

Örecomm Festival 2012

Reclaiming the Public Sphere: Communication, Power and Social Change

Final schedule (revised 17 September 2012)

All times are local, i.e. CET (GMT+2)



Friday 14 September Contemporary Research in Communication and the Public Sphere

GMT+2

Roskilde University, Cinema/Bio in Building 41.1
Dept of Communication, Business and Information Technologies
Facilitator: Thomas Tufte

09:00 – 09:30

Registration & coffee

09:30 – 09:45

Welcome addresses:

Rector of Roskilde University **Ib Poulsen** and
ÖRECOMM co-director **Thomas Tufte** (Roskilde University)

09:45 – 10:30

["Voiceblind: Moving Beyond the Paradoxes of the Neoliberal State"](#)
Professor **Nick Couldry** (Goldsmiths College, London, UK)

10:30 – 10:35

Short break

10:35 – 11:20

["Researching and Developing Cybercult@: Towards Emerging Glocal Knowledge Communities in Latin America"](#)
Professor **Jorge Gonzalez** (UNAM, Mexico)

11:20 – 11:45

Coffee break

11:45 – 12:30

["Product placement and graffiti/street art as negotiations of culture in the public sphere"](#)
Jakob F. Dittmar (Malmö University & Technische Universität, Berlin)

12:30 – 13:30

Lunch

On navigation:

This document is in two parts:

- (1) a time schedule with titles and names – 7 pages, followed by
- (2) a larger section with abstracts and brief bios.

If you read the document downloaded to your computer, or online in a web browser, links help you to get from schedule to abstract – and back.



13:30 – 15:00

Two parallel paper sessions: **A** and **B**:

A

Moderator: **Rikke Hostrup Haugbølle** (University of Copenhagen)

Lecture room:
40.2.25

["Journalists' use of social media in revolutionary Egypt"](#)

Nina Grønlykke Møllerup

(International Media Support and Roskilde University)

["The Post-Revolutionary Struggle over Religion and State in Egypt"](#)

Erik Aerts (Lessius University College in Antwerp, Belgium)

["New social movements and the use of new technologies"](#)

Judith Cortes Vasquez (Instituto Tecnológico de Monterrey, Mexico)

B

Moderator: **Anders Hög Hansen** (Malmö University)

Lecture room:
43.3.29

["Audience interaction with Ruka Juu – Participatory Involvement in a Communication for Social Change Initiative through SMS"](#)

Ylva Ekström (Malmö University) and **Linda Helgesson Sekei** (DPC, Dar es Salaam, Tanzania)

["'It's all false to me': The role of celebrities in mediating distant others"](#)

Martin Scott (University of East Anglia, UK)

["An experiential and social and cultural space - The Festive Week in Holstebro, Denmark"](#)

Kathrine Winkelhorn (Malmö University)

15:00 – 15:30

Coffee break with book launch: **Oscar Hemer**, ["Fiction and Truth in Transition – Writing the present past in South Africa and Argentina"](#)

15:30 – 16:15

["Advocacy Communication"](#)

Professor **Karin Gwinn Wilkins** (University of Texas at Austin)

16:15 – 16:30

Wrap-up

Transport to Copenhagen

17:45 – 19:00

City walk in Copenhagen (from Nyhavn to Amalienborg)

Another Copenhagen's "Traces of Slaves" is a street-based criticism of the national romantic Copenhagen. The city walk highlights buildings in the historic part of Copenhagen, related to the forgotten Danish slave trade and colonialism on the coast of Ghana and in the Caribbean. The walk sheds light on an inconvenient yet exciting part of Danish history that has been swept under the rug, but it is also the story about a critical street art project, that turned into a debate-provoking tourist attraction.



Saturday 15 September **Arts, Citizen Engagement and the Public Intellectual**

GMT+2

Malmö University, Black Box, Bassängatan 3
Facilitator: Oscar Hemer

09:00 – 09:30	Registration & coffee
09:30 – 09:45	Welcome addresses: Vice-Chancellor at Malmö University Stefan Bengtsson and ÖRECOMM co-director Oscar Hemer (Malmö University)
09:45 – 11:00	Indian panel: “ Design Pedagogy & Artistic Practice in the Public Sphere ” Ravindranath Gutta, Geetanjali Sachdev and Deepak Srinivasan (Srishti School of Art Design and Technology, Bangalore) Chairs: Oscar Hemer and Kathrine Winkelhorn (Malmö University)
11:00 – 11:20	Coffee break
11:20 – 12:30	Brazilian panel: “ Media, Citizens and Participatory Governance in Brazil ” Capitalism and the global public sphere revisited: a few general ideas to begin with Professor César Bolaño (Universidade Federal do Sergipe) “ Youth, Mediated Consumption and Convergence ” Associate prof Nilda Jacks (Universidade Federal do Rio Grande do Sul) “ Communication in the Social Movements: the exercise of a new perspective on human rights ” Prof Cicilia M. Krohling Peruzzo (Universidade Metodista do São Paulo) Chair: Thomas Tufte (Roskilde University)
12:30 – 13:30	Lunch
13:30 – 14:30	“ Beyond the Politics of Fear: Globalization, Vulnerability and Security ” Professor Thomas Hylland Eriksen (University of Oslo, Norway)
14:30 – 14:50	Coffee break



14:50 – 16:30

Panel discussion: “From public man to niche-intellectual.
Freedom of expression in the age of the mass-media.”

Writer and critic **Carsten Jensen** (Copenhagen):

[“New Voices and the constitutional deafness of the mass media: Why freedom of expression is not the same as freedom of information and why the crisis of the latter undermines the meaning of the former”](#)

Writer and critic **Ingrid Elam** (Gothenburg):

[“What is an intellectual, anyway?”](#)

Respondent: **Thomas Hylland Eriksen** (Oslo)

Moderator: **Oscar Hemer** (Malmö)

16:30 – 16:45

Wrap-up

17:00 – 19:00

Buffet

Neptuniplan 7

– with **Karin Gwinn Wilkins** introducing Wilkins, K. & Enghel, F. (eds.):
“Mobilizing communication globally: for what and for whom?”,
Nordicom Review and *Glocal Times* Special Issue (2012).

NB: In another building, at Neptuniplan 7.



Sunday 16 September		Researching Communication in the Public Sphere	
GMT+2		Malmö University, Black Box, Bassängatan 3 Facilitator: Ylva Ekström	
09:00 – 09:15	Registration		
09:15 – 09:30	Welcome by Ylva Ekström (Malmö University)		
09:30 – 10:15	“Migration, Transnational Families and Polymedia” Senior lecturer Mirca Madianou (University of Leicester, UK)		
10:15 – 10:40	Coffee break		
10:40 – 11:25	“Seeking Visibility in the Public Sphere: Social Movements and Social Media” Postdoc Mette Mortensen (University of Copenhagen)		
11:25 – 11:30	Short break		
11:30 – 12:15	“Fante Asafo Public Spaces: The 1850s – 1950s Struggle for Exclusivity and Beyond” Dr Kwame Labi (Institute of African Studies, University of Ghana)		
12:15 – 13:15	Lunch		
13:15 – 15:15	Three parallel workshops: 1: “Reclaiming the Public Sphere” 2: “Memories of Modernity” (India) 3: “Media, Citizens and Participatory Governance” (Brazil)		
Workshop 1	“Reclaiming the Public Sphere” – young researchers' presentations Moderator: Ylva Ekström (Malmö University)		
	“Sweden: Social Power, Action and Resistance in the Network Society” Paola Sartoretto (Karlstad University, Sweden)		
	“Brain Drain – or: Africans in the Diaspora” Benita Uttenthal (Malmö University)		
	“Kazeboon – bringing social media activism to the public spaces in Egypt” Kristine Rømer, Khadije Nasser and Sine Greve Jørgensen (Roskilde University and University of Copenhagen)		
	“There is always a prize to pay but it is not as bad as Mubarak days’- the changes for the Egyptian mass media - after the revolution” Sebastian Juel Frandsen (Aarhus University)		



Workshop 2
(extends to 16:30)
Room B 231c
in Orkanen

[“Memories of Modernity”](#) (India)

Conducted by **Deepak Srinivasan** and **Ravi Gutta** (Srishti School), with **Anna Brag**, **Oscar Hemer** and **Kathrine Winkelhorn** (Malmö University)

The “Memories of Modernity” project is an experimental project of combined academic and artistic research, carried out in collaboration between Malmö University, K3, and Srishti School of Art, Design and Technology, Bangalore. The workshop will draw the preliminary outlines for the *transdisciplinary interventions* we intend to do in different parts of Bangalore as part of this project, Participants in the workshop will be acquainted with current research projects at Srishti that can be connected to the project and have a pitch on possible interventions. You may well participate in the workshop without enrolling in the MoM II project. But we want you to sign up for the workshop **before** 12 September. Mail your interest to oscar.hemer@mah.se .

Workshop 3
Room C233
in Orkanen

[“Citizens, Media and Participatory Governance in Brazil”](#)

Facilitated by **Jorge Gonzalez** (visiting professor at Universidade Metodista, Brazil), with **Cicilia Peruzzo** (Universidade Metodista do São Paulo), **Nilda Jacks** (Universidade Federal do Rio Grande do Sul), **César Bolaño** (Universidade Federal do Sergipe), **Norbert Wildermuth** (Roskilde University) and **Thomas Tufte** (Roskilde University).

