IAMCR Program
Participatory Communication Research Section

Stockholm, Sweden
21 – 25 July 2008
### Title Paper: Towards Dialogic Innovation in Journalism

**Author(s):** Jaana Hujanen  
**Affiliation(s):** University of Jyväskylä, Department of Communication  
**Country(ies):** Finland  
**Email Address(es):** jaana.hujanen@jyu.fi

### Title Paper: Arenas for Participation and Debate in the Local Public Sphere - Audiences and Local Newspaper on Paper and Web

**Author(s):** Eli Skogerbø and Marte Winsvold  
**Affiliation(s):** Department of Media and Communication, University of Oslo and Norwegian Institute for Urban and Regional Research  
**Country(ies):** Norway  
**Email Address(es):** eli.skogerbo@media.uio.no

### Title Paper: The Role of Journalism in Conflict-Ridden and Marginalised States: Afghanistan and Moldova

**Author(s):** Joran Høk  
**Affiliation(s):** School of Journalism, Media and Communication, Stockholm University  
**Country(ies):** Sweden  
**Email Address(es):** hok@glocalnet.net

### Title Paper: Participatory Communication in Brazil: The Case of the Journalism in the Analogue and Digital Medium

**Author(s):** Luciana Mielniczuk and Suzana Barbosa  
**Affiliation(s):** Federal University of Santa Maria, Santa Maria-RS and Federal University of Bahia Salvador-BA  
**Country(ies):** Brazil  
**Email Address(es):** suzana.barbosa@gmail.com; luciana.mielniczuk@gmail.com

### Title Paper: Online Public Sphere and Democracy in China

**Author(s):** Chunzhi Wang and Ben Bates  
**Affiliation(s):** Renmin University and University of Tennessee  
**Country(ies):** China and the United States of America  
**Email Address(es):** cwang33@utk.edu; bbates@utk.edu
Changing Journalism, Changing Society (II)
Organizing IAMCR Section: Participatory Communication Research Section
Chair: Tom Jacobson, Temple University, United States of America
Discussant: Ullamaija Kivikuru, University of Helsinki, Finland
Coordinates: Monday 21 July 2008, 15.30h – 16.30h, room C497

Title Paper Facilitating Participatory Communication in China? An Analysis of Media Coverage of ‘Income Disparity’ Issue in Four Media Discourses
Author(s) Qian (Sarah) Gong
Affiliation(s) Institute of Communication Studies, University of Leeds
Country(ies) United Kingdom
Email Address(es) g.gong03@leeds.ac.uk

Title Paper The Way the Nongovernmental Organizations are Represented in Kyrgyz Press
Author(s) Asel Usupova
Affiliation(s) Kyrgyzstan-Turkey Manas University
Country(ies) Kyrgyzstan
Email Address(es) asel_usupova@yahoo.com

Title Paper English Power Structure and Newsroom-Organized Mechanics of English Newspaper in Korea: Focusing on the Participant Observation of the Korea Times and the Korea Herald
Author(s) Youn-Soo Kim
Affiliation(s) Yonsei University
Country(ies) Republic of Korea
Email Address(es) kimys@yonsei.ac.kr

Title Paper Corporate Citizenship, Press Coverage and Public Relations : From the Perspective of Civil Society
Author(s) Yie-Jing Yang
Affiliation(s) Shih Hsin University
Country(ies) Taiwan
Email Address(es) yijyang@cc.shu.edu.tw
### Participatory Communication and the Politics of Development Programs

**Organizing IAMCR Section:** Participatory Communication Research Section  
**Chair:** Rico Lie, Wageningen University, The Netherlands  
**Coordinates:** Tuesday 22 July 2008, 09.00h – 10.30h, room C497

