

# Conference Program

Thursday, April 19<sup>th</sup> 2018

**16:00 - 17:30** **Guided City Tour (English)**

Meeting Point: Dr. Arthur-Lemisch-Platz 1

**18:00** **Get Together**

Bierhaus Zum Augustin  
Pfarrhofgasse 2, Klagenfurt

Friday, April 20<sup>th</sup> 2018

Conference Venue: Alpen-Adria-Universität  
Servicegebäude Room K 0.0.1

**8:15- 8:45 Registration**

**08:45 - 09:15**

**Welcome Address**

Univ.-Prof. Mag. Dr. *Katrin Döveling*

Dean of the der Faculty of Humanities Univ.-  
Prof. Mag. Dr. *Alexander Onysko*

LH- Stellvertreterin Dr.in *Gaby Schaunig*  
(Carinthian Government)

**09:15 - 10:45** **Panel 1**

**Visuals and Emotions in Mediatization Research**

Panel Chair: *Katrin Döveling*

Digitalization as a Joke. Value Judgments in  
Cartoons.

*L. Krainer (Austria)*

*#MoreInCommon: Twitter as a Symbolic Space for  
Collective Mourning in Politically Divisive Times.*  
*K. Parry (UK)*

Global Flows of Mediatized Affect and Digital  
Affect Cultures. Where is the Journey Heading? .  
*K. Döveling (Austria)*

Affective Publics - Understanding the Affective  
Dynamics of Translocal Media Practices.  
*M. Lünenborg (Germany)*

National vs Globalized Moving Images? Reasons for  
Streaming Despite of Watching Television at  
Home.  
*K. Müller (Germany)*

**10:45 - 11:00** **Coffee Break**

**11:00 - 12:00** **Panel 2**

**CSR and Mediatized Work-Life-Balance**

Panel Chair: *Sandra Diehl*

Taking CSR Online in the Digital Age:  
Manifestations of Media Social Responsibility in  
Germany, Austria and Switzerland.  
*F. Weder (Austria), D. Voci (Austria), I. Koinig  
(Austria), M. Karmasin (Austria)*

Healthy and Engaged Employees as a Prerequisite  
for Organizational Health and Success  
*I. Koinig (Austria), S. Diehl (Austria)*

Balancing the Requirements of Work and Private  
Life - Workplace Health Promotion, Flexibility  
and New Challenges in the Digital Workplace.  
*I. Koinig (Austria)*

**12:00 - 12:45** **Key Note + Discussion**

Global Mediatization: The Power of Infrastructure  
*Stig Hjarvard (Denmark)*

**12:45 - 14:00** **Lunch Break**

Restaurant: Mittagstisch, Lakeside Park

**14:00 - 15:45** **Panel 3**

**Theoretical Approaches**

Panel Chair: *Sarah Kohler*

Mediatization in Theory: A Comparative  
Approach.  
*T. Grenz (Austria), M. Pfadenhauer (Austria)*

The Media|Knowledge|Matrix: A Framework to  
Comparatively Research Mediatization  
Phenomena.  
*M. Adolf (Germany)*

Transnationalism and Mediatization. Reflections  
on Global Media Trends from a Cultural and Media  
Studies Perspective.  
*C. Schachtner (Austria)*

Communicative Construction of Personal Identity  
Among Young Adults Using the Example of People  
Engaging in Different Aspects of “Conscious  
Consumption”.  
*K. Wegmann (Germany)*

No Node is an Island: Exploring Our Connected  
Past to Forecast Our Connected Future from a  
Mediatization Perspective.  
*N. Bowman (USA)*

**15:45 - 16:00** **Coffee Break**

**16:00 - 17:45** **Panel 4**

**Interdisciplinary Approaches**

Panel Chair: *Katy Parry*

Mediatization from the HCI perspective - The Role of State-of-the-Art End Devices, Media Prosumers and Customized Information Provision.  
*G. Leitner (Austria), M. Hitz (Austria), D. Ahlström (Austria), A. J. Fercher (Austria), E. Peshkova (Austria)*

The Mediatization of the Patient-Physician Relationship from the Patient's Perspective: Results from an Online Survey on the Usage of Physician (Rating) Websites in Austria.  
*S. Bidmon (Austria), J. Röttl (Austria)*

Parkour as a Mediatized Youth Culture in the Middle East  
*I. Braune (Germany)*

Message as a Factor of Terrorism's Mediatization in the American Television.  
*A. Stańco-Wawrzyńska (Poland)*

**18:30** **Conference Dinner**  
Restaurant: Villa Lido, Friedelstrand 1

Mediatization of Speech Therapy. An Introduction of Speech, Language and Voice Therapy Apps.  
*L. E. Stappenbeck (Germany)*

Presidential Messages on the Website: An Evolution of the Digital Tool of the Presidency in Portugal.  
*R. Trindade (Portugal)*

Global Corporate Communication in the Era of Mediatization.  
*V. Yarnykh (Russia)*

**9:30 - 11:00** **Panel 5**  
**Global Mediation and Mediatization of Popular Culture**  
Panel Chair: Rainer Winter

Media(tiza)tions of Contemporary Literature.  
*N. Matzner (Austria), M. Wieser (Austria)*

Popular Culture in Art? About the Museum of Broken Relationships.  
*A. Hudelist (Austria)*

Music Cities as Mediated Future Opportunities.  
*C. Winter (Germany)*

**11:00 - 11:45** **Key Note + Discussion**  
Mediatization, Globalization, Commercialization. About the Interplay of Some Developments Today.  
*Friedrich Krotz (Germany)*

**11:45-12:00** **Coffee Break**

**12:00 - 13:00** **High Density Panel**  
Panel Chair: Nicholas Bowman

Fandom as Play: Transformations in a Mediatized Culture.  
*L. Nybro Petersen (Denmark)*

Mediatized Crisis Communication and Public Service Media on Facebook.  
*D. Pfurtscheller (Austria), G. Antos (Germany)*

Mediatization of Regional Crises as Global Events: Depiction of the Elbian Flood 2013 in Germany by Foreign Media.  
*C. Allner (Germany)*

Mediatized News Practices in Pakistan.  
*S. Ishtiaq Nauman (Pakistan)*

'Cyberspace Boundaries' in the Age of Global Mediatization - The Case of China.  
*Y. Zhang (China, Germany)*

Yarning with Youth: Mediatization and the Emergence of Indigenous Australia's Cyber-Corroboree  
*K. Robinson (Australia)*

**13:00** **Farewell + Boat Trip**  
Walk to Lake Wörthersee (20 min.), 13:40 - 14:25  
Boat Trip to Maria Wörth, 15:30 Transfer back to the Conference Venue

**16:00** **After Glow and Relaxation at the Lake Wörthersee**  
Restaurant/Bar: Maria Loretto

Saturday, 21<sup>st</sup> April 2018

**09:00 - 9:30** **Champagne Breakfast + Poster session**

Memories in a Mediatized World.  
*S. Bauer (Austria), J. Allgeier (Germany), H. Jungwirth (Austria)*

Digital Mediasport - a Significant Factor in Global Mediatization? An Explorative Media Use Study.  
*J. Meinecke (Austria), M. Dimitriou (Austria)*