

Conference Program

Global Mediatization Research and Technology

Thursday, April 19th 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 20th 2018

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

08:30 - 09:15

Registration and Welcome

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)

From Mediatized Communication of Affect to Digital Emotion Culture(s). Findings, Perspectives and Challenges.

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)

The Future Foreign Correspondent: The Mediatization of Cultural Spaces Online.
M. Evans (Australia), S. Bebawi (Australia)

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

Saturday, 21st April 2018

09:00 - 09:30 **Champagne breakfast + Poster session**
Memories in a Mediatized World.
S. Bauer (Austria)

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

Critical Mediatization Theory and the Network Society.
N. Mladenović (Serbia)

Mediatizing the Contagious Body through Digital Media Tools: Nation, Narration and the Agency of the "Other".
A. Mukhopadhyay (USA)

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 Mediatization Era.
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)

Glocally Mediatized Gangsta Rap.
M. Dietrich (Austria)

Artist on a Bike? On Patrick Seabase's Take on the Representation of Cycling.
S. Rauter-Nestler (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 - 13:00 **High Density Panel**
Panel Chair: Nicholas Bowman

Calendar Effects as Challenge for Global Mediatization Research.
S. Kohler (Austria)

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 (Germany)

Doing Belonging - Negotiating Cultural (and Affective) Citizenship in the Context of Reality TV.
L. Sūna (Germany)

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

16:00 **After Glow and Relaxation at the Lake Wörthersee**
Restaurant/Bar: [Maria Loretto](#)