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Author(s)</th>
<th>Affiliation(s)</th>
<th>Country(ies)</th>
<th>Email Address(es)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Problematic Privatization of Programs for the Public Good</td>
<td>Karin Wilkins</td>
<td>University of Texas at Austin</td>
<td>United States of America</td>
<td><a href="mailto:kwilkins@mail.utexas.edu">kwilkins@mail.utexas.edu</a></td>
</tr>
<tr>
<td>Communication Common Sense</td>
<td>Wendy Quarry and Ricardo Ramirez</td>
<td>School of Environmental Design and Rural Development, University of Guelph</td>
<td>Canada</td>
<td><a href="mailto:rramirez@uoguelph.ca">rramirez@uoguelph.ca</a></td>
</tr>
<tr>
<td>The Institutional Challenges of Participatory Communication in the International Aid System</td>
<td>Silvio Waisbord</td>
<td>School of Media and Public Affairs, George Washington University</td>
<td>United States of America</td>
<td><a href="mailto:waisbord@gwu.edu">waisbord@gwu.edu</a></td>
</tr>
<tr>
<td>Implementing Participatory Development Communication in Donor-Driven Development Projects in Papua New Guinea</td>
<td>Birgit Hermann</td>
<td>Unitec New Zealand</td>
<td>Germany</td>
<td><a href="mailto:birgithermann@gmx.de">birgithermann@gmx.de</a></td>
</tr>
<tr>
<td>Participatory Communication and Sufficiency Economy in Thailand</td>
<td>Boonlert Supadhiloke</td>
<td>Bangkok University</td>
<td>Thailand</td>
<td><a href="mailto:boonlet@yahoo.com">boonlet@yahoo.com</a></td>
</tr>
<tr>
<td>Grass Root Communication for Social Change</td>
<td>Lynnette M. Fourie</td>
<td>School of Communication Studies, North-West University</td>
<td>South Africa</td>
<td><a href="mailto:Lynnette.Fourie@nwu.ac.za">Lynnette.Fourie@nwu.ac.za</a></td>
</tr>
<tr>
<td>Grass Root Communication for Social Change</td>
<td>Åsa Olsson</td>
<td>University of Växjö</td>
<td>Sweden</td>
<td><a href="mailto:asa.olsson@vxu.se">asa.olsson@vxu.se</a></td>
</tr>
</tbody>
</table>

---

---
The field of communication for development is experiencing dynamic times, both in the theoretical debates but not least in the actual use of communication in development work. However, often times, there is a certain inertia in the theoretical perspectives we see used, and critical reflection upon how we conceive the field is often not formulated. New development challenges are however posing fundamental challenges to the field, and this panel suggested a critical reflection these development challenges as well as of the theoretical perspectives we apply to try to understand and develop the field of communication for development within this context.

This panel wishes to provide critical perspectives on communication for development at three different levels. Firstly, at the level of development theory, where Pieterse uses the ‘rise of Asia’ to reflect upon globalisation and development thinking. Secondly, at the level of conceiving power relations in communication for development work. Here, Wilkins deconstructs the field to explore how the understanding of power relations remain at the core of understanding communication for development practice. Finally, Obregon and Tufte will review a particular and very used and successful communication strategy within communication for development: entertainment-education. They suggest a broader theoretical framework which reflects the development challenges EE often is used in relation to.

This panel is proposed as part of the global launch of a new bi-national research platform, ØRECOMM, which is being established in Denmark and Sweden, with Roskilde University and Malmö University as the hosting institutions. We hope to have a book launch ready for the panel as well.

**Presenters**

<table>
<thead>
<tr>
<th>21st Century Globalization and Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan Nederveen Pieterse</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Articulating Power in Models of Development Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karin Wilkins</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entertainment-Education – New Theoretical Perspectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rafael Obregon and Thomas Tufte</td>
</tr>
<tr>
<td>Title Paper</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>Author(s)</td>
</tr>
<tr>
<td>Affiliation(s)</td>
</tr>
<tr>
<td>Country(ies)</td>
</tr>
<tr>
<td>Email Address(es)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>User-Generated Content in the Internet: An Examination of Gratifications-Sought, Citizen Participation, and Psychological Empowerment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Louis Leung</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>School of Journalism &amp; Communication, The Chinese University of Hong Kong</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:louisleung@cuhk.edu.hk">louisleung@cuhk.edu.hk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Web 2.0: Democratic Adventure? Polarization in Colombia. The Case of the Liberation of Two Kidnapped Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Santiago Giraldo Luque</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>Universitat Autònoma de Barcelona</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Spain</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:santiago.giraldo@uab.es">santiago.giraldo@uab.es</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Generating new media and new participation in Iran: The Case of Zigzag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Anna Godfrey, Mahmood Enayat and Mike Thelwall</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>Research &amp; Learning (R&amp;L) Group, BBC World Service Trust, Research &amp; Learning (R&amp;L) Group, BBC World Service Trust and University of Wolverhampton</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:Anna.Godfrey@bbc.co.uk">Anna.Godfrey@bbc.co.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Website for active Aging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Avani Maniar</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>The M.S University, Vadodara, Gujarat</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>India</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:a_msu2001@yahoo.co.in">a_msu2001@yahoo.co.in</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Gratification-Opportunities, Self-Esteem, and Loneliness in Determining Usage Preference of BBS and Blog among Teenagers in China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Hanyun Huang &amp; Louis Leung</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>School of Journalism and Communication, The Chinese University of Hong Kong</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:huanghanyun@gmail.com">huanghanyun@gmail.com</a>; <a href="mailto:louisleung@cuhk.edu.hk">louisleung@cuhk.edu.hk</a></td>
</tr>
</tbody>
</table>
New Approaches to Community Media and Participation
Organizing IAMCR Sections: Participatory Communication Research Section & Community Communication Section

