



European Sociological Association (ESA) - Research Network 18: Sociology of Communications and Media Research provides a platform for critical research and debate on questions of power, inequality, identity and social change in increasingly mediatized societies. Key research areas include but are not limited to the Internet, digital and social media, alternative media, media and protest, journalism, media and capitalism, media work, ideology and media discourse, media and gender, global media, public sphere, political communication, theories of media and communication, media policy, media industries, ownership and power.



HSD – Croatian Sociological Association is the professional non-profit association of sociologists of around 300 members, founded in 1959 as Sociological Association of Croatia. The association's current name dates from 1992, when the association became a member of the International Sociological Association. It is also a member of the European Sociological Association.

Currently, the Croatian Sociological Association has eleven specialised sections covering broad areas and social domains and has been publishing the scientific journal Sociological Review since 1971. Sociology as an academic discipline has a long tradition in Zagreb. The first chair for criminal studies and sociology was established in 1906 at the Faculty of Law as the first sociology chair in the Austro-Hungarian Monarchy. In 2018 the Association celebrates the centenary of the first Sociological Society Zagreb that was founded in 1918 and active until 1932.

IRMO

Institut za razvoj i međunarodne odnose
Institute for Development and International Relations

IRMO – Institute for Development and International Relations was founded by the University of Zagreb and the Croatian Chamber of Commerce in 1963 as the Africa Research Institute. Its research focus evolved from the study of post-colonial Africa, through the

developing countries of Asia and Latin America and finally towards the global development processes. Currently, the Institute is organized into four departments: Department for International Economic and Political Relations, Department for European Integration, Department for Resource Economics, Environmental Protection and Regional Development, and the Department for Culture and Communication. Within its interdisciplinary approach, the Department for Culture and Communication studies social, political and economic underpinnings of digital culture, digital networks, cultural and media industries, cultural and media policies, and other areas.



Department of Sociology, Faculty of Humanities and Social Sciences, University of Zagreb was founded on the initiative of Rudi Supek in 1963. Today the Department of Sociology is one of the leading institutions in Croatia in development and transmission of evidence-based knowledge of Croatian society and social processes in the

region. The Department consists of eleven subject area divisions with a strong research tradition in the areas of sociology of sexuality, military and war, quantitative methodology, and urban and migration studies. Current research orientation of the Department covers the area of inequality, socio-demography, security and digital transformation.

ESA RN18 Mid-Term

Conference

Communication, Capitalism and Social Change: Policy, Practice, Praxis

Faculty of Humanities and Social Sciences,
University of Zagreb, Croatia
6-8 September 2018

Keynote Speakers

Natalie Fenton

(Goldsmiths, University of London, UK)

Fake Democracy, Digital Media: Reinventing our Democratic Futures?

Vincent Mosco

(Queen's University, Canada)

The Next Internet

Roy Panagiotopoulou

(University of Athens, Greece)

European Cohesion at Stake: Populism and Migration

Communication, Capitalism and Social Change: Policy, Practice, Praxis

Communication is essential to society. There are no social relations without communication, and communication is the key for the inter-subjective understanding of humans. Communication is embedded within relations of production in digital capitalism. It is increasingly commodified in digital networks while political radicalism finds new support in right-wing populism. Open, democratic communication is much needed in times of increasing radicalisation of human existence in conservative discourses and confines of consumer logic.

Non-regulated markets, radical politics and corporate technologies distort the social foundations of critical reason, and common-sense. Legacy media, automated systems, fake news, market failures, and global monopolies of key internet services systematically distort the inter-subjective potential of communication.

Burning social issues such as rising inequality, poverty, migration, and climate change cannot be tackled without a common understanding of the main challenges facing humanity. While global networks offer the potential for human liberation, we are witnessing a familiar pattern in which political and economic elites take over the means of communication and common understanding.

What is to be done remains an open question. Supposedly value-neutral media policies often end up proposing administrative adjustments to communication systems, cater to the existing structures, and offer only minor adaptations of the regulatory framework. The key is to break the cycle in which such reforms perpetuate the fundamentally flawed social system.

