

Last name	First name	Submission ID	Title	Abstract
Agbobi	Christian	3740	Les rapports sino-africains ou l'incompréhension communicationnelle des Occidentaux	L'histoire démontre autant l'ancienneté des rapports sino-africains que leur profondeur. Toutefois, c'est à partir de la proclamation de la République populaire de Chine en 1949 et des indépendances de plusieurs pays africains en 1960 que ces relations iront en s'accroissant. Parallèlement aux relations des Africains avec les Occidentaux marquées par l'esclavage, la colonisation puis le discours de l'aide et de la coopération, les Africains développeront avec les Chinois des relations qualifiées de partenariat « gagnant-gagnant ». Pourtant, les relations entre la Chine et l'Afrique sont marquées par un scepticisme du côté occidental. En effet, les Occidentaux (autant les politiques que les chercheurs) suggèrent que les Africains devraient se méfier des Chinois. Dans notre analyse, nous présenterons des pistes de réflexion autour de l'incompréhension presque générale des Occidentaux relativement à l'avancée vertigineuse des rapports sino-africains. Nous expliquerons également comment les stratégies de communication employées par les différents acteurs reflètent une dynamique endo-centrique.
Aguayo	Michelle	3906	So Delicioso: Consuming the Tropics in American TV advertisements	The sophistication of TV advertisements that mobilize racial and gendered stereotypes through comedy to sell products bears further examination. Recently, Pernod Ricard USA launched a new ad campaign for its brand of coffee liqueur, Kahlua, titled, "Delicioso". In an attempt to educate consumers on the liqueur's Mexican origins and history, it deploys the overdetermined trope of tropicalism (Aparicio & Chavez-Silverman 1997). Tropicalism relies heavily on stereotypical attributes of the Caribbean and Latin America as places filled with rhythmic music, bright colours, spicy food and exotic, brown or olive-skinned women and men. This familiar narrative is deployed in the ads with comedic undertones which complicates a simplistic reading. Such techniques in advertising can act to validate gendered and racist assumptions but can also have the potential to open them up for discussion. This paper is a close reading of Kahlua's delicioso ad campaign and its accompanying website to disentangle how Latina/os are consumed both figuratively and literally in American TV advertisements. It is argued that although the ad campaign has the potential to function as a socio-cultural critique of American tropicalism through its use of comedy, the strong commercial interests of advertisers supersedes its subversive potential. Part of Panel: CONSUMING THE OTHER, DEFINING THE SELF: EXOTICISM, CRIMINALITY AND CITIZENSHIP.
Aitken	Paul	3824	Downing Tools in the Media Factory: Online Piracy and the Politics of Refusal	This paper analyses private music filesharing websites and asks whether or not, and how, filesharing might be seen resisting the encroachment of capital on the production of a cultural commons. New "legitimate" forms of digital music distribution have been characterised by Patrick Burkart and Tom McCourt as constitutive of a "Celestial Jukebox" in which music listeners are contractually obliged to exchange personal information and submit to surveillance in order to access musical products. Though often celebrated as a new form of freedom and individualisation of content in the era of "Web 2.0," the Celestial Jukebox intensifies audience commodification, which in turn expands the terrain of "immaterial" labour. Proceeding from Dallas Smythe's concept of audience labour, this paper theorises piracy through autonomist Marxism's strategies of refusal and Slavoj Žižek's politicisation of Melville's scrivener, Bartleby, in order to (a) analyse contradictions and tensions that emerge as filesharers reject commodification by the content industries while embracing and encouraging market logics in other ways, and (b) more fully theorise members-only filesharing's internal social and cultural dynamics, their potential contribution to a radically autonomous reorganisation of cultural distribution, and their relationship to a burgeoning "pirate politics," represented by the emergence of the internationalist Pirate Party and its national variants. As part of my PhD dissertation research, the paper augments an already robust legal and policy discourse that, though concerned to understand and critique the globalisation of neoliberal intellectual property policies, appears to neglect resistances that parallel and often contradict entrenched liberal democratic forms of negotiation.