Chair: Per Jauert, University of Aarhus
Coordinates: Tuesday 22 July 2008, 14.00h – 15.30h, room B307 Lecture Hall Hörsal B3

Title Paper
An Agenda Setting Approach to Community Media. The Case of Mundo Hispano
Author(s) Núria Reguero Jiménez
Affiliation(s) Communication Institute. University Autonomous of Barcelona (UAB)
Country(ies) Spain
Email Address(es) nuria.reguero@uab.cat

Title Paper
Content Creation as Participatory Development
Author(s) Jo Tacchi and Jerry Watkins
Affiliation(s) Creative Industries Faculty, Queensland University of Technology and Faculty of Design, Swinburne University
Country(ies) Australia
Email Address(es) j.tacchi@qut.edu.au; JWatkins@groupwise.swin.edu.au

Title Paper
Towards a New Paradigm of Mediated Communication: Gen-M and Virtual Communities
Author(s) Anabela Gradim
Affiliation(s) Departamento de Comunicação e Artes, Universidade da Beira Interior
Country(ies) Portugal
Email Address(es) anabelagradim@sapo.pt
Title Paper: The Communication Epiphany. New Media and the Redemption of the Other
Author(s): Ravi K. Dhar
Affiliation(s): Jagannath International Management School (GGS Indraprastha University)
Country(ies): India
Email Address(es): ravikdhur@gmail.com

Title Paper: Decentralisation through Digitalisation (full paper received)
Author(s): Zeenath Hasan
Affiliation(s): School of Arts and Communication
Country(ies): Sweden
Email Address(es): zeenath.hasan@mah.se

Title Paper: Teleconfession – Participating in Social Media (full paper received)
Author(s): Karoliina Talvitie-Lamberg
Affiliation(s): University of Helsinki, Department of Communication
Country(ies): Finland
Email Address(es): karoliina.talvitie-lamberg@helsinki.fi

Title Paper: Solving Problems and Then Socializing
Author(s): Anders Svensson
Affiliation(s): School of Education and Communication
Country(ies): Sweden
Email Address(es): anders.svensson@hlk.hj.se

Title Paper: Presence in Virtual Space and Modern Identity: A Study of Young Internet Users in Iran
Author(s): Mohammad Saeed Zokaei
Affiliation(s): ?
Country(ies): ?
Email Address(es): saeed.zokaei@gmail.com

Title Paper: Electronic Participation and Social Change – The East-Timor Newsgroup (full paper received)
Author(s): Charles Stewart
Affiliation(s): Centre for Mass Communication Research, Department of Media and Communication, University of Leicester
Country(ies): United Kingdom
Email Address(es): ces17@le.ac.uk

Author(s): Cuiming Pang
Affiliation(s): University of Oslo
Country(ies): Norway
Email Address(es): pang.cuiming@ikos.uio.no
Public Participation, Media and Institutions: Three Case Studies

Organizing IAMCR Section: Participatory Communication Research Section
Coordinator: Zoetanya Sujon, London School of Economics and Political Science, United Kingdom
Chair: Lilie Chouliaraki
Discussant: Lilie Chouliaraki
Coordinates: Tuesday 22 July 2008, 17.45h – 19.00h, room C497

Title Panel          Public Participation, Media and Institutions: Three case studies
Coordinator(s)       Zoetanya Sujon
Affiliation(s)       London School of Economics and Political Science
Country(ies)         United Kingdom
Email Address(es)    z.t.sujon@lse.ac.uk

Description
The participation of ordinary publics in content production, knowledge generation and institutional processes is often positioned as a key practice that both blurs boundaries between producers and consumers and, contingently, leads to the democratization of culture. This panel draws on the discourses of mediated practices of public participation found in very different institutions, two open content communities, a public service broadcaster and a public museum, in order to identify the diverse positions and participatory strategies for the public each one offers and to discuss the implications that these bear for our understandings and practices of citizenship and organizational responsibility.

Presenters

Collaborative Citizenship or Professional Conduct? Negotiated Discourses of Participation as Authorship in Open Content Communities
Panagiota Alevizou

Constructing Citizenship: Accountability and Strategies of Public Participation in the BBC
Zoetanya Sujon

Visitors as Publics in the Museum of London: Participation via Institutional Mediation
Nancy Thumim
### Media and Governance: Does Media Matter?

