wickham)</p> <p>Unpicking the Spectrum Tax (A Non-Economic Approach) (Thomas Lyons)</p>	<p>Farida Vis, Sophia Ananiadou, Brian Rea, Davy Weissenbacher Thomas Koenig</p>	
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**12.00-13.30 LUNCH KODAK GALLERY  
POSTER SESSION: ON LOCATION FOYER**

13.30-14.45 **PLENARY SESSION: Laura Mulvey and Diane Negra** PICTUREVILLE CINEMA

14.45-15.15 Refreshment Break PICTUREVILLE LINK/CUBBY FOYER

**15.15-16.30 PANELS E**

CUBBY BROCCOLI	ACTION ZONE 1	ACTION ZONE 2	ON LOCATION 1	ON LOCATION 2	NORCROFT 1	NORCROFT 2	NORCROFT 3
<p><b>WHICH SIDE WERE YOU ON?</b> Julian Petley, Simon Pople, Michael Bailey, Granville Williams</p>	<p><b>AUTHORSHIP</b> Chair: Karen Scott Cho Seung-Hui, Death of an Author? (Benjamin Earl)  Marilyn on Marilyn' and voicing memory: (Auto)biographical documentary, the documentary voice and voice-over (Paul Kerr)  How relevant is authorship in the</p>	<p><b>PRINT MEDIA</b> Chair: Sarah Crowther  It's Not All Negative: Representations of second wave feminism and equal rights issues in British and American daily press, 1968-1982 (Kaitlynn Mendes)  Narratives of becoming and the texture of</p>	<p><b>MEDIA AND THE INNER WORLD</b> Carole Bainbridge, Candida Yates, Galit Ferguson</p>	<p><b>FEMALE PROSTITUTES ON SCREEN</b> Danial Hipkins, Vicky Ball, Kate Taylor</p>	<p><b>ISSUES IN CONTEMPORARY UK FILM POLICY</b> Jack Newsinger; James Caterer, Peter Bolan and Lindsay Williams; Melanie Seife</p>	<p><b>POLITICS AND REPRESENTATION</b> Chair: Will Godfrey  The illusory everyday: constructing narrative and identity in 'reality TV' (Emma Price)  Weather Porn and the Framing of Natural Disaster Risk in Factual Entertainment Television (Vincent Campbell)  The tension between ideals and practices of</p>	<p><b>ENVIRONMENT</b> Chair: Dave Robison  Antarctic Blogging: Scientists Reporting On Climate Change During the International Polar Year (2007 - 2008) (Einar Thorsen)  What comes after: contemporary apocalyptic narrative and environmentalism</p>

	student's multi-media world? (Liz Ashton-Hill)	dis/connectedness: The cultural status of genealogical research in the British broadsheets (Anne-Marie Kramer) The Mythology of the Star, Cultural Producer in the Magazine Industry (Miranda Mole)				political discussion: Implications for the role of media (Karin Wahl-Jorgensen)	(Gwilym Thear) New Perspectives: Envisioning Economic Rights (Leshu Torchin)
<b>16.45-17.45 Keynote Speaker: Shearer West (AHRC) NORCROFT CENTRE</b>							
<b>18.00-19.15 MeCCSA AGM NORCROFT CENTRE</b>							
<b>19.15-20.00 WINE RECEPTION NORCROFT CENTRE</b>							
<b>20.00 onwards (dinner serve at 20.30) DINNER + AWARD OF ADM-HEA PRIZE NMeM FOYER</b>							
<b>20.00 onwards PRACTICE SCREENINGS CUBBY BROCCOLI CINEMA (<i>No Diving</i> Dir: Jez Stevens and <i>Sleep Furiously</i> Dir: Gideon Koppel)</b>							