Alexandrova	G.	3891	Society's "Concept Leadership" Programs in Self-defeating Mode?	Panel Proposal Version: As early as Habermas (1969/1971) knowledge in developed societies was diagnosed as no longer being "an end in itself", and Lyotard (1979) predicted the coupling of commercialism with the waning of science's/academia's "grand narrative", and epistemological activity yielding ground to performativity and efficiency. This paper works to identify specific challenges in graduate-level programs in the contemporary university. Graduate program faculty members are being pressured by ever more stringent course enrolment and publications quotas. At the same time, they get no credit for less "viable" one-on-one courses and consultation hours, which are a precondition for graduate student mentoring compared to undergraduate education. Rather than heeding Lyotard's diagnosis and giving up (on) scientists'/scholars' concept leadership--and educating for it - I explore theoretical and practical solutions. Code's (2006 & elsewhere) notion of "epistemic responsibility" is extended to advocate multilevel awareness/action, to re-position academics(-in-the-making). Practical routes are also considered per Jones's (2009) disciplinary customization of administrative measurements, and 2007-2011 experience with Alexandrova's (2009) online "educational publishing" model. 250 wds Version: The paper discusses under-explored challenges specific to graduate-level programs, which manifest as epistemological gapping and go against the very definition of "graduate education". Problems and possible solutions are approached from a composite philosophical perspective. Arguments are presented for restructuring faculty administrative quotas, to allow proper mentorship, and for creating (extra)curricular spaces for the development of skills required of academics(-in-the-making) as concept leaders. As early as Habermas (1969/1971) knowledge in developed societies was diagnosed as no longer being "an end in itself", and Lyotard (1979) predicted the coupling of commercialism with the waning of science's/academia's "grand narrative", and epistemological activity yielding ground to criteria of performativity & efficiency. Three-four decades later, we have graduate programs faculty being pressured by ever more stringent course enrolment and publications quotas. At the same time, they get no credit for the less "viable" one-on-one courses and consultation hours, which are a precondition for quality graduate mentoring compared to undergraduate education. These issues are part of a pervasive problem for higher education in general and society at large. Rather than heeding Lyotard's diagnosis and giving up (on) scientists'/scholars' concept leadership--and educating for it-- theoretical and practical solutions are explored. Code's (2006 & elsewhere) notion of "epistemic responsibility" is extended to advocate multilevel awareness/action, to re-position academics(-in-the-making). Practical routes are explored per Jones's (2009) disciplinary customization of administrative measurements, and 2007-2011 experience with Alexandrova's (2009) online "educational publishing" model.
Ali	Christopher	3797	Media at the Margins: Experiencing Community Television in Canada, the United States, and the United Kingdom	Recent years have witnessed a resurgence in academic interest on community media. While this scholarship represents a definitive step forward in theoretical and empirical understanding, the corpus remains largely confined within the bookmarked parameters of single, localized case studies. In an effort to remedy this lacuna, my paper focuses on a comparative study of community television in Canada, the United States and the United Kingdom, focusing specifically on understanding the power dynamics, challenges, and innovations of community television. In particular, I address, how community media practitioners carve out physical and ideological space; how they navigate the embedded power dynamics of regulation and marketplace competition; and, how they are transforming themselves to meet the demands of a digital world. Such questions take on new urgency as concern grows over the loss of a diversity of local voices brought on by corporate convergence. To address these questions, in-depth interviews were conducted with community television practitioners, organizers and advocates in all three countries. I suggest the relationships effecting community media organizations are not simply a bifurcated dichotomy between the powerful (cable companies, regulators, commercial broadcasters) and the powerless (community media organizations)- but rather a dynamic set of forces enacted upon and by community media organizations. Influenced by de Certeau's theory of strategies and tactics, the argument is made that community media organizations are able to exude power through long-term planning when it comes to physical place, but must resort to short-term actions, when it comes to interactions with regulators and cable companies.