**Organizing IAMCR Sections: Political Communication Research Section and the Participatory Communication Research Section**

Chair: Thomas Jacobson, School of Communications and Theater, Temple University, United States of America and Philippe J. Maarek, University Paris 12, France  
Discussant: Susan Abbott, Center for Global Communication Studies, Annenberg School for Communication, University of Pennsylvania and Bettina Peters, Fund for Media Development, United States of America  
Coordinates: Tuesday 22 July 2008, 17.45h – 19.00h, room E306 Lecture Hall Hörsal B3

<table>
<thead>
<tr>
<th>Title Panel</th>
<th>Media and Governance: Does Media Matter?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinator(s)</td>
<td>Thomas Jacobson and Philippe J. Maarek</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>School of Communications and Theater, Temple University and University Paris 12</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>United States of America and France</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:tlj@temple.edu">tlj@temple.edu</a> and <a href="mailto:maarek@univ-paris12.fr">maarek@univ-paris12.fr</a></td>
</tr>
</tbody>
</table>

**Description**

A general goal of this panel would be to critically examine the relationship between media, governance, and the lofty goals often associated with development and democratization efforts. A more specific goal will be to identify avenues of research within the academic community to support the work of non-profit and donor organizations in this area. Panelists and respondents are all engaged in programmatic development and or research concerned with real world applications of democratic media for development.

**Presenters**

1) Sina Odugbemi, Director, Communication for Governance and Accountability Program, World Bank. aodugbemi@worldbank.org, [http://www.worldbank.org/commgap](http://www.worldbank.org/commgap)  
2) James Deane, Director for Policy Development, BBC World Trust, United Kingdom. james.deane@bbc.co.uk, [http://www.bbc.co.uk/worldservice/trust/](http://www.bbc.co.uk/worldservice/trust/)  
4) “Could networking processes from global funding be a medium of governance?” Aurélie Bras, University Paris 12, France brasarelie@yahoo.fr

**Chair**

Thomas Jacobson, School of Communications and Theater, Temple University, United States of America  
Philippe J. Maarek, University Paris 12, France

**Respondents**

Susan Abbott, Center for Global Communication Studies, Annenberg School for Communication, University of Pennsylvania  
Bettina Peters, Fund for Media Development, United States of America
### Environmental Communication, Agricultural Development and Disaster Management

**Organizing IAMCR Section:** Participatory Communication Research Section  
**Chair:** Pradip Thomas, University of Queensland, Australia  
**Discussant:** Rico Lie, Wageningen University, The Netherlands  
**Coordinates:** Wednesday 23 July 2008, 14.00h – 15.30h, room C497

| Title Paper | A Study on Communication Behaviour of Televiewing Farmers  
|-------------|----------------------------------------------------------|  
| **Author(s)** | Dipak De and Banarsi Lal  
| **Affiliation(s)** | Department of Extension Education, Institute of Agricultural Sciences  
| **Country(ies)** | India  
| **Email Address(es)** | dedipak@gmail.com  

| Title Paper | Rethinking Participatory Action Research in Renewable Resource Management  
|-------------|-----------------------------------------------------------------------------|  
| **Author(s)** | Annemarie van Paassen, Cécile Barnaud and Ingon Patamadit  
| **Affiliation(s)** | Wageningen University  
| **Country(ies)** | The Netherlands  
| **Email Address(es)** | Annemarie.vanPaassen@wur.nl  

| Title Paper | Weaving Voices, Fishing for Ideas, Shaping Words, Discovering Possibilities...; Tejiendo Voces, Pescando Ideas, Tallando Palabras, Descubriendo Posibilidades...  
|-------------|-----------------------------------------------------------------------------------------------------------------|  
| **Author(s)** | Gemma Cristina Millán Malo  
| **Affiliation(s)** | Instituto Mexicano de Tecnología del Agua (Mexican Institute of Water Technology)  
| **Country(ies)** | Mexico  
| **Email Address(es)** | gmillan@tlaloc.imta.mx  

| Title Paper | Implementing a Participatory Communication Approach: Dayet Ifrah Project as a Case Study  
|-------------|-----------------------------------------------------------------------------------------------|  
| **Author(s)** | Bouziane Zaid  
| **Affiliation(s)** | Al Akhawayn University in Ifrane  
| **Country(ies)** | Morocco  
| **Email Address(es)** | bouziane_8@yahoo.com  

| Title Paper | Communication Strategies for Disaster Preparedness in Agricultural Sector in Bangladesh  
|-------------|------------------------------------------------------------------------------------|  
| **Author(s)** | M. Abul Kashem  
| **Affiliation(s)** | Bangladesh Agricultural University, Department of Agricultural Extension Education  
| **Country(ies)** | Bangladesh  
| **Email Address(es)** | makashem53@yahoo.com  

---

11
**Participatory Communication: Creating and Sharing Knowledge**

Organizing IAMCR Section: Participatory Communication Research Section

Chair: tbd

Coordinates: Wednesday 23 July 2008, 14.00h – 15.30h, room D299

---

**Title Paper**

*In Search of Public Engagement: When a Survey and Focus Groups Tell Different Stories*  
(full paper received)