The ‘Citizens, Media and Participatory Governance in Brazil’ is an explorative network project between Roskilde University and three Brazilian universities (Universidade Federal do Rio Grande do Sul in Porto Alegre, Universidade Metodista in São Paulo, and Universidade Federal do Sergipe, in Alagoas). The workshop Sunday at the Ørecomm Festival aims at fleshing out common research themes and establishing a work plan for further collaboration between the universities. You are welcome to participate in the workshop if you have Brazil-related interests that converge with this. For example, you would be very welcome if you are considering to write your thesis on Brazil-related issues. We do however want you to sign up for the workshop **before** 14 September. For further information read [corresponding item](#) in the Festival Abstracts section, or contact Thomas Tufte (ttufte@ruc.dk).

15:15 – 15:45

Coffee break



- 15:45 – 16:30 Panel discussion: “[Uganda’s Media: Competing pressures and priorities and their implications on the Public Sphere](#)”
– with **Richard Kavuma** (The Observer, Kampala) and **Rachael Borlase** (BBC Media Action)
- 16:30 – 17:00 Final workshop 2 presentation: “[Gender, Modernity and the Public Sphere: A Backlash Against Women in Bangalore and Mangalore?](#)”, by **Jyothsna Belliappa** (Srishti School of Art Design and Technology)
- 17:00 – 17:## [Socializing & Networking](#) – enriched by **Casper Thyregod Kappel Jensen** presenting hiphop/rap, and by a special issue launch: **Fieke Jansen**



Monday 17 September

Activists and Professionals in the Public Sphere

GMT+2

MS Action Aid, Fælledvej 12, Copenhagen N
Facilitator: Norbert Wildermuth

09:00 – 09:30

Registration & coffee

09:30 – 09:45

Welcome by **Thomas Tufte**

09:45 – 11:15

[“Active Citizenship – Countering the Shrinking Political Space”](#)
Kirsten Lund Larsen (Chairperson of the Board in Danchurchaid)
[“New Media, Participation and Human Rights”](#)
Senior Adviser **Rikke Frank Jørgensen**
(The Danish Institute for Human Rights)

11:15 – 11:30

Coffee break

11:30 – 12:15

[“Voice, Citizenship and Civic Action: Current Challenges in Communication for Development”](#)
Thomas Tufte (Professor, Roskilde University; ØRECOMM co-director)

12:15 – 13:15

Lunch

13:15 – 14:45

[“Watching the Watcher – how live video broadcasting changed some angles of the revolution. An inside story from Bambuser”](#)
Måns Adler (Founder of video streaming platform *Bambuser*)
[“View Counts: YouTube in the Revolutionary Moment”](#)
Egyptian activist **Omar Robert Hamilton** (Mosireen, Cairo)

14:45 – 15:15

Coffee break

15:15 – 16:45

[“Participatory Democracy – reaffirming the status quo?”](#)
Fieke Jansen (Knowledge officer at Hivos, Amsterdam)
[“Delivering a radio-led debate on slum dwellers’ human right conditions within Africa”](#)
Martin Davies (Between the Post Productions, UK)

16:45 – 17:00

Wrap-up

Directions:

Roskilde University: www.ruc.dk/en/about-the-university/directions-to-ru/
Malmö University, Blackbox, Bassänggatan 3: goo.gl/maps/vz1kP
MS Action Aid, Fælledvej 12, Copenhagen N: goo.gl/maps/0sQx

Contact:

The ÖRECOMM Secretariat: orecomm@gmail.com –
Anne Sofie Hansen-Skovmoes and Marie Brobeck
or visit our website: orecomm.net



Örecomm Festival 2012

Reclaiming the Public Sphere: Communication, Power and Social Change

Updated 11 September 2012

Abstracts and (some) Bios



Friday 14 September

Contemporary Research in Communication and the Public Sphere

Roskilde University, CBIT (41.1)

09:45 – 10:30

[“Voiceblind: Moving Beyond the Paradoxes of the Neoliberal State”](#)

Professor **Nick Couldry** (Goldsmiths College, London, UK)



Abstract: For some time, Western democracies have been caught in a double bind: they must offer voice, if they are to count as democracies, but they must also retract that offer if they are to form part of a global market. The resulting crisis of voice (Couldry 2010) has been justified and, for a while, disguised, by neoliberal discourse which proclaims that the market is the primary form of social organization, and so the best form of government is submission to what markets dictate. The ongoing financial crisis (2008-) has exposed the violent contradictions that neoliberal discourse imposes on democratic life, but as yet without resolution. A reason for the impasse is not simply that states fail to listen to voice, but more fundamentally that states are *blind* to the spaces where democratic voice now emerges. Neoliberal states, as they face the most serious financial crisis for a century or more, are caught in a complex legitimacy deficit, affecting both how they reflect and how they perform the act of governing (Rosanvallon 2011). The only way forward, I suggest, involves states and citizens developing a new way of ‘seeing’ (to borrow the title of Jose Saramago’s great novel on political illegitimacy) that explores how state and society can be reorganised in ways that better recognise citizens’ knowledge and experience.

Bio: Nick Couldry is Professor of Media and Communications and joint head of the Media Department at Goldsmiths, University of London where he is also Director of its Centre for the study of Global Media and Democracy. He is the author or editor of ten books including *Media Society World: Social Theory and Digital Media Practice* (Polity 2012), *Why Voice Matters* (Sage 2010), *Media Consumption and Public Engagement: Beyond the Presumption of Attention* (Palgrave 2010 with Sonia Livingstone and Tim Markham), and *The Place of Media Power: Pilgrims and Witnesses of the Media Age* (Routledge 2000). Nick leads Goldsmiths’ research around MediaCityUK at Salford Quays within the FIRM research consortium funded by the EPSRC.



[“Researching and Developing Cybercult@: Towards Emerging Glocal Knowledge Communities in Latin America”](#)

Professor **Jorge Gonzalez** (UNAM, Mexico)



Abstract: The research agenda on digital culture for the poor countries has focused namely on issues like “digital inclusion”, “computer literacy”, and especially on “access to information and knowledge” through the Internet. This agenda has been subject to a wide range of criticisms (González, 2009), and part of the recent discussion has claimed a key relation between “cyber-culture” and it’s connection with democracy: multiple voices, governance and bottom-up organization as a way of reactivating the public sphere.

My current comparative research in México and Brazil confronts the “digital divide” approach and concentrates its effort on conceptualizing and facilitating a growing process of empowerment of groups of common people confronting concrete and complex problems at local levels. This perspective is based not only on “access”, but also on collective organization and appropriation of available mediational means (Wertsch, Del Río & Álvarez, 1995) for the enactment of local knowledge of what Marx called their social being.

This perspective (González, 2008) stresses the collective development of threefold symbolic capacity: information, communication and knowledge, cultivated and appropriated to help solve concrete and practical problems in local settings. Local agents design and produce their own local systems of information, and by their re-organization into small nodes called Emergent Local Knowledge Communities (ELKC), a wider range of social agents enact processes of progressive social empowerment.

These activated agents are able to decide forms, modalities and sequences of actions for appropriation of technology (“old” or “new”).

In the hard ecological and social conditions of this research example, reactivation of public sphere as a whole is still a wishful limit. First, communities geopolitically designed merely as “objects of study” should be enacted as active subjects of their own local knowledge from bottom-up. The last step is working in networks of ELKC’s that provides the structure to convert local knowledge into situated knowledge.

Besides theoretical construction, my presentation will include some observables and facts based on fieldwork (action research, historiography and ethno sociology of social networks) in Charcas, (in the Mexican desert) between 2007 and 2012, and some initial comparative research in Brazil Nordeste (Piauí and Paraíba).

References

González, Jorge (2008) Entre cultura(s) y cibercultur(@)s. Incursiones y otros derroteros no lineales, La Plata, EDULP, 2008.

González, Jorge (2009) “Digitalizados por decreto. cibercultur@ e inclusión forzada en América Latina”, en Estudios sobre las culturas contemporáneas, Epoca II, Vol. XIV, No. 27, pp. 47-66.

Wertsch, J. Del Río, P. & Álvarez, A. (Eds.) (1995) Sociocultural studies of mind, New York, Cambridge University Press.

11:45 – 12:30

[“Product placement and graffiti/street art as negotiations of culture in the public sphere”](#)

Jakob F. Dittmar (Malmö University & Technische Universität, Berlin)



Abstract: In the western world graffiti and other forms of street art are utilised by (big) companies to market their products, services and events, thus blending PR/advertising into the sign-language or rather communications that were established as non-official and expressing counter culture.

A growing understanding of this development leads to the parallel development of acceptance of the omnipresence of corporate communication and the market and the opposed activism of "ad busters" and other manipulators of advertising and communication in the public sphere.

The dilemma in this process is that these forms of communication are gaining "hipness" from the latter groups' activism and are even more targeted by advertising etc. (this is roughly repeating Susan Sontag's observations on the market mechanisms of camp-ness).

Different strategies to (re-)claim the meaning of signs and communications blend the use of various old and new media and allow for some insights into the cultures involved.

Bio: "I am working as a senior lecturer in media and communication studies at Malmö University. I was granted docent-status ("Privatdozent") in media science by the Technische Universität Berlin. My current research focusses on comics, and *en-passant-media*, my publications mirror these and other fields of research."