Systemic tendencies of global capitalism towards creating monopolies, destroying natural resources, increasing inequality, spreading racism and xenophobia are well established. Yet moving from the accumulated critical knowledge towards an actual social change is no easy task. The demand for a better society, and a move from theory to action is a thorny political issue.

Open, democratic communication is the starting point for any meaningful societal change. Such a situation makes it increasingly important to revisit the critical ideas of democratic rationalization within policy and the philosophy of *praxis*.

THURSDAY, 6 SEPTEMBER: PROGRAMME OVERVIEW

- **13:00-14:00** **REGISTRATION**
Faculty of Humanities and Social Sciences
Ul. Ivana Lučića 3
- **14:00-14:30** **Conference Opening: Room D3**
Welcome speeches
Dragan Bagić, Vice-Dean for Science and International Cooperation,
Faculty of Humanities and Social Sciences,
Jasminka Lažnjak, President of the Croatian Sociological Association,
Aleksandra Uzelac, Head of the Department for Culture and
Communication, Institute for Development and International Relations,
Paško Bilić, Chair of the local organisational board
Chair: Roy Panagiotopoulou
- **14:30-15:30** **Keynote Talk: Room D3**
Natalie Fenton: Fake Democracy, Digital Media: Reinventing
our Democratic Futures?
Chair: Thomas Allmer
- **15:30-16:00** **COFFEE BREAK**
- **16:00-17:30** **Parallel Session 1A: Room D1**
Algorithmic Capitalism and Privacy
- **16:00-17:30** **Parallel Session 1B: Room D2**
Capitalism, Crisis and Migration
- **17:30-18:00** **COFFEE BREAK**
- **18:00-19:30** **Parallel Session 2A: Room D1**
Digital Monopoly, Ideology and the Commons
- **18:00-19:30** **Parallel Session 2B: Room D2**
Class, Nationalism and Poverty
- **20:00** **DRINKS RECEPTION**

FRIDAY, 7 SEPTEMBER: PROGRAMME OVERVIEW

- Botaničar Bar, Trg Marka Marulića 6
- **10:00-11:00 Keynote Talk: Room D3**
Roy Panagiotopoulou: European Cohesion at Stake:
Populism and Migration
Chair: Romina Surugiu
- **11:00-11:30 COFFEE BREAK**
- **11:30-13:00 Parallel Session 3A: Room D1**
Information Work, Precarity and Amnesia
- **11:30-13:00 Parallel Session 3B: Room D2**
Digital Identity, Personality and Subjectification
- **13:00-14:30 LUNCH BREAK**
- **14:30-16:00 Plenary Session: Room D3**
Communication, Society, and Praxis: Theoretical (Dis-)
Continuities and Institutional Developments
Speakers: **Mislav Žitko, Luka Matić, Matko Meštrović** Chair:
Peter Golding
- **16:00-16:30 COFFEE BREAK**
- **16:30-18:00 Parallel Session 4A: Room D1**
Communicative Capitalism and Digital Imperialism
- **16:30-18:00 Parallel Session 4B: Room D2**
Digital Unionisation and Citizenship
- **20:00 CONFERENCE DINNER**
Vinodol Restaurant, Ul. Nikole Tesle 10

SATURDAY, 8 SEPTEMBER: PROGRAMME OVERVIEW

- **10:00-11:00 Keynote Talk: Room D3 (video talk)**
Vincent Mosco: The Next Internet
Chair: Paško Bilić
- **11:00-11:30 COFFEE BREAK**
- **11:30-13:00 Parallel Session 5A: Room D1**
The Public Sphere and Participation
- **11:30-13:00 Parallel Session 5B: Room D2**
Capitalism, Ecology and Health
- **13:00-13:30 COFFEE BREAK**
- **13:30-15:00 Parallel Session 6A: Room D1**
Social Movements and Protest
- **13:30-15:00 Parallel Session 6B: Room D2**
Entrepreneurism, Activism and Change
- **15:00-15:30 CLOSING SESSION: Room D3**
Chairs: Paško Bilić and Thomas Allmer