**Author(s)**

Ullamaija Kivikuru

**Affiliation(s)**

Swedish School of Social Science, University of Helsinki

**Country(y)(ies)**

Finland

**Email Address(es)**

ullamaija.kivikuru@helsinki.fi

---

**Title Paper**

*Participation, Communication and Global Change*  
(full paper received)

**Author(s)**

Silvia Inés Molina y Vedia del Castillo

**Affiliation(s)**

National Autonomous University of Mexico

**Country(y)(ies)**

Mexico

**Email Address(es)**

molinass@hotmail.com

---

**Title Paper**

*From Sharing Creations to Sharing Knowledge?: An Explorative Study of Creative Commons in China*  
(full paper received)

**Author(s)**

Bingchun Meng

**Affiliation(s)**

Department of Media and Communication, London School of Economics and Political Science

**Country(y)(ies)**

United Kindom

**Email Address(es)**

B.Meng@lse.ac.uk

---

**Title Paper**

*African Participation in a Digitally Divided World: A Case Study of eLabtronic’s CoreChart Program for Community IT Uptake in Nigerian Using the Yunus’ Social Business Entrepreneurship Model*  
(full paper received)

**Author(s)**

Chika Anyanwu

**Affiliation(s)**

Discipline of Media, University of Adelaide, South Australia

**Country(y)(ies)**

Australia

**Email Address(es)**

chika.anyanwu@adelaide.edu.au

---

**Title Paper**

*The Role of the PR Department in Organizational Change Processes - To What Extent Does it Participate in Communication Planning*  
(full paper received)

**Author(s)**

Therese Monstad

**Affiliation(s)**

Department of Information Science, Uppsala University

**Country(y)(ies)**

Sweden

**Email Address(es)**

therese.monstad@dis.uu.se

---

**Title Paper**

*How to Establish Public Consensus for Social Conflicts: An Application of Self Persuasion Theory*  
(full paper received)

**Author(s)**

Hyun Soon Park

**Affiliation(s)**

Sungkyunkwan University

**Country(y)(ies)**

Korea, Republic of

**Email Address(es)**

serenity@skku.edu

---

**Title Paper**

*Organizing Democratic Participatory Community Radio: Lessons from Sri Lanka*  
(full paper received)

**Author(s)**

W.M. Pradeep Nishantha Weerasinghe

**Affiliation(s)**

Department of mass media studies, University of Colombo, Wawala, Horana, Sri Lanka and School of communication and journalism, Wuhan University, Wuhan, China

**Country(y)(ies)**

Sri Lanka and China

**Email Address(es)**

pradeep@spc.cmb.ac.lk
**Title Paper** | Organisations as Change-Agents in HIV/AIDS Programmes: Perceptions of Employees and Community Members  
**Author(s)** | E.M. Kloppers and L.M. Fourie  
**Affiliation(s)** | School of Communication Studies, North-West University (Potchefstroom Campus)  
**Country(ies)** | South Africa  
**Email Address(es)** | Elbe.Kloppers@nwu.ac.za

**Title Paper** | Retrospective Analysis: Global AIDS Interfaith Alliance and Community Building in Malawi, Africa  
**Author(s)** | Linda Morris  
**Affiliation(s)** | University of California at San Francisco  
**Country(ies)** | United States of America  
**Email Address(es)** | linda.morris@ucsf.edu

**Title Paper** | Sonagachi Project: Applying Principles of Development Communication and Participation to a Community Based Intervention among Sex Workers  
**Author(s)** | Satarupa Dasgupta  
**Affiliation(s)** | Temple University  
**Country(ies)** | United States of America  
**Email Address(es)** | satarupadasgupta@gmail.com

**Title Paper** | Communication Planning Activities and Interventions  
**Author(s)** | Thabale J. Ngulube and Mary M. Tuba  
**Affiliation(s)** | Centre for Health, Science & Social Research (CHESSORE)  
**Country(ies)** | Zambia  
**Email Address(es)** | thabalejakngulube@gmail.com; chessore@zamnet.zm

**Title Paper** | Can Communication Create Change? The Lessons Learned from Anti-Smoking Movement in Thailand  
**Author(s)** | Parichart Sthapitanonda  
**Affiliation(s)** | Faculty of Communication Arts, Chulalongkorn University  
**Country(ies)** | Thailand  
**Email Address(es)** | sparicha@yahoo.com