13:30 – 15:00

Two parallel paper sessions: **A** and **B**

Session **A**

Lecture room:
40.2.25

[“Journalists’ use of social media in revolutionary Egypt”](#)

Nina Grønlykke Møllerup

(International Media Support and Roskilde University)



Abstract: There has been a surge of citizen journalism and information-centred activism in Egypt in the recent years and this has greatly influenced journalism in the country. Activists and other citizen journalists are influencing the news agenda and pushing at the limits of what can be and is being said in mainstream media. Journalists use social media extensively in their work and this has in many ways enhanced the quality and diversity of the Egyptian mainstream media as a whole.

In this presentation, I investigate how the appropriations of social media technologies influence the work of journalists in a society with restricted media freedom. By showing how social media are part of larger communicative ecologies, I argue that the appropriation of social media by activists, journalists and others in Egypt has changed journalism in the country by changing information flows related to journalism from being

top-down driven, with authorities being the main sources and instigators of stories to becoming what can more pertinently be described as many-to-few-to-many communication with activists and journalists creating bridges between different publics.

This presentation is based on 4 months ethnographic research in Egypt in 2012 and thus I will exemplify my argument with empirical data. I have carried out participant observation and interviews with activists and journalists with the goal of understanding how the two often overlapping groups use each other in their work.

Bio: Nina Grønlykke Mollerup is an industrial PhD candidate with International Media Support and Roskilde University. Her PhD project is about the relationship between social media activists and conventional journalists in the context of the socio-political changes in Egypt.

13:30 – 15:00

Session A



[“The Post-Revolutionary Struggle over Religion and State in Egypt”](#)

Erik Aerts (Lessius University College in Antwerp, Belgium)

Abstract: This paper discusses the emergence of two formerly apolitical religious players in the Egyptian political sphere after president Hosni Mubarak’s resignation following the January 25th revolution. It analyses how they started using social media to create an identity and spread their political and ideological view on topics of religion and civil society, and are trying to reclaim the political sphere. Salafist groups were long considered mostly apolitical or silent backers of the old regime as long as they were left alone. Sufis, on the other hand, had never really participated in politics since the regime was never receptive to the idea of Sufis entering normal political life. The antagonism between both groups, further amplified in the power vacuum, served as a frame of reference in our research.

After the reportedly (though not uncontestedly so) fundamental role of social media in the revolution, many groups resorted to Facebook and Twitter for communication strategies. Likewise, Sufis and Salafis, who normally relied on traditional channels of communication, started using social media as an extra tool.

This paper, based on 7 months of fieldwork in Cairo, shows how Sufis, represented by the Egyptian Liberation Party, and Salafists, represented by the Light Party, started using social media to create an identity and spread their political and ideological view on topics of religion and civil society throughout the public sphere. To this end, we will first give a brief overview of the history of religion and politics in the Egyptian society, focussing on both groups and their antagonism, followed by a brief discussion of the relevance of social media in Egypt. Lastly, using Critical Discourse Analysis, we demonstrate how both make use of the ‘newly discovered’ social media and the internet to negotiate their identity and concepts of civil society in the public as well as the political sphere.

Bio: Having travelled extensively throughout the Middle-East, Erik Aerts

decided to combine his love of the region and its culture with his interest in international politics by first finishing a Bachelor's degree in Arabic translation and interpretation, followed by a master's degree in journalism with a focus on international politics and investigative journalism. During a one year project as a research associate at the Netherlands-Flemish Institute in Cairo, he also reported from Cairo during and after the Egyptian revolution for Belgian television and radio. He then worked as an intern at the political section of the Belgian Embassy in Cairo, publishing a report on Salafi movements in Egypt and on the presidential elections. Erik now works as a freelance journalist and as a project officer with the Middle-East and North Africa Committee MENAC, a subcommittee of the European Youth Press.

13:30 – 15:00

Session A



["New social movements and the use of new technologies"](#)

Judith Cortes Vasquez (Instituto Tecnológico de Monterrey, Mexico)

Abstract: The document presented is the result of the thesis entitled "New social movements and the use of new technologies" from Universidad Complutense de Madrid, where two social movements were studied: the march of "No more FARC" in Colombia, and the group "Amici di Beppe Grillo" and "Il Movimento 5 stelle" in Italy. These events were analyzed from the communication point of view, studying the actors and the communicative actions online and offline that generated and gave life to these movements.

On February 4, 2008, a massive march estimated 12 million people took place in over 200 cities in Colombia and 44 different countries in the world, who joined the call made by the group "One Million Voices Against the FARC" from the Facebook platform to mobilize and protest against the guerrilla group. The impact of this call reached levels that no one would imagine.

On the other hand, the group "Amici di Beppe Grillo" provides a new outlook on the new forms of social participation and their use of new technologies. The Italian case provides a rich framework in relation to maximizing online resources, social participation, use of internet for social action and the possibilities opened to a new form of political action in complex environments.

Bio: PhD in "Communication, social change and development" at Universidad Complutense de Madrid, Master in "Institutional communications", CADEC, in Mexico and bachelor degree in "Social Communication" at the Pontificia Universidad Javeriana of Colombia. Professor at ITESM. Has over 12 years of experience as a teacher in the Instituto Tecnológico de Monterrey. Director of the bachelor program in communications, ITESM Campus Querétaro from 2001-2007. Member of research group Mediation Dialectic of Social Communication (MDCS) at the Universidad Complutense de Madrid.



13:30 – 15:00

Session B

Lecture room:
43.3.29



[“Audience interaction with Ruka Juu – Participatory Involvement in a Communication for Social Change Initiative through SMS”](#)

Ylva Ekström (Malmö University) and **Linda Helgesson Sekei**
(DPC, Dar es Salaam, Tanzania)

Abstract: “It’s all well and good that we learn about HIV/AIDS and reproductive health, but we need jobs!” This was feedback from the audience to Femina HIP, a civil society organisation and media platform which for more than a decade has focused on the promotion of healthy lifestyles in Tanzania through the *edutainment methodology*, with youth as the major target group. In a country where only 6% are formally employed, most people have to create their own jobs and opportunities for income, often without support. As a response, Femina has launched the economic empowerment initiative *Ruka Juu*, a reality TV entrepreneurship competition, broadcasted nationwide between March and May 2011. Six young entrepreneurs went through a number of challenges and competed for the prize of their lifetime.

The contestants were assessed by judges, as well as by members of the audience, who were encouraged to vote for their favourite contestant by mobile phone SMS messaging. The audience could also engage with *Ruka Juu* by answering “the question of the week” and by sending spontaneous comments, questions and other feedback. Femina has thereby the ambition to apply a *participatory production process*. An analysis of this SMS response, as well as telephone interviews with 50 of the individual mobile phone users who have interacted with the program through SMS, form the basis of the analysis in this paper. We attempt to answer the questions (1) Who is communicating? and (2) What is communicated? The study serves as a case study analysing and illustrating opportunities and obstacles occurring in relation to utilization of mobile phone messaging as a tool for participatory communication in an edutainment context. It is also contributing with empirical findings to the theoretical discussion about the role of new information and communication technologies for participatory communication and social change.

Bios: **Ylva Ekström** holds a PhD in Media and Communication studies from Uppsala University, and is currently a senior lecturer and researcher in Communication for Development at Malmö University, Sweden. Her research has taken her on many and long journeys to Tanzania where she since the late 1990’s has conducted research about young people and their relation to media and popular culture. Questions about social change through communication, media culture and meetings between people and cultures are central in her research.

Linda Helgesson Sekei has a PhD in Cultural Geography from Umeå University, Sweden. She has been living in Tanzania for the past 12 years, currently working as a research consultant at DPC in Dar es Salaam. Her research has to a large extent been about young people’s every day life and dreams about the future, with education, work and family as



important components. Linkages between towns and countryside, the local and the global, dreams, mobility and identity are central themes.

13:30 – 15:00

Session B



[“It's all false to me’: The role of celebrities in mediating distant others”](#)

Martin Scott (University of East Anglia, UK)

Abstract: The stated aim of the Ørecomm Festival 2012 is to analyse the roles of different actors in changing public spheres, ‘including the media professional, the communication for development practitioner, the activist, the artist, the intellectual, the media mogul’. The notable absence from this list of significant actors – and the subject of this paper – is the celebrity.

The study of the role of celebrities in the public sphere is growing steadily, particularly with respect to issues of international development and social change. Despite this, there is one central issue which remains remarkably under explored – that is – the role of celebrities in acting as a mediator between audiences of Western media and the lives of faraway others.

This paper aims to shed new light on this issue by drawing on the results of a large scale audience study, involving two phases of focus groups separated by a two-month diary study. The results suggest that while celebrities may be only one, relatively minor, force in managing spectators’ mediated experiences of distant others, they do have the capacity to generate relatively intense mediated experiences, especially in contexts outside of explicit advocacy campaigns. However, the results also provide evidence to support Lillie Chouliaraki’s claim that contemporary practices of celebrity advocacy have a tendency to prioritise spectator’s connectivity towards celebrities rather than towards distant others. Finally, the results make clear the importance, but also the complexity, of audiences’ judgements about the authenticity of celebrities.