**THURSDAY, 6
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 1A, ROOM: D1, 16:00-17:30

- **Algorithmic Capitalism and Privacy**
Chair: Thomas Allmer
- **Eran Fisher:** Can Algorithmic Knowledge About the Self be Critical?
- **Arnon Zangvil:** Can New Forms of Encryption Allow Privacy & Regulation to Coexist?
- **Paško Bilić:** Algorithmic Capitalism, Surplus Value Accumulation and the Redistribution of Digital Wealth
- **Petros Iosifidis:** Regulating the Internet Intermediaries in a Post-Truth Era

PARALLEL SESSION 1B, ROOM: D2, 16:00-17:30

- **Capitalism, Crisis and Migration**
Chair: Roy Panagiotopoulou
- **Emiliana Mangone and Emanuela Pece:** The Communication of "Terror": The "Frames" in the European Newspapers
- **Kristina Malešević, Ana Milojević and Aleksandra Krstić:** Media Frames of the Refugee Crisis in Serbia
- **Yiannis Mylonas:** The 'Greferendum' and the Eurozone Crisis in the Danish Daily Press
- **Rolando Marini and Matteo Gerli:** Pluralizing the Immigration Issue: Discursive Strategies in the Italian Newspapers Arena

**THURSDAY, 6
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 2A, ROOM: D1, 18:00-19:30

- **Digital Monopoly, Ideology and the Commons**
Chair: Eran Fisher
- **Jacqueline Lima Dourado and Denise Maria Moura da Silva Lopes:** When Biases Guide Journalism: The Role of Media Conglomerates and Counter-hegemonic Media in Shaping the Political Scenario
- **Mariano Zukerfeld and Bernadette Califano**
The "Net nNeutrality" Debate in Peripheral Contexts: Ideological Discourses, Economic Struggles and Policy Analysis
- **Arwid Lund:** Corporate Ideological Discourses on Openness

PARALLEL SESSION 2B, ROOM: D2, 18:00-19:30

- **Class, Nationalism and Poverty**
Chair: Romina Surugiu
- **Mislav Dević:** Discussing and Disseminating the Meaning of the Contested Historical Symbol in the Online news
- **Stjepka Popović:** Child Sexual Abuse News: A systematic Review of Content Analysis Studies
- **Irena Reifová:** Poverty as Television Spectacle: Shaming Low-income People on Post-socialist Reality TV
- **Dunja Majstorović:** Social and Political Change on the Front Pages of Croatian Daily Newspaper – case study of the 1960s

**FRIDAY, 7
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 3A, ROOM: D1, 11:30-13:00

- **Information Work, Precarity and Amnesia**
Chair: Eran Fisher
- **Tatiana Mazali:** The Digital Inequality and Labour Transformations. The Need to Take digital Competences Into Account to Secure a Decent Work
- **Mariano Zukerfeld:** Ideology, Labour Time, Commons and Commodities: On the Capitalist Exploitation of Educational Content Producers
- **Thomas Allmer:** 'I am a Single Mum. I Don't Feel Like I Can Be as Competitive as Other People': How Precariously Employed Staff Experience the Working Conditions at Universities
- **Laura Basu:** Media Amnesia and the Crisis

PARALLEL SESSION 3B, ROOM: D2, 11:30-13:00

- **Digital Identity, Personality and Subjectification**
Chair: Roy Panagiotopoulou
- **Wei-Ping Chen:** Mediated Modern (Un)love Stories and Female Empowerment: Consuming Emotional Feminist Identities and Lifestyles on French Women's Social Networking Sites
- **Guiomar Rovira Sancho:** Becoming Feminist and Hacker: The Cycle of Connected Multitudes and the "On Life" Collective Action
- **Elena Chankova:** Communicative Competence of the Personality in Contemporary Media Space
- **Romina Surugiu:** Free Labour in Independent Digital Journalism. A Case Study from Romania