**Title Paper** | Media and Education for Health: Do Media Reports on Modern Diseases Contribute to Lessen Global Divides?  
**Author(s)** | Felisbela Lopes, Madalena Oliveira and Paulo Nossa  
**Affiliation(s)** | University of Minho, Instituto de Ciências Sociais  
**Country(ies)** | Portugal  
**Email Address(es)** | madalena.oliveira@ics.uminho.pt; felisbela@ics.uminho.pt; paulonossa@mail.telepac.pt
<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Cyber Extension Changing the Face of Agriculture in India (full paper received)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>E.P.K. Das</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>Department of Extension and Communication, Allahabad Agricultural Institute-Deemed University</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>India</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:epklasa2002@yahoo.co.in">epklasa2002@yahoo.co.in</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Women Empowerment and Poverty Reduction through Mobile Phone: Bangladesh Perspective (full paper received)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Linda Hultberg and Mohammad Sahid Ullah</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>School of Communication and Education, Jonkoping University and Department of Communication and Journalism, Chittagong University</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Sweden and Bangladesh</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:kv05huli@hlk.hj.se">kv05huli@hlk.hj.se</a>; <a href="mailto:ullah_sahid@yahoo.co.uk">ullah_sahid@yahoo.co.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Multiple Methodologies in ICT Research: An Integrated Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>May-Ann Lim and Arul Chib</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>Nanyang Technological University, School of Communication and Information</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Singapore</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:mayann@gmail.com">mayann@gmail.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title Paper</th>
<th>Youth Engaged by ICTs for Social Change and Development: Participation as Empowerment and Manipulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Norbert Wildermuth</td>
</tr>
<tr>
<td>Affiliation(s)</td>
<td>Center for Media Studies, University of Southern Denmark</td>
</tr>
<tr>
<td>Country(ies)</td>
<td>Denmark</td>
</tr>
<tr>
<td>Email Address(es)</td>
<td><a href="mailto:Wildermuth@litcul.sdu.dk">Wildermuth@litcul.sdu.dk</a></td>
</tr>
</tbody>
</table>
Participatory Communication: Elections and Communication Rights

Organizing IAMCR Section: Participatory Communication Research Section

Chair: Thomas Tufte, Roskilde University, Denmark
Discussant: Tom Jacobson, Temple University, United States of America
Coordinates: Thursday 24 July 2008, 16.00h – 17.30h, room C497

Title Paper  Communication that Wins Rural Votes: A Comparative Study of Political Communication Strategies Employed by Zanu-PF and the MDC in Zimbabwe’s National Elections Since 2000
(full paper received)
Author(s)  Zvenyika Eckson Mugari
Affiliation(s)  Midlands State University, Media and Society Studies Department
Country(y)(ies)  Zimbabwe
Email Address(es)  zmugari@yahoo.co.uk

Title Paper  Al-Jazerra’s Coverage of the Moroccan Election 2007?
Author(s)  Mohammed Ibaarine
Affiliation(s)  School of Humanities and Social Sciences, Al Akhawayn University in Ifrane
Country(y)(ies)  Morocco
Email Address(es)  mohammad.ibahtine@googlemail.com

Title Paper  Democracy and Participacion: The Fight Between Journalists and Politicians in the Catalan Public Media
(full paper received)
Author(s)  Carme Ferré Pavia
Affiliation(s)  Faculty of Communication Sciences, Universitat Autònoma de Barcelona
Country(y)(ies)  Spain
Email Address(es)  Carme.Ferre@uab.cat

Title Paper  Influence on Information, Opinions, Political Agendas, Student Participation in Mexico’s Electoral Transition
(full paper received)
Author(s)  Gerardo L. Dorantes
Affiliation(s)  UNAM (Mexico’s Autonomous University)
Country(y)(ies)  Mexico
Email Address(es)  gldorantes@yahoo.es

Title Paper  An Untold Chapter of the Right to Communicate Story: The Canadian Pioneering Contribution
(full paper received)
Author(s)  Aliaa Dakroury
Affiliation(s)  School of Journalism and Communication, Carleton University
Country(y)(ies)  Canada
Email Address(es)  aliaa_dakrouy@hotmail.com

Title Paper  Digital Divide and Citizens’ Right to Communicate in India
(full paper received)
Author(s)  Pooja Rana
Affiliation(s)  Department of Mass Communication, Jagannath International Management School (GGS Indraprastha University)
Country(y)(ies)  India
Email Address(es)  pooja.dhinsa@gmail.com
Participatory Communication: Research and Education
Organizing IAMCR Section: Participatory Communication Research Section
Chair: Pradip Thomas, University of Queensland, Australia
Discussant: Ullamaija Kivikuru, University of Helsinki, Finland
Coordinates: Thursday 24 July 2008, 16.00h – 17.30h, room D299

Title Paper ‘On Behalf of a Shared World’: Arendtian Politics in a Culture of Youth Media Participation
Author(s) Stuart Poyntz
Affiliation(s) School of Communication, Simon Fraser University
Country(ies) Canada
Email Address(es) spoyntz@sfu.ca

Title Paper Bridging the Divide with Participatory Video
Author(s) Usha Sundar Harris
Affiliation(s) Macquarie University
Country(ies) Australia
Email Address(es) Usha.Harris@scmp.mq.edu.au