Bio: Martin Scott is Lecturer in Media and International Development at the University of East Anglia, UK. “My principal research interests concern the relationship between media and development. Most of my research addresses the production, content and reception of Western media coverage of the global South. I am also interested in mediated cosmopolitanism, entertainment-education, media literacy and the role of popular culture in engaging young people in politics.”



13:30 – 15:00

Session B



[“An experiential and social and cultural space - The Festive Week in Holstebro, Denmark”](#)

Kathrine Winkelhorn (Malmö University)

Throughout the years the world famous Odin Theatre has played an increasing role in and for the city as a bridge builder between the local and the international. Since 1989 *Odin Teatret* has carried out a festive week every third year involving the entire city and its citizens. The fundamental purpose of the festival is to encourage meetings and dialogue between people who normally do not meet. In this way this festival is different from most other similar events. The festive week is the very idea of transcending cultural barriers, condensed into one week's concentrated collaboration across nationality, race and age. The artistic expressions of the festival are complex. Odin Theatre and invited international guests represent exotic global art forms with stilts, samba rhythms, Brazilian Candomblé, Balinese dance, processions and parades, hybrids of street entertainment, modern theater and contemporary art.

The research question is: What in particular characterizes the Festive Week and how does this event influence the city and its citizens in a more democratic sense in the longer run. In other words, can an event like the Festive Week contribute to enrich a city for more than just a week?

In the methodological approach I use my personal experience from working at the theater as well as qualitative interviews, carried out during the festival in 2008 and 2011. I also reflect on what constitutes the good city (Andersen 2004; Landry, 2006; Amin, 2006; Putnam, 2000; Sennett 2007) with a special focus on the enchanted city. I incorporate the theater's dramaturgical practices (Barba, 1989; Christoffersen, 2009; Bakhtin, 1983, Watson 2002), and relate to the micro-processes that culturally may support the development of a good city. The theoretical perspectives are juxtaposed with the empirical evidence that deals with the notions of barter and transformance and coupled to Mikhail Bakhtins thoughts on the carnival as catalyzer for creating relational changes.

By combining dramaturgical and sociological concepts in the research and through a series of interviews carried out in 2008 and 2011, it becomes apparent how Odin Teatret may contribute to institute cultural values in the city in what one could call the public sphere.

By using the cityscape as a stage and through involving involving children, young people, grown ups, old people as well as associations and businesses this event turns the city into a vibrant public sphere for a week. I argue that this event plays an important role for the city understanding itself and importantly this event is being considered as crucial by the citizens and their conceptual understanding of the town they inhabit.

Bio: Kathrine Winkelhorn has a solid experience within the field of cultural production. During *Copenhagen 96 – European Capital of Culture* she was responsible for the large scale international projects and has carried out a

world exhibition of contemporary art in Copenhagen 96, has initiated a biennial for your artists around the Baltic Sea and has worked with a number of music and performance festivals in Copenhagen. Since 2008 she has been the program responsible for the Master Programme in Culture and Media Production. In particular she has done research within the performing arts.

15:00 – 15:30

Book launch: Oscar Hemer, "[Fiction and Truth in Transition – Writing the present past in South Africa and Argentina](#)"



Oscar Hemer is a Swedish writer of fiction and non-fiction, and professor at Malmö University's School of Arts and Communication, where he has been the programme coordinator of the master in Communication for Development since its inception in 2000. He is also co-director of ÖRECOMM. Prior to that he worked as an arts journalist and editor in different media, primarily newspapers, since the early 1980s. Oscar Hemer holds a Dr. Philos. Degree from Oslo University (2011) for his dissertation on the role of fiction in the transition processes of South Africa and Argentina, resulting in the book *Fiction and Truth in Transition : Writing the present past in South Africa and Argentina* (Lit Verlag, 2012, to be presented during the Festival). He has written five novels and a number of books of essay and reportage, and is currently working on a novel, *Misiones*, to conclude his "Argentina trilogy" (the two previous parts are *Cosmos & Aska* 2000 and *Santiago* 2007).

A partial preview of *Fiction and Truth in Transition* is [available here](#).

15:30 – 16:15

"[Advocacy Communication](#)"

Professor **Karin Gwinn Wilkins** (University of Texas at Austin, USA)



This contribution would offer an approach to advocacy communication, building on critical scholarship in the area of development communication and social change. Advocacy communication offers a comprehensive approach to using communication technologies and processes for social change in a global context. A critical approach to globalization sets the stage for positioning this work as strategic change on behalf of social justice, integrating a variety of communicative genres and technologies in order to promote normative and structural change, through action based on reflexive and critical review of credible evaluation research.

There are several ways in which communication can facilitate advocacy. Communication can be used to discover, understand, and encourage recognition of problems, as well as of potential solutions, for those engaged in the collective effort as well as for those targeted, such as public constituencies or policy makers. In addition to educating and mobilizing, communication sites serve as a venue through which groups contest interpretations of problems and proposed solutions. Contrary to a pluralist approach to communication, advocacy communication recognizes that differences in access to resources create spaces through which some

groups have more power than others to assert their perspectives. Working within a recognized hegemonic process, advocacy communication enables potential to negotiate and work toward changing conditions for a public good through leveraging political resources and opportunities.

Advocacy communication is meant to work *for* social justice through strategic intervention, but must do so through a self-reflexive process in order to be *about* social justice as well. By self-reflexive I mean that strategies should build upon an understanding of the nature of competing rhetoric that attempts to justify dominant discourse, in order to consider how to negotiate, subvert, resist, and reframe. This rhetorical comprehension needs to be situated within an awareness of the political-economic context as well. Working dialogically, advocacy communication should attempt to engage praxis based in structural independence, to avoid constraints in terms of financial or political dependence on concentrated or problematic agencies.

As a strategic approach, advocacy communication attempts to address human costs of globalization, in a context of accentuated global capitalism, political imperialism, human rights violations, and environmental devastation. Although global communication industries are constrained through an increasingly privatized structure that disempowers unions and other attempts toward collective bargaining, there is potential for groups to activate responses to years of frustration and concern, through global communication, integrated across genre and technology. Recognizing the potential for communication to operate as surveillance for those in power, we need to understand communication sites as terrains of conflict and risk, engaging technological as well as political contests over control of resources. It is the purpose of advocacy communication to build approaches that can be structurally independent, and empirically based, toward improving our human condition.



09:45 – 11:00

Indian panel: "[Design Pedagogy & Artistic Practice in the Public Sphere](#)"

A visual artist, **Ravindranath Gutta** is interested in Creative Arts for development. A post-graduate in Fine arts, he has been in academics for nearly 20 years designing, setting up and running art curriculum for middle school to Undergraduate Program. Presently he has been teaching several Art and Design courses at Srishti, apart from working on projects.

His thematic interests in Art practice are, engaging with cultural dialogue and social design for development, and also in critical discourse about the contemporaneity of visual language.



Geetanjali Sachdev is Dean of the Advanced Diploma Program at Srishti. Her interests lie in art and design pedagogy with a recent focus on public pedagogies and practices. She has a Master of Arts Degree in Education from Oxford Brookes University at the Westminster Institute of Education, UK and a Bachelor of Science Degree in Industrial Management (Graphic Communications Management track) from Carnegie-Mellon University, Pittsburg, USA.



Deepak Srinivasan is an artist, media practitioner, researcher and pedagogue, currently a core member of Maraa, a media & arts collective based in Bangalore and faculty at Srishti School of Art, Design and Technology, Bangalore. After natural science BSc and MS, his interests shifted to exploring the role of media & arts as methods for transdisciplinary inquiry. Since 2005, he has been training in performing arts and community theatre with prominent theatre practitioners. Deepak's experience in the audio medium comes from his days as content developer with Worldspace Satellite Radio. Community art and media have become an emerging focus and through this inquiry Deepak has been trying to juxtapose the social, cultural and psychological development to better understand emerging political negotiations and identities.

11:20 – 12:35

Brazilian panel: "[Media, Citizens and Participatory Governance in Brazil](#)"

["Capitalism and the global public sphere revisited: a few general ideas to begin with"](#)

César Bolaño (Universidade Federal do Sergipe)

Excerpt: My hypothesis is that the possible new public sphere constituted in the transition to the XXI Century, based upon telematics network communications, retake, at the global level, the central characteristics of the old bourgeois public sphere, defined by Habermas as critical and restricted. Restriction is due to two factors of exclusion: knowledge and property. Economic and cultural capital, we could say. It means that we are in a new situation, but very similar to the end of the XIX Century, when the masses must fight for inclusion.