**FRIDAY, 7
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 4A, ROOM: D1, 16:30-18:00

- **Communicative Capitalism and Digital Imperialism**
Chair: Paško Bilić
- **Denise Maria Moura da Silva Lopes:** New Services, Old Logic: The Role of Oligopolies, Walled Gardens and Intellectual Property Rights in Shaping Audiovisual Markets Such as Pay-TV and VoD
- **Vladislav Dekalov:** Communicative Capitalists as New Power Subjects: A Political Potential of the Networked Space
- **Francesco D'Amato, Alberto Marinelli, Andrea Miconi and Stefania Parisi:** Do-It-Yourself and with the Crowd. Promises and Exploitation in the Field of Cultural Production
- **Jernej Amon Prodnik, Sašo Slaček Brlek and Igor Vobič:** News Imperialism in the Age of Digital Capitalism: Renewing the Cultural Imperialism Debate

PARALLEL SESSION 4B, ROOM: D2, 16:30-18:00

- **Digital Unionisation and Citizenship**
Chair: Roy Panagiotopoulou
- **Dunja Potočnik:** Online Media and Potential for Civic Action Among the Adolescents in Croatia
- **Bolette Blaagaard and Marta Iljadica:** From Authorship to Citizenship: Citizen Journalism and the Limits of Intellectual Property
- **Mirela Holy:** Media Literacy – The Mean of Suppression of Fake News and Propaganda in the Cyber Communication Era

**SATURDAY, 8
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 5A, ROOM: D1, 11:30-13:00

- **The Public Sphere and Participation**
Chair: Thomas Allmer
- **Ana Cristina Suzina:** The Issue of Participation in Brazilian Popular Media in Times of Digital Disruption
- **Gabriele Giacomini:** The “Paradox of Pluralism” online: The Public Sphere Between the Phenomenon of Polarisation and the Ideal of *Concordia Discors*
- **Sašo Slaček Brlek:** A Dialectical View on the Public Sphere

PARALLEL SESSION 5B, ROOM: D2, 11:30-13:00

- **Capitalism, Ecology and Health**
Chair: Tatiana Mazali
- **Janaki Somaiya:** Travel and Enjoy Capitalism: Rethinking Ideology Today in the Context of Social Media
- **Diana Jakobsson:** Let’s Pretend it Isn’t There. On the Neglect of Class Conflicts in Consensus Communication About Sustainability Visions
- **Jurgita Jurkevičienė:** Environmental Risks (Non) Communication? Media Discourses Around the Ecological Compensation in Urban Infrastructure Projects
- **Ivana Matteucci:** Communication for “Patient Liberation”. The Role of New Media in the Case of CCSVI in Multiple Sclerosis (SM)

**SATURDAY, 8
SEPTEMBER:
PARALLEL
SESSIONS**

PARALLEL SESSION 6A, ROOM: D1, 13:30-15:00

- **Social Movements and Protest**
Chair: Romina Surugiu
- **Pantelis Vatikiotis and Dimitra L. Milioni:** Interactions at Work: Alternative Media, Social Movements and the Spur of Political Participation in Greece
- **Leila Tazir:** The Unbalanced Communication of Democratic Social Movements in Spain
- **Lorenzo Coretti:** Zombie Movements: Beyond Lifecycle Theories of Online Connective Action
- **Sophie Petzelberger:** Inside a Protest Film Project

PARALLEL SESSION 6B, ROOM: D2, 13:30-15:00

- **Entrepreneurism, Activism and Change**
Chair: Tatiana Mazali
- **Paolo Inno:** The Ideological Discourse on Start-ups: Media, Public Policies and Patterns of Subjectification
- **Ilija Tomanić Trivundža:** Face(ing) of Hate Speech: Visual Activism and Limits of Public Shaming

ORGANISERS

The event is organised by the European Sociological Association (ESA) – Research Network 18: Sociology of Communications and Media Research in cooperation with the Croatian Sociological Association (HSD), the Institute for Development and International Relations (IRMO) and the Department of Sociology, Faculty of Humanities and Social Sciences, University of Zagreb (FFZG).