Title Paper Not Just Any Story: Questions and Dilemmas on Using Film in the Social (Research) Domain
Author(s) Loes Witteveen and Rico Lie
Affiliation(s) Van Hall Larenstein University of Applied Science and Wageningen University
Country(ies) The Netherlands
Email Address(es) Loes.Witteveen@wur.nl; Rico.Lie@wur.nl

Title Paper Participatory Communication Research Like Methodological Strategy to Increase the Intercultural Competitions of Young Students of Mexico City. History of an Experience
Author(s) Marta Rizo García
Affiliation(s) la Academia de Comunicación y Cultura de la Universidad Autónoma de la Ciudad de México
Country(ies) Mexico
Email Address(es) mrizog@yahoo.com

Title Paper Exploring the Impact of Virtual Organization Structures on Geographically Distributed Collaboration in University-Based Diversity Efforts in the STEM Disciplines
Author(s) Derrick L. Cogburn
Affiliation(s) Syracuse University
Country(ies) United States of America
Email Address(es) d cogburn@syr.edu
Power, Participation and Social Impact: Interrogating Communication for Social Change

Organizing IAMCR Section: Participatory Communication Research Section
Coordinator: Pradip Thomas, University of Queensland, Australia
Chair: Pradip Thomas, University of Queensland, Australia
Discussant: Pradip Thomas, University of Queensland, Australia
Coordinates: Thursday 24 July 2008, 17.45h – 19.00h, room C497

Title Panel
Description
The domestication of ideas and action related to communication and social change has resulted in the making of a blind-spot on issues related to the relationship between politics, power and social impact. Key concepts and ideas in communication and social change including ‘participation’, ‘empowerment’, ‘access’, are routinely abstracted from any consideration of the structures and determinations that limit the translations and potential of these concepts. This panel will explore these hidden dimensions and, in that process, make the case for the need for a more robust interrogation of communication and social change theory and practice.

Presenters

Structural Participation in Communication for Social Change
Karin Gwinn Wilkins

The New Political Economy and Communication Analysis in Recent Development Planning Policy
Tom Jacobson, Professor School of Communications and Theatre, Temple University

Virtual vs. Real: Mapping Questions of Power and Participation in the Balkans
Zala Volcic, SJC, UQ

Powerful or Forceful – Participatory Communication in Non-Participative Contexts
Elske van de Fliert and Pham Thi Thuy
Community Media – An Alternative to Global Divides
Organizing IAMCR Section: Participatory Communication Research Section and the Community Communication Section
Coordinator: Linda K. Fuller, Communications Department, Worcester State College, United States of America
Chair: Linda K. Fuller, Communications Department, Worcester State College, United States of America
Coordinates: Thursday 24 July 2008, 17.45h – 19.00h, room D299

Title Panel
Coordinator(s) Community Media—An Alternative to Global Divides
Affiliation(s) Linda K. Fuller
Country(ies) Communications Department, Worcester State College
Contact Email Address(es) United States of America
LFuller@worcester.edu

Description
Based on our book “Community Media: International Perspectives” (Palgrave Macmillan, 2007), edited by Linda K. Fuller, several contributors will present their research on the use of community media as an alternative to global divides. Drawing on both theoretical and practical case studies—including aboriginal/indigenous experiences, current case studies, and virtual community visions, we will move from developing attempts at local media to case studies and on to cyber-examples. Historically, it has been argued that ever since the Bible was translated into the vernacular that a clamor began for access to message-making; now, in our current era of revolutionary information changes throughout the world—when we are dealing with bloggers, map-makers, iPoders, text message senders and receivers, and any number of cyber-dissidents, it is critical to consider the role of community media toward that process. Following definitions and a brief literature review, we describe how community communications/media can refer to how individuals and organizations involve publics in participatory means of airing issues. Owning a debt to the “Our Media, Not Theirs” group that first met at ICA/Washington in 2001, we continue the tradition with this goal: “To collectively consider, debate, and find new ways to reaffirm and expand spaces for community participation and effective use of communication media in the context of an increasingly market-oriented and corporatized media and communication terrain globally.” (Recently, the title has changed somewhat, to allow for its wide Spanish-speaking members, now known as “Our Media/Nuestros Medios”). Public service broadcasting, we contend, should be an institutional guarantor; it is why we fear and fight against the trend toward media ownership by a handful of moguls who want to mediate our messages. Although this panel will be focused on case studies from Spain, Native Americans, Israel, and Canada, examples will also be incorporated from Australia, Bangladesh, Belgium, Brazil, Ghana, India, Kazakhstan, Latin America, Singapore, Thailand, Turkey, and themes of cyberdating, “free speech,” participatory communication, the People’s Communication Charter, multi-theoretical approaches to community media, and virtual communities. As growing disappointment and disillusionment with commercial media and its centralization by key multinational corporations combines with increasing concern over conglomeration and hyper-commercialism, we argue that it behooves us to understand, appreciate, delineate, and be involved in our own local means of communication.