Bio: **César Bolaño** is Professor at Universidade Federal de Sergipe (UFS) and coordinator at Observatório de Economia e Comunicação (OBSCOM). He has been guest professor at many universities in Brazil and other countries including Universidade de Santiago de Compostela (Spain) and New York University. Furthermore he is or was:

- Coordinator of international academic programs with France (CAPES-COFECUB, Université Paris-Dauphine) and Spain (CAPES-MECD, Universidad de Sevilla)
- Was editor at Revista Brasileira de Ciências da Comunicação (RBCC)
- Ex-vice-president at Sociedade Brasileira de Estudos Interdisciplinares da Comunicação (INTERCOM)
- Current president at Associação Latinoamericana de Investigadores da Comunicação (ALAIIC)
- Treasurer of International Association for Media and Communication Research (IAMCR)



[“Youth, Mediated Consumption and Convergence”](#)

Nilda Jacks (Universidade Federal do Rio Grande do Sul)

Bio: Nilda Jacks is Associate professor at Universidade do Rio Grande do Sul. She holds a Bachelor of Arts and Communication (Federal University of Santa Maria); Master in Communication (University of São Paulo); PhD in Communication (University of São Paulo). She did PhD research at Iberoamericana University in Mexico City; was Associate Researcher, University of Colima, Mexico; Visiting Researcher, Dept. of Film and Media Studies, University of Copenhagen (1998-1999); Research Fellow, Dept. of Information Science, University of Santa Maria (1982-1993); Research Fellow, Dept. of Communication, Federal University of Rio Grande do Sul (1994-present); Visiting Researcher, Dept. of Communication Studies, Nacional University of Colombia (2006). Nilda Jacks teaches two disciplines "Reception Studies and Identity" and "Latin American Theory of Communication" for the Master degree, and on the graduate level "Media Techniques" and "Media Planning".



[“Communication in the Social Movements:
the exercise of a new perspective on human rights”](#)

Cicilia M. Krohling Peruzzo (Universidade Metodista do São Paulo)

Abstract: Discusses communication in the social movements and seeks to situate the question of the right to communication as a dimension of human rights. We take into consideration communication constructed in this universe and in its educative/communicative process. Communication is part of the processes of mobilization of popular social movements throughout history and in accordance with the resources available in each period.

The popular movements also adjust to the given conditions in order to communicate. In Brazil, they have always used their own means of communication, known as a popular, community, participatory or alter

native. On one hand, they do it because of the need to speak to their specific audiences and, on the other hand, because of the restriction on their freedom of expression on the part of the national system of communication. There is evidence of the concrete exercise of the right to communication as a mechanism to facilitate the struggles for conquest or expansion of citizenship rights, including the right to communicate.

In other words, placing communication as a human right, understood as a third generation of rights, represents an advance in the conception of citizenship, by evolving to the perception of a collective right, as well as by giving more visibility to the communication that tends to be somewhat inconspicuous in the classical dimensions of citizenship, especially in the context of social rights. It represents the incorporation of the concept of collective rights and, as stated earlier, which goes beyond the traditional notion of civil, political and social rights - 1st and 2nd generations - and gain significance as collective rights. But maybe it's time to take a step forward. Given the central role that the media, permeated by information and communication technologies, increasingly play in contemporary society, it makes sense to get a distinction regarding the conceptual dimensions of citizenship as fifth generation rights. It is the human rights to communication, or communication and cultural dimension of citizenship, including, thus the rights to the universe of culture and communication. They are embedded in the civil, political, social and bioethical rights, but tend to get stronger if treated distinctively, that is, thought at a "generation of rights" level.

As a conclusion we find that community and popular communication expresses a rich diversity of practices and contributes to enhancing the citizenship status. The right to communication is multifaceted. It advocates that its dimension at the community level and the practices of social groups that mobilize to extend citizenship.

Bio: PhD in Social Communication from Universidade de São Paulo. Associate professor in the Graduate Program in Social Communication of Universidade Metodista de São Paulo, Brazil. Her main research interests include communication in the social movements, participative communication, alternative public relations and organizational communication in the third sector. She is the author of "Public Relations in Capitalist mode of Production", "Communication in the Social Movements: the Participation in the Formation of Citizenship" and "Community Television: Citizen Participation in the Local Media", and has organized several others. She has published articles in several journals, both Brazilian and international. Former President and resident member of the Board of Trustees INTERCOM – Brazilian Society of Interdisciplinary Studies in Communication Studies (1999-2002). Coordinator of the Working Group "Popular, Alternative and Community Communication for Citizenship" for ALAIC – Latin-American Association of Communication Researchers, (1996-2010). Coordinator of the COMUNI – Core of Studies in Community and Local Communication.



13:30 – 14:30

[“Beyond the Politics of Fear: Globalization, Vulnerability and Security”](#)

Professor **Thomas Hylland Eriksen** (University of Oslo, Norway)



Abstract: Contemporary politics are, certainly in Europe, framed by a series of anxieties – the environmental crisis, financial turmoil, and the flux and friction of cultural identities. In Frank Furedi's felicitous term, the politics of fear are over us. Politicians worry a lot these days, as do social scientists.

A diagnosis of the facts on the ground nevertheless reveals that the crises engendered by globalisation are perceived and dealt with in local communities in ways which make them manageable both conceptually and in terms of agency.

Some major anxieties unite an otherwise divided humanity in the early 21st century. I propose to call them the three crises of globalization: Finance/the economy; climate/the environment; and identity/culture. In all three realms, frictions, political battles and schemes for their solution can be identified worldwide. As a common denominator for all three crises, the metaphor of overheating may be useful. It may indeed be said that a world where identities clash, stockmarkets 'melt' and global temperatures rise in an accelerated fashion, can be described as an overheated one.

How do Andean peasants deal with their melting tropical glaciers? How do Malian traders react to the rise of militant Islamism in the east of their country? What do ordinary Icelanders do about the dire economic situation in which their country finds itself? By studying local reactions to global crises, we can add a crucial dimension to existing thinking about globalization, and this kind of knowledge is not only necessary for an understanding of the contemporary world, but also in order to nudge it in a positive direction. An understanding of global crises in their local context not only deepens understanding, but can also help us move beyond the politics of fear.

Bio: Thomas Hylland Eriksen is professor of social anthropology at the University of Oslo and a prolific author in many genres. His research has focused on cultural complexity, globalisation and identity politics, and he has carried out field research in Trinidad, Mauritius and Norway. He is currently directing a research project on the politics and poetics of space in a multiethnic suburb in Oslo as well as a comparative project on the three crises of globalisation: economic, environmental, cultural. Some of his books in English are *Ethnicity and Nationalism*; *Small Places – Large Issues*; *Globalization: The Key Concepts*; *Engaging Anthropology*; and *Tyranny of the Moment*. In Norwegian, in 2012 he is publishing a book on politics for young adults, a co-authored book about competition and his second novel.



14:50 – 16:30

Panel discussion: "[From public man to niche-intellectual. Freedom of expression in the age of the mass-media](#)"



Writer and critic **Carsten Jensen** (Copenhagen):

["New Voices and the constitutional deafness of the mass media: Why freedom of expression is not the same as freedom of information and why the crisis of the latter undermines the meaning of the former"](#)

Bio: Carsten Jensen, born in 1952, writer and critic, Adjunct Professor at Southern University (Denmark) from 2001. As a writer Carsten Jensen has brought the classic essay genre into a modern media era and filled it with critical awareness. He has been engaged in the domestic debate on Denmark's participation in the Afghanistan war. In 2010 he received the prestigious Olof Palme Prize; and in 2012 the Søren Gyldendal Prize.



Writer and critic **Ingrid Elam** (Gothenburg):

["What is an intellectual, anyway!?"](#)

Abstract: The role of so called intellectuals is frequently discussed against the backdrop of two seminal interventions, both of them framed in the context of violent conflicts: Noam Chomsky's "The Responsibility of Intellectuals" and Edward Said's "Representations of the Intellectual".

What can we learn today from these demands on taking sides and speaking truth to power – Chomsky – as compared to Said's advocacy in favour of amateurism and the benefit of an exile position?

Bio: **Ingrid Elam** is literary critic, author and Associate Professor of Comparative Literature. She has worked as Chief Editor of the Culture section at *Göteborgs-Tidningen*, *Göteborgs-Posten*, and at the daily paper *Dagens Nyheter* in Stockholm. She has worked at Malmö University as both Head of the School of Arts and Communication (K3) and as Dean at the Faculty of Culture and Society. She is currently dean at the Faculty of Fine and Performing Arts at Gothenburg University. She has also chaired the board of the Swedish Arts Grants Committee since 2006.



10:00 – 10:50

[“Migration, Transnational Families and Polymedia”](#)Senior lecturer **Mirca Madianou** (University of Leicester, UK)

Abstract: Transnational families are becoming increasingly prevalent in the context of the feminisation of migration partly fuelled by the demand for care and domestic workers in what we call the global North. Many of these new migrants are mothers who leave children behind. Family separation and the phenomenon of the left-behind children are largely seen as one of the hidden injuries of globalisation: the high social cost the global south must pay in return for the remittances which keep its economies afloat. Parallel to these developments is the explosion of new communications technologies over the past 2-3 years. Now a Filipina migrant mother in London can use a plethora of platforms – such as phone calls, text, email, IM, social networking sites such as Facebook and Skype – to keep in touch with her children. But what are the contours of this distant parenting and what role does the environment of ‘polymedia’ play? I will report on a three year long ethnography of Filipina migrant mothers in the UK and their children in the Philippines. I will argue that new media cannot solve the problems of separation. However, I will argue that polymedia have profound consequences for the ways migrants and their families experience long distance relationships and migration as a whole.

Bio: Mirca Madianou is Senior Lecturer in Media and Communication at the University of Leicester. She has published extensively on the social consequences of media and new communication technologies especially in relation to processes of migration, transnationalism, identities and personal relationships. She is the author of *Mediating the Nation: news, audiences and the politics of identity* (2005) and *Migration and New Media: transnational families and polymedia* (with Daniel Miller, 2011).