Friday 16<sup>th</sup> January

9.00-9.30		TEA AND COFFEE		PICTUREVILLE LINK/CUBBY FOYER/NORCROFT FOYER			
<b>09.30-10.45 PANELS F</b>							
CUBBY BROCCOLI	ACTION ZONE 1	ACTION ZONE 2	ON LOCATION 1	ON LOCATION 2	NORCROFT 2	NORCROFT 1	NORCROFT 3
<b>NARRATING MEDIA HISTORY</b> Hugh Chignell, Jamie Medhurst, Anthony McNicholas	<b>SOUND, SPACE AND MOBILITY</b> Chair: David Robison Managing Mobility (Lian ZHU)  Meanwhile, among the gentiles...: Mediated subjectivities, place and belonging in Israel (Eyal Lavi)  Understanding oral histories of BBC Sport (Richard Haynes)	<b>POSTCOLONIAL MEDIA CULTURE</b> Myra Macdonald, Sarita Malik, Rosalind Brunt, Rinella Cere	<b>CULTURAL STUDIES</b> Chair: Sam Cameron  Not what you know: professionalism, being nice and social capital in film and TV (Irena Grugulis)  One grows strange behind barbed wire': nationhood and British internment of aliens in the Second World War (Sara-Patricia Wasson)  A spectatorship of death (Stefania Charitou)	<b>NEW MEDIA 1</b> Chair: Ian Palmer Rethinking News Sociology: The Potential of Social Network Analysis (Robin Brown)  Net Work: the professionalisation of web design (Helen Kennedy)  Re-thinking Internet Ethnography (From Rich Description to Rich Data - and What's the Difference?) (D.M.Berry, Caroline Bassett)	<b>MEDIA AND REPRESENTATION 2</b> Chair: TBC  Damaged bodies in documentary: Murderball and Black Sun (Thomas Austin)  Project Freak: Muscle Mediaation and the Bodybuilder (Adam Locks)  Gore, Affect and Male Melodrama on Dexter (Alexia Smit)  Does my bomb look big in this? Ethnic identity and resistance in British Asian comedy (Simon Weaver)	<b>EDITORIAL CHOICES IN FACTUAL TV PRODUCTION</b> Chair: David Hesmondhalgh  Anna Zoellner, Dafydd Sill-Jones, Sergio Splendore	<b>DEBATING CREATIVITY</b> Inga Burrows and Dr Ruth McElroy Steve Blandford, Nicole Matthews
10.45- 11.00		Refreshment Break PICTUREVILLE LINK/CUBBY FOYER/NORCROFT FOYER					
<b>Screening: CUBBY BROCCOLI CINEMA (<i>Prairie Winds</i> Dir: Ron Hagell)</b>							

**11.00-12.15 PANELS G**

<p>CUBBY BROCCOLI</p> <p><b>PRACTICE PANEL: FEATURES AND DOCS</b></p> <p>Chair: Paul Kerr</p> <p>Ron Hagell, Gideon Koppel, Nick Higgins, Geoffrey Cox and Keith Marley</p>	<p><b>ACTION ZONE 1</b></p> <p><b>MEDIA CONTEXTS 4</b></p> <p>Chair: Natalie Fenton</p> <p>Cowboy Queen: The Maverick Screen Persona of Miss Barbara Stanwyck (Andrew Patrick Nelson)</p> <p>Class and Masculinity in British Cinema: From British New Wave to Brit Grit (Peter Burleigh and Andrea Ochsner)</p> <p>Making Sense of Creativity (Mark Readman)</p> <p>The Nature of Creativity (Catharine Slade-Brooking)</p>	<p><b>ON LOCATION 2</b></p> <p><b>CINEMA/SCI-FI</b></p> <p>Chair: Ian Palmer</p> <p>Welcome to Tomorrowland: Filming the Science Fiction City from Camera-Eye to CG-Eye (Will Brooker)</p> <p>Finding an Audience: The Marketing, Reception and Box Office Performance of 2001: A Space Odyssey, 1968-1972 (Peter Krämer)</p> <p><i>Lord of the Rings</i> (Martin Barker)</p>	<p><b>ON LOCATION 1</b></p> <p><b>PEDAGOGY/MEDIA/ EDUCATION</b></p> <p>Chair: Sarah Mumford</p> <p>Integrating Professional Media Practice in UG and PG Media Courses (Trevor Hearing and Stephanie Farmer)</p> <p>Digital media and the new market in virtual education (Sarah Barnard)</p> <p>Filmschool 2 - Integrating non-narrative filmmaking in primary school education (Aparna Sharma)</p>	<p><b>ACTION ZONE 2</b></p> <p><b>WOMEN'S MEDIA STUDIES NETWORK SYMPOSIUM</b></p> <p>'The terrible girls: feminism and popular culture'</p> <p>Introduced by Heather Nunn (WMSN Chair) and Anita Biressi (WMSN Communications)</p> <p>Speakers:</p> <p>Kaitlynn Mendes (Nottingham), Helen Thornham (City), Nancy Thumim (LSE), Elke Weissmann (Edge Hill)</p> <p>Respondents:</p> <p>Vicky Ball (Sunderland) and Diane Negra (University College, Dublin)</p>	<p><b>NORCROFT 1</b></p> <p><b>'WEATHER IN COPENHAGEN...?'</b></p> <p>Neil Gavin, Alex Lockwood</p>	
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**12.15-12.45 CLOSING PLENARY PICTUREVILLE**

**13.00-14.00 LUNCH: KODAK GALLERY**

**14.00-15.00 NETWORK MEETINGS**

<b>ACTION ZONE 1</b>	<b>ACTION ZONE 2</b>	<b>ON LOCATION 1</b>	<b>ON LOCATION 2</b>
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