Presenters
A Television to Save a Language and a Culture: The Basque Case
Carmelo Garitaonandia and Miguel Angel Casado

Top-Down Community Media: A Participant Observation from Singapore
Linda K. Fuller

Community Radio and Development: Tribal Audiences in South India
Yesudhasan Thomas Jayaprakash and Brian Shoesmith

Multitheoretical Approaches to Community Media: Capturing Specificity and Diversity
Nico Carpentier, Rico Lie and Jan Servaes
Participatory Communication: Mobilisation and Collaboration
Organizing IAMCR Section: Participatory Communication Research Section
Chair: Tom Jacobson, Temple University, United States of America
Coordinates: Friday 25 July 2008, 9.00h – 10.30h, room C497

Title Paper  Why Not. Enhancing Athletic Identity of Disabled Athletes
Author(s)  Arul Chib, Hoe Heng Howe, Komathi A L E and Lee Jia Yan Wendy
Affiliation(s)  Nanyang Technological University, School of Communication and Information
Country/ies)  Singapore
Email Address(es)  koma0001@ntu.edu.sg

Title Paper  Expressive Rationality - A Different Approach for Understanding Citizen Participation in Municipal Deliberative Practices
Author(s)  Jakob Svensson
Affiliation(s)  Institute of Communication, Lund University
Country/ies)  Sweden
Email Address(es)  jakob.svensson@icomm.lu.se

Title Paper  Tactical Media, Art and the Hybrid Activism
Author(s)  Fernando do Nascimento Gonçalves
Affiliation(s)  Communication Department of Universidade do Estado do Rio de Janeiro
Country/ies)  Brazil
Email Address(es)  azert46@yahoo.com

Title Paper  Producing Necessary Knowledge for a Democratic Public Sphere: Theory and Practice of Collaboration Across Academic / Activist Divides in Media and Communication Research
Author(s)  Aslama, Minna; Borgman-Arboleda, Catherine; Chung, Jaewon; Dichter, Aliza; Karaganis, Joe; & Lentz, Beck
Affiliation(s)  Social Science Research Council (SSRC) and University of Helsinki, Swedish School of Social Science
Country/ies)  United States of America and Finland
Email Address(es)  aslama@ssrc.org; karaganis@ssrc.org; rgmagnolia@earthlink.net; liza@mediaactioncenter.org; catherine@mediaactioncenter.org

Title Paper  Citizens on the web? The Internet and the Promotion of Democratic Practices
Author(s)  Susana Salgado
Affiliation(s)  University of Westminster and Portuguese Foundation to Science and Technology
Country/ies)  United Kindom and Portugal
Email Address(es)  susana.salgado@iber4e.com

Title Paper  Deliberation, Visibility and Counter-Publics in the Online Public Sphere - The Case of ONE Make Poverty History
Author(s)  Julie Uldam
Affiliation(s)  London School of Economics and Political Science (LSE), Department of Media and Communications
Country/ies)  United Kindom
Email Address(es)  J.Uldam@lse.ac.uk
Developing Theory on Participation and Community Media
Organizing IAMCR Sections: Participatory Communication Research Section and Community Communication Section
Chair: Rico Lie, Wageningen University, The Netherlands
Coordinates: Friday 25 July 2008, 9.00h – 10.30h, room D299

Title Paper: A Metatheory and Methodology for Community Media Practice and Integration: Applying Sense-Making Methodology
Author(s) and Affiliation(s):
Brenda Dervin, Ohio State University, USA
Lois Foreman-Wernet, Capitol University, Columbus, Ohio USA
John Higgins, Menlo College, Atherton, California USA
Robert Huesca, Trinity University, San Antonio, Texas USA
CarrieLynn D. Reinhard, Ohio State University, Columbus, Ohio
Christlin C.P. Rajendram, Eastern University of Sri Lanka, Trincomalee, Sri Lanka
David Schaefer, Franciscan University, Steubenville, Ohio, USA
Peter Shields, Eastern Washington University, Cheney, Washington, USA
Country(ies): United States of America and Sri Lanka
Email Address(es): dervin.1@osu.edu

Title Paper: Compromising Community? Challenges to the Normative Concepts and Practices of Community Media
Author(s) and Affiliation(s):
Kate Coyer
Center for Global Communication Studies, Annenberg School for Communication, University of Pennsylvania and Center for Media and Communication Studies, Central European University
Country(ies): United States of America and Hungary
Email Address(es): coyerc@ceu.hu
Business Meeting
Organizing IAMCR Section: Participatory Communication Research Section
Chair: Rico Lie, Wageningen University, The Netherlands
Coordinates: Friday 25 July 2008, 10.45h – 12.00h, room C497