11:10 – 12:00

[“Seeking Visibility in the Public Sphere: Social Movements and Social Media”](#)Postdoc **Mette Mortensen** (University of Copenhagen)

Abstract: ‘Twitter Revolution’, ‘Facebook revolution’, ‘YouTube Revolution’ and similar expressions surfaced in connection with the post-election uprising in Iran in 2009, and again as designations for the public protests in Middle Eastern and Northern African countries in 2011. Behind the catchwords lies the notion of social media as drivers of democratic change through the mobilization and empowerment of social movements.

However, this belief has also been criticized for being techno-deterministic or naïve, since social media at best facilitate already existing movements.

The deployment of social media by social movements should be seen as part of an on-going mediatization of political struggle, which includes, e.g.,

the use of micro blogs and of easily accessible digital technologies and omnipresent mobile cameras to produce and distribute otherwise unobtainable pictures of unfolding events. This process of mediatization not only changes democratic ground rules concerning citizens' opportunity for sharing their experiences and points of view with each other and the outside world, but also the public's access to information and the news coverage of conflicts. In this presentation, I look into the deployment of social media by social movement to seek visibility in the public sphere.

Bio: Mette Mortensen, PhD, post.doc. at the Department of Media, Cognition and Communication, The University of Copenhagen. She is the author of the research monograph *Kampen om ansigtet. Fotografi og Identifikation (Facial Politics. Photography and Identification)* (2012), and has co-edited several volumes, most recently the special issue 'Challenging Genre – Genre Challenges. New Media, New Boundaries, News Formation' of *MedieKultur* (2011) and the special issue 'Film and Media Production: Creativity, Convergence and Collaboration' of *Northern Light: Film & Media Studies Yearbook* (2012) Moreover, she has published numerous articles and book chapters internationally.

11:45 – 12:30

[“Fante Asafo Public Spaces: The 1850s – 1950s Struggle for Exclusivity and Beyond”](#)

Kwame Labi (Institute of African Studies, University of Ghana)



Abstract: The Fante are a community of people who live along the western coast of the Gold Coast; now called Ghana. Community spaces in Fante towns and villages during certain periods of the year particularly in the mid-nineteenth and mid-twentieth centuries became places of contestation and struggle for dominance in the display of flags and regalia. Processions through the streets with art, singing songs and dancing were a feature of these festivals, celebrations, installation of leaders and chiefs, and communal work. The major participants in these activities were the *asafo* companies, a traditional military, social and political organisation, who during these occasions, actively participated and often resulted in combative events.

This desire for supremacy in public spaces stems from the fact that *asafo* companies process with flags and regalia that are considered abusive and provocative by their rivals. This often led to brawls, conflicts and sometimes deaths. During such periods, each *asafo* company considered its residential area a restricted zone because it was often occupied by majority of its members. The *asafo* in such areas or in a town were therefore keen to protect their image from abuse in their “backyard”; public places they claim “exclusivity” to, and others such as the durbar grounds, and adopted various measures and strategies to ensure this.

This paper seeks to discuss, (1) how these public spaces were negotiated and mediated for communal use; (2) how the *asafo* negotiated to make their art less confrontational in their public display and discourse; (3) what

methods were used and how were they enforced to ensure compliance and (4) how have these previously explosive and antagonistic celebrations now become major national festivals without such occurrences? This paper is based on archival research and extended field interviews with Fante *asafo* leaders and analysis of Fante festivals, installation of *asafo* leaders and chiefs, and other public activities, and a study of the iconography of their flags and monumental shrines.

Bio: Dr. Kwame Amoah Labi is a Senior Research Fellow in African Art history, Head of the Media and Visual Arts Section and Curator of the Institute of African Studies Museum. He holds a Bachelor of Arts (Art) degree from the Kwame Nkrumah University of Science and Technology, Kumasi, specialising in painting, a Master of Philosophy in African Studies, and a Ph.D. in African Studies, University of Ghana, Legon.

Dr Labi's research interests in general are in the historical development, changes and continuity in African art. In the last ten years, he has developed keen interest in Fante *asafo* art and Akan art, and has published extensively on these subjects.

13:00 – 15:00

Three parallel workshops: **1, 2, and 3**

Workshop **1**

“Reclaiming the Public Sphere” – *young researchers' presentations*
Moderator: **Ylva Ekström** (Malmö University)



“[Sweden: Social Power, Action and Resistance in the Network Society](#)”

Paola Sartoretto (Karlstad University, Sweden)

Abstract: The ways in which the consciousness of different kinds of oppression leads to organized action have been an object of analysis in the social sciences for more than a century. Since Marx predicted the proletarian revolution to the subsequent analysis of its failures by Gramsci and Althusser followed by contemporary accounts of subaltern organization; the understanding of the struggle against hegemonic forces has started to lay focus on the role of communication (interpersonal or mediated) in this process. In recent years, some authors (Castells, for instance) have adopted a rather technologically deterministic approach, shifting the focus from the discursive and communicative processes to the technologies that sometimes enable them. As a shortcoming of this shift, the civil society has become equal to the educated middle-classes around the globe who have access and the skills to use communication technologies. Moreover, the motivations, processes and phenomena that which place beyond and before electronic communication comes into use are in a way left out.

In this essay, I argue that this “global middle-class” is being over studied and used to ground claims of digital democracy or democratizing features of the (not so new anymore) communication technologies. Moreover, the city and urban environments are taken for granted as spaces where resistance and action take place I position that I seek to problematize.



What kinds of resistance, mobilization and action are possible when we lack the physical spaces, human networks, mobility, technologies and connections that are present in large urban centres? In order to analyze such social formations I go back to Marxist theory and try to explore how it could help us to explain contemporary social phenomena.

Paola Sartoretto is a PhD candidate at Karlstad University, Sweden. She holds BA degrees in Journalism and Public Relations from Santa Maria University (Universidade Federal de Santa Maria) in Brazil and MAs in International Communication and Human Rights from City University in London and Media and Communication Studies from Stockholm University. In Brazil she has worked as reporter, free-lance journalist, press officer and PR consultant in both private companies and State bodies. Her research focus on social movements working to promote agrarian reform and their relationship with the media (mainstream, alternative, old and new).

13:00 – 15:00

[“Brain Drain – or: Africans in the Diaspora”](#)

Benita Uttenthal (Malmö University)

Workshop 1

Abstract: Civil conflicts, bad governance, poor economic conditions and lack of adequate social services are among some of the obstacles facing the people of Africa. These challenges have threatened to exclude the voice of many from participation in the development process by driving away many of the continent’s best through a process popularly referred to as the brain drain. ‘A brain drain is said to occur when a country becomes short of skills when people with such expertise emigrate.’ (Mutume 2003, 1) ‘The brain drain not only cripples development of the economy but also depletes human resources on the continent.’ (Mohamoud 2005, 22) Over the past several decades, tens of thousands of educated and skilled African citizens have reluctantly been emigrating from the continent seeking further education, more gainful employment and a generally improved quality of life for themselves and the families they leave behind. However, rapidly expanding access to information and communication technologies is creating a new reality for Africans in the Diaspora. In real time, Africans on and off the continent are able to share ideas on how to address the obstacles they face as well as how to capitalize on the opportunities before them. This virtual community is rapidly becoming a new public in the African context. Unlike ever before, Africans in the diaspora are able to contribute their voices on a myriad of issues of social, economic and political significance to the extent of influencing the development of the continent and its people. This paper will explore how Africans in the diaspora are using new forms of social media to reclaim a space in the public sphere of Africa and contribute their voices on a myriad of issues of social, economic and political significance to the extent of influencing the development of the continent and its people.

Benita Abenaa Nyarko Uttenthal is a student at Malmö University.



13:00 – 15:00

Workshop 1

[“Kazeboon – bringing social media activism to the public spaces in Egypt”](#)

Kristine Rømer, Khadije Nasser and Sine Greve Jørgensen

(Roskilde University and University of Copenhagen)



Abstract: During the past year international media have focused on social media as important factors in the Egyptian revolution. Citizen produced documentation of demonstrations, clashes or elections is increasingly representing an alternative to the perception of reality portrayed in the state media. However, limited access to the Internet in Egypt questions whether these documentations do reach the broader public or only circulate among social media activists.

Different initiatives have focused on making this information accessible for Egyptians without Internet access. One of them is the Kazeboon campaign, which was the point of departure for our research field. Kazeboon, meaning 'Liars' in Arabic, shares documentation of military violations by screening citizen-produced videos in streets and public places in Egypt. The campaign has no central leaders and is based on social media platforms where people can upload videos, communicate and announce public screenings. Anybody interested can organize a screening in the name of Kazeboon by putting up a screen and show a Kazeboon video in a public place. The Kazeboon campaign caught our attention because of its autonomous methods, non-hierarchical structure and the way the campaign seeks to bring social media to the streets.

In this presentation we discuss how Kazeboon concretizes the bridging between social media and the streets, what contributed to its success and how it is perceived among its receivers. We base our discussion on two months of fieldwork in Egypt in the spring of 2012 among ten young Egyptians engaged in the Kazeboon campaign.

Bios: **Kristine Rømer** is a master student in Communication and Cultural Encounters at Roskilde University. She works part time in KVINFO, the Danish Centre for Information on Gender, Equality and Diversity, where she is in the Middle East and North Africa Department with focus on equality and women's rights in the MENA region.

Sine Greve Jørgensen is a master student in Middle Eastern Studies at the University of Copenhagen. In the Fall of 2011 she was an intern at the Middle East department of International Media Support, a Danish organisation working with media development in countries affected by conflict.

In the spring of 2012 Kristine and Sine, together with two other master students, did two months of fieldwork in Cairo among social media activists and receivers of a political campaign named Kazeboon.

13:00 – 15:00

Workshop 1



[“There is always a prize to pay but it is not as bad as Mubarak days’- the changes for the Egyptian mass media - after the revolution”](#)

Sebastian Juel Frandsen (Aarhus University)

Abstract: After the revolution the Egyptian mass media also went through a revolution. A window of opportunity opened for the media – in interplay with e.g. the social media even though their role has often been exaggerated – to change their role in the society. This especially accounts for the state owned media who previously was under control of Mubarak – and hence have lost trust from the people. But even though the margins of freedom have widened, there are still a lot of restrictions imposed by SCAF, the Muslim Brotherhood and other political players. At the same time the restrictions from the outside mean that journalists also exercise self-censorship. This is also due to the volatile situation in Egypt which means that journalists don't know the rules of the game tomorrow. In this sense the media system mirrors the political system. Still, Egyptian journalists have a firm belief in that they can be agents of change – and change the political culture which is reflected on the media. Also because the revolution has taught the Egyptian people to demand things – from as well their leaders as their media. This is very important for the public sphere. And things have changed since Mubarak days – steps they cannot take back. It is though important to bear in mind that things take time – and when letting somebody out of a cage he has been living in for 30 years, he has to get used to the light. But with the young optimistic journalists, there is possible bright future for role of media in Egypt.

Bio: Sebastian Juel Frandsen is 27 years old and has a master's degree in Analytical Journalism from Aarhus University – in addition to a bachelor's degree in political science. His master's thesis was on the conditions for the Egyptian journalists – seen in the light of the revolution. He has been doing internships for the NGO ActionAid in the occupied Palestinian territories and at the foreign desk at the Danish Broadcasting Cooperation.

13:00 – 16:30

NB extended!

Workshop 2

[“Memories of Modernity”](#) (India)

Conducted by **Deepak Srinivasan** and **Ravi Gutta** (Srishti School), with **Anna Brag**, **Oscar Hemer** and **Kathrine Winkelhorn** (Malmö University)

The “Memories of Modernity” project is an experimental project of combined academic and artistic research, carried out in collaboration between Malmö University, K3, and Srishti School of Art, Design and Technology, Bangalore. The workshop will draw the preliminary outlines for the *transdisciplinary interventions* we intend in different parts of Bangalore as part of this project, Participants in the workshop will be acquainted with current research projects at Srishti that can be connected to the project and have a pitch on possible interventions. You may participate in the workshop without enrolling in the MoM II project. Sign up for the workshop before **12 September** - to oscar.hemer@mah.se .





Final workshop presentation: “[Gender, Modernity and the Public Sphere: A Backlash Against Women in Bangalore and Mangalore?](#)”, by **Jyothsna Belliappa** (Srishti School of Art Design and Technology)

Abstract: The city of Bangalore in southern India has experienced tremendous changes in the last fifteen years as a result of globalization. As the centre of India’s transnational information technology industry it has seen rapid population growth, large-scale urbanization and migration. The city’s expansion might be linked to the deregulation of the Indian economy in 1991 which gave impetus to industrial growth. A significant number of women benefited from the resultant expansion of the job market and found employment in urban centres such as Bangalore, becoming more visible in the professional and public spheres. Values around gender and sexuality began to change and the first decades of the 21st century saw vigorous discussion in the Indian media about the impact of globalization on women. On the one hand their prominence in public life was seen as representative of India’s modernity and increasing global importance. On the other hand concerns were raised about the erosion of cultural traditions which women were charged with preserving. Lately there has also been a noticeable increase in attacks on women in public including sexual assault, beating and rapes. This trend has been particularly evident in and around Bangalore city alongside day-to-day harassment of women in public spaces, public transport and at universities and colleges. Perpetrators and commentators often claim that these attacks are a result of women’s failure to behave in accordance with ‘Indian values and traditions’ indicating a tendency towards cultural policing. In this paper I explore possible motivations for these attacks and link them with women’s increasing prominence in the public sphere. I suggest that their engagement with modernity might be perceived as a threat to narrowly defined cultural values resulting in a backlash against their presence in public.

Bio: Jyothsna Belliappa teaches at the Srishti School of Art Design and Technology. Her doctoral research, which was completed at the Centre for Women’s Studies, University of York, 2009, examined how women employed in India’s knowledge economy negotiate the consequences of globalization in their personal and professional lives. Her research interests include the sociology of gender, personal life, work, globalization and modernity. She is currently working on a book titled Gender, Class and Modernity in India to be published by Palgrave Macmillan. She has undertaken research for corporate, schools and international NGOs.

13:00 – 15:00

Workshop 3

“[Citizens, Media and Participatory Governance in Brazil](#)”

Facilitated by **Jorge Gonzalez** (visiting professor at Universidade Metodista, Brazil), with **Cicilia Peruzzo** (Universidade Metodista), **Nilda Jacks** (Universidade Federal do Rio Grande do Sul), **César Bolaño** (Universidade Federal do Sergipe), **Norbert Wildermuth** (Roskilde University) and **Thomas Tufte** (Roskilde University).



In recent years, we have seen fundamental global changes develop in the relations between governments and citizens. The dynamics of governance, decision-making and accountability have changed. This is due to a series of factors of which two of the most important are: a) civil society development and b) media development. The last 20 years have witnessed a far-reaching global proliferation of civil society organizations working to represent and advocate the rights and opinions of citizens via-a-vis political and economic institutions of governmentality on a national and supra-national level. This progression has included an exponential growth in civil-society-driven advocacy campaigns and communication interventions. The convergence, diversification and proliferation of both community media, mainstream media and more recently web-based (social) network media, have added to this dynamism.

In Brazil, rich experiences and numerous innovative approaches have been accumulated over the past two decades, experiences and approaches that have contributed to the dynamic transformation of citizenship and citizen engagement and thus redefined the dominant processes of governance. Many Brazilian universities have been conducting research in this field, including the three universities involved in the suggested network.

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15:30 – 16:30

Panel discussion: “[Uganda’s Media: Competing pressures and priorities and their implications on the Public Sphere](#)”

Richard Kavuma (Kampala) and **Rachael Borlase** (BBC Media Action)



In recent years the state of Uganda’s public sphere has captured the attention of the international community, who have in turn simultaneously condemned, and lauded, the country’s political leadership, media and active citizenry. Government clampdowns on critical voices during the 2011 elections and public frenzy on issues of homosexual rights have been the subject of a plethora of news, commentary and human rights advocacy campaigns. Much of this debate has played out in the media, which plays an important role in supporting the public sphere, but is itself coming under increasing political and commercial pressure.





At the end of August 2012, BBC Media Action will publish research on the state of the media in Uganda, and its ability – and willingness – to provide audiences the information and space required to engage in responsible and meaningful public dialogue on the important issues of national and local concern. The report analyses government tolerance of critical voice, donor investment in governance programming, and practitioner and public demand for a free and independent media sector. Its author, Ugandan Journalist Richard Kavuma, finds that despite best efforts to harmonise donor investment and support efforts to serve underrepresented populations, the state of public dialogue in Uganda is in a constant state of flux that is often dependent upon the issue being covered and the medium and location in which it is being discussed.

This panel will discuss the complex, and often dichotomous, power relationships between those who regulate, support, and produce media content in Uganda. It will highlight the challenges in supporting a media that is increasingly at the mercy of the state, market and public demand, and examine implications for dialogue and a healthy public sphere. The panel will explore possible – and practical solutions – to reinvigorate a sector that many are seeing as in decline.

Panellists: **Richard Kavuma**, an award-winning Ugandan journalist and current Editor of the Observer newspaper based in Kampala, and **Rachael Borlase**, BBC Media Action Governance Advisor and former Training Manager for BBC Media Action projects in Uganda. Both Kavuma and Borlase have undertaken Master's research on the Ugandan media at Goldsmith's College and the London School of Economics.

16:30 -17:30

[Socializing & Networking](#) – enriched by **Casper Thyregod Kappel Jensen** presenting hiphop/rap, and by a special issue launch: **Fieke Jansen**



Casper Thyregod Kappel Jensen is a hiphop and rap performer *and* a masters' student at Performance Design, Roskilde University. He is now writing his masters' thesis – on hiphop with focus on rap and education. His presentation will be accompanied by brief raps in Danish and English.

Fieke Jansen will introduce a special edition of the journal '*Development*': '*Citizenship for Change*', produced by *Hivos* (Humanist Institute for Development Cooperation) together with *SID* (Society for International Development).

This issue looks at the changing dynamics of citizen action in a globalizing world. Following a year of drastic citizen action around the world, are we really riding a global wave of citizen driven change? How are new forms of digital activisms blending in with traditional civic strategies from change? How does this all play out for activists, NGOs an movements in Eastern Afrcia? And what are the implications for policy makers, politicians and the international aid community.