The ESA RN18 organising committee is led by:

Roy Panagiotopoulou, Coordinator of ESA RN-18, University of Athens

Romina Surugiu, Coordinator of ESA RN-18, University of Bucharest

Thomas Allmer, Co-coordinator of ESA RN-18, University of Stirling

Marisol Sandoval, Co-coordinator of ESA RN-18, City University of London

The local organising committee includes:

Paško Bilić, Chair of the Organisation Board, Department for Culture and Communication, Institute for Development and International Relations

Kruno Kardov, Chair of the Department of Sociology, Faculty of Social Sciences and Humanities, University of Zagreb

Jasminka Lažnjak, President, Croatian Sociological Association

Helena Popović, Department of Journalism, Faculty of Political Science, University of Zagreb

Jaka Primorac, Department for Culture and Communication, Institute for Development and International Relations

ESA RN18 CONFERENCE

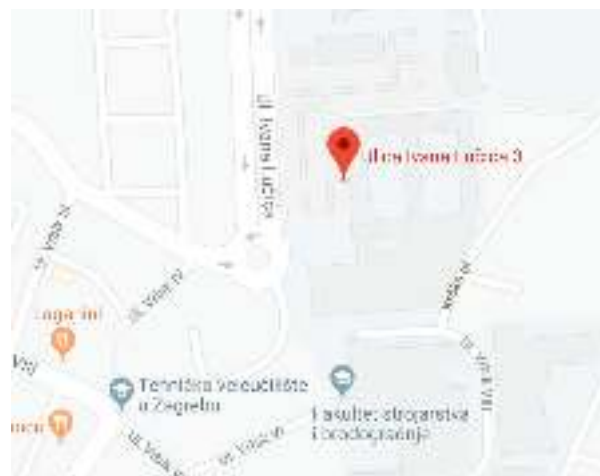
European Sociological Association

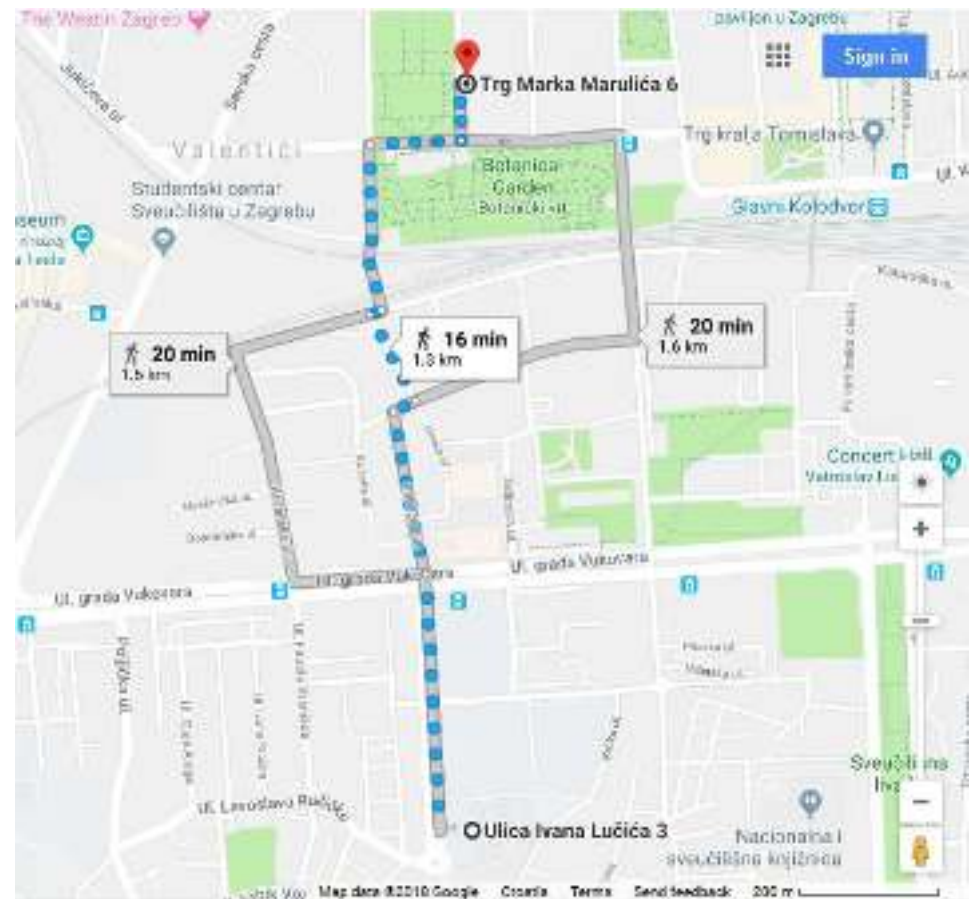
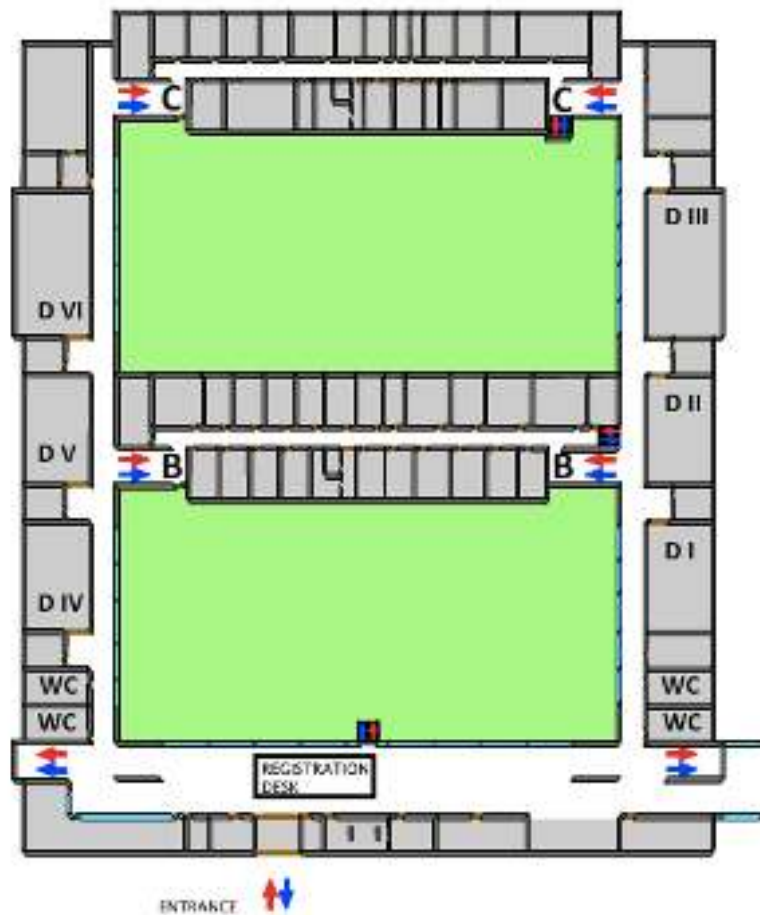
Research Network 18

Sociology of Communications and Media Research

You can become a member of ESA RN18 by joining the ESA and subscribing to the network. The network needs material support, so we encourage you to join or renew your membership. The network subscription fee is only 10 Euros: <https://www.europeansociology.org/membership/become-a-member>

Conference Venue: The conference will be hosted by the Department of Sociology, Faculty of Humanities and Social Sciences of the University of Zagreb, Croatia. The Faculty is located at Ivana Lučića 3, 10000 Zagreb, Croatia.





Conference Website: <https://esarn18zagreb.org>

We would like to thank:



All rooms are equipped with audio-visual devices. Presenters are encouraged to familiarise with the equipment in advance. Parallel sessions consist of three to four presentations of no more than 15 minutes each, followed by a joint discussion at the end. Chairs will introduce the session and presenters, manage the time and moderate the discussion.

Drinks reception
Botaničar bar
Trg Marka Marulića 6