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Amend	Elyse	3886	Exploring models: Can models of science communication be used to test the quality of science journalism?	Science journalism is often faced with critique, claiming the work of its journalists is inaccurate, sensational, lacking or oversimplified in methodological details, and fails to engage audiences in meaningful debate about scientific issues [1]. While much of the literature repeatedly points to these same criticisms, research has yet to offer ‘clear' criteria of use for working journalists, and against which the quality of science journalism can be judged. Models of science communication may offer a foundation for testing and exploring science journalism's vital signs, as well as practically addressing the common critiques. However, while research has considered how models of scientific communication may apply to science journalism, this has mostly been done under a theoretical lens. Consequently, it remains largely unknown how these models might be put to use in a real-world, practical context. Thus, there exists a gap between theory and practice that, only recently, research on science communication has begun to consider. This research project seeks to address this gap by examining whether models of science communication can be used in the production of science journalism stories to help address current critiques. Using a grounded theory approach, it attempts to answer this question by applying four distinct models of science communication to journalism practice. By using qualitative methods, including interviews and focus groups, it investigates how such applications are experienced by both journalists and members of the general audience. It is hoped this approach will work toward articulating and testing how the links between theory, practice and experience are related to developed criteria against which the quality of science journalism can be tested, as well as clarify best practices in science reporting. This research is undertaken as part of my thesis project in Concordia University's MA in Journalism Studies program. The project involves three research phases: (1) development of story criteria based on theoretical models of science communication; (2) story production and journalist interviews; and (3) focus groups with participants representing general audiences. It is currently in the early stages of phase two, with the entire project planned for completion in summer 2011. References 1. Bubela, T., Nisbet, M. C., Borchelt, R., Brunger, F., Critchley, C., Einsiedel, E., Geller, G., Gupta, A., Hampel, J., Hyde-Lay, R., Jandciu, E. W., Jones, S. A., Kolopack, P., Lane, S., Lougheed, T., Nerlich, B., Ogbogu, U., O'Riordan, K., Ouellette, C., Spear, M., Strauss, S., Thavaratnam, T., Willemsse, L., & Caulfield, T. (2009). Science Communication Reconsidered. Nature Biotechnology, 27(6), 514-8.
Angus	Ian	3795	The End of the Modern University?	The paper has three parts. It will begin with a historical contrast between the role of the public university in training, social mobility, research, citizenship and social leadership put into place in Canada after WWII and the contemporary corporate university in which has shrunk to training and research for marketable commodities. This contrast is the basis for the narrative of decline that structures many current accounts of the university. Second, the paper will sketch neo-liberalism as a global socio-economic regime (not just a politics or a policy) in order to analyze the uprooting of institutions from their history that realignment to this regime requires. This poses the issue of whether the university can any longer function as a site for social reflection. Third, the paper will argue that technological changes and a transformation of the form of knowledge poses problems for the future of the university that go beyond neo-liberalism and corporatization. Modern knowledge is characterized by a representation of the totality in reflection whereas contemporary knowledge is oriented to a specific move within a field of knowledge. I will argue in conclusion that in the network society, the university needs to redefine its structure and purpose to reinvent its historical link to enlightenment.
arntsen	burke	3792	How the Communication of Sport Reinforces Rural Community Identity	Rural communities in Saskatchewan have experienced substantial outward migration within the past two decades, stressing rural demographics and agricultural economies. This has put pressure on small farming communities to retain a cohesive sense of identity. I explore how local sports narratives maintain communal obligations towards these ostensibly diminishing rural societies. My primary data are open-ended interviews with participants from the Dinsmore Dynamos Senior Hockey Team located in rural Saskatchewan. Sport is an important mechanism in the social constructions of community and place; it is a social institution whose persuasive narratives influence personal identity constructions, conferring community membership across local and national boundaries. Exclusionary practices exist in sport; however, when looking at the processes of competitive sport in relation to rural community, sport is increasingly seen as strengthening local networks, collective self esteem, and a positive sense of place. This project is not the discussion of the ‘ideal rural community', but of how certain communal heritages are developed and maintained through discourses regarding shared sporting experiences within local rural spaces. Epistemologically, I am looking at my data as a constructivist, which believes meaning is not discovered, but created through our interactions with the social world. Methodologically I employ a critical discourse analysis that interprets how participants are concurrently being made into particular subjects by discursive practices, while also creating and re-constructing their own meanings of reality via everyday talk. Foucault's discursive practices seek to understand how subjects construct themselves with the language that is available to them at particular sites of cultural interaction; I am seeing how individuals construct themselves at the convergence of locally situated sport and rural community discourses. This