09:45 – 11:15

“Active Citizenship – Countering the Shrinking Political Space”**Kirsten Lund Larsen** (Chairperson of the Board in DanChurchAid)

Abstract: Many indicators suggest that the ‘golden era’ of civil society as is over. Strongly promoted and supported through the many global UN conferences of 1990’s, international and local civil society was seen as a promising asset, not only by human rights defenders and civil activists, but also by donors and governments seeking good governance, accountability and aid effectiveness. Yet, over the past decade, the agenda seems to have changed. Civil society actors and NGOs working with the humanitarian field regularly report on what is called “the shrinking political space for civil society action” or more broadly “the shrinking humanitarian space”. The global ACT Alliance – to which DanChurchAid (Folkekirkens Nødhjælp) belongs – has recently gathered evidence on the situation in 10 countries in Latin America, Africa and Asia. What is happening? Are we experiencing a significant and lasting change? Is this yet another implication of the anti-terror agenda of the past decade – or is it a sign of the general power struggle between the ‘haves’ and the ‘have nots’?

Bio: Kirsten Lund Larsen has a long experience in the field of communication and development assistance. She is educated as a journalist and has worked for DanChurchAid for 18 years, both in communication and in management and strategic planning. She has visited and covered development interventions for DCA and partners on all continents and has worked as consultant on communication for development for Danish and international NGOs, having obtained a Master in Communication for Development from Malmö Högskola. Currently she is employed as General Secretary of the Danish YMCA movement and has since 2005 served on the Board of DCA as its chairperson

“New Media, Participation and Human Rights”Senior Adviser **Rikke Frank Jørgensen**

(The Danish Institute for Human Rights)

Abstract: It is commonly suggested that the use of new media may advance human rights standards, in particular the rights to freedom of expression, freedom of information, and freedom of assembly. At the same time, recent policy initiatives such as SOPA, PIPA, ACTA are accused of undermining the free and open internet. The battle between openness and control on the Internet has been referred to as the Third World War. Rikke will discuss the state of affairs for human rights on the Internet. With current examples from the policy and human rights field, she will highlight key areas of tension, and illustrate how civil society groups have mobilized in the fight for Internet regulation based on human rights.

Bio: Rikke Frank Jørgensen has specialized in the field of information and communication technology (ICT) and human rights, specifically how use of ICT may strengthen or weaken human rights standards. She has a broad knowledge covering ICT practices and policy, human rights standards and mechanisms, and how the two areas have intersected since the late nineties. Her experience includes five years of ICT policy making within the Danish Government, ten years as a human rights professional, ten years of international advocacy and board positions within the field of “internet rights”, numerous presentations and writings on the topic, as well as participation to the UN World Summit on the Information Society (2003-2005) as co-coordinator of civil society’s Human Rights Caucus. Rikke holds a PhD in Communication / ICT from Roskilde University, a master in Information Science from Aarhus University, and a European Master in Human Rights and Democratization from Padua University.

11:30 – 12:15



“Voice, Citizenship and Civic Action:
Current Challenges in Communication for Development”

Thomas Tufte (Professor, Roskilde University; ØRECOMM co-director)

Abstract: Citizen tactics speak to the ways and means whereby citizens exert agency, articulate ownership and form their identity in accordance with their own norms and values, trajectories and projections for the future. This also speaks to the relationship between voice and power and the role of communication in changing citizenship in the digital age. In trying to both unpack and ground a discussion of how citizen media constitute spaces for the articulation and practice of citizen tactics in times of globalization, society and proliferating social media, I will briefly engage with three on-going debates: Firstly, the debate around citizen media versus alternative media – exploring the distinctive features of ‘citizen media’ vis-a-vis other conceptualizations of media as venues and spaces for citizen participation in public debate.

Secondly, the discussion about social media and digital culture, and how citizens in different parts of the world make use of these media and engage in these horizontal socio-cultural networks to articulate processes of social change.

My third perspective is to relate the citizen media debate to the public service broadcasting discussion. The aim here is to connect the citizen media debate with the emerging reconceptualization of public service broadcasting.

Bio: See page at academia.edu

13:15 – 14:45

“Watching the Watcher – how live video broadcasting changed some angles of the revolution. An inside story from Bambuser” -

Måns Adler (Founder of video streaming platform *Bambuser*)



Abstract: In this talk I will give you a wide range of empirical stories on how live mobile video broadcasting is changing the political landscape during the Arab spring.

Bio: Chaos-Pilot and Founder of bambuser.com In 2007 Måns Adler founded the video service Bambuser that enables everybody to live stream video from mobile phone or webcam. He holds a masters degree in the art of work science as well as a degree from the Kaos Pilots. His professional portfolio also includes projects for Linden labs (Second life) in San Francisco. At the moment Måns is focusing on setting up a [lab environment](#) at Medea, Malmö University. It will be a “factory” where people can come and prototype for the Internet of things. He was awarded the The Royal Swedish Academy of Engineering Sciences Ambient Award in 2010.

“View Counts: YouTube in the Revolutionary Moment”

Egyptian activist **Omar Robert Hamilton** (Mosireen, Cairo)



Abstract: In this talk I will discuss ways in which activists in Egypt have been working since the fall of Mubarak. I will be talking in particular about the challenges facing activist film-makers, our relative successes and failures and plans for the future.

Bio: Omar Robert Hamilton is an independent filmmaker, producer of the annual [Palestine Festival of Literature](#) and a founding member of the [Mosireen Collective](#) in Cairo.

Since 2011 he has made dozens of short documentaries on the Egyptian Revolution, helping to make Mosireen the most watched non-profit YouTube channel in Egypt of all time. He has just finished filming his third fiction short, [Though I Know the River is Dry](#), in Palestine.

His [documentaries](#) have appeared on al Jazeera, ON TV and Tahrir TV, his [articles](#) in the Guardian, the BBC and the Big Issue and his [photographs](#) in the Guardian, BBC News, the Economist, al Shorouq and the Daily Beast.

15:15 – 16:45

“Participatory Democracy – reaffirming the status quo?”

Fieke Jansen (Knowledge officer at Hivos, Amsterdam)



Abstract: Is participatory democracy really changing power relations or is it reinforcing the status quo? In the past year a lot of claims have been made that the revolutions of 2011 have shocked the world and have made first steps to a more democratic world. These same claims are made on people engaging in political processes through the use of mobile technologies. However is this true? Are these not shallow changes and are the elites and current political processes not being reaffirmed?

Bio: Fieke Jansen is based at Hivos in the ICT and Media department where she works on issue related to Internet Freedom, Transparency and Accountability and Alternative Media. For the Hivos knowledge programme she is the knowledge officer for the Digital Natives with a Cause? Knowledge programme. In her Master in International Communication and her Advanced Master International Development Cooperation, she looked at the role of media and digital technologies in social change processes, like digital activism in repressive environments. Her areas of interest are to understand the new spaces, grey areas and changing dynamics that technologies bring to the world.

[“Delivering a radio-led debate on slum dwellers’ human right conditions within Africa”](#)

Martin Davies (Between the Post Productions, UK)



Abstract: The purpose of this contribution is to provide a practical examination of the Slum Radio Project, funded by Amnesty International, and delivered earlier in 2012. The project reached some of the poorest within Africa, giving them a platform to engage and debate in the public sphere within the cities in which they live.

In the face of dual pressures - commercial imperatives in the private sector and declining investment in the state sector - the Slum Radio Project developed a model which resulted in the creation of cutting-edge content and live discussions from the heart of the slum communities. It reached millions of radio listeners who live in the same country, but who find themselves on the other side of the social and economic divide.

Slum Radio Project’s aim was to change the perceptions of slum-dwellers held by middle-class in Kenya, Ghana and Nigeria. Live outside broadcasts raised public awareness of the slum dwellers’ human rights and, in particular, their rights to a decent home. In doing so, prejudices and stereo-types were challenged, with radio listeners hearing directly from the people in the slums.

Martin will share his experience of setting up and running the Slum Radio project as well as provide recommendations on how the approach could be adapted elsewhere. He will also share his experience of creating debate and awareness in the public sphere within Africa, drawing also on other work he has carried out with the BBC and the 1GOAL campaign.

Bio: Martin Davies worked for eighteen years at the BBC World Service, much of this time in a senior editorial capacity in the African Service, which also included a secondment to manage the BBC’s Journalism and Production training department. He has also worked as part of the Corporation’s Business Development team, managing relations with a myriad of private and public sector partners across Africa.



In 2002, while an Editor at the BBC, he initiated the Corporation's first live and interactive debate in Africa, BBC 'Africa Live'. This programme, which created a pan-African debate for millions, resulted in further investment and the creation of BBC 'Africa Have Your Say', which he also led.

In 2009 he left the BBC to head up the broadcast strategy and roll-out of the 1GOAL Education for All campaign. The campaign aimed to create mass awareness and support for a problem which was most acute in Africa, and it succeeded in amassing more than 19 million signatures of support around the time of the FIFA 2010 World Cup.

Martin is now Managing Director of Between the Posts Productions (BtPP) (www.betweenthepostsproductions.com) which, in addition to delivering Slum Radio Project, is also engaging in an awareness campaign around disability rights in Tanzania. BtPP has also delivered training courses for the BBC in Africa and created content for the Fallon agency as well as produced its own radio content which has been distributed via radio broadcasters in the BBC and in Africa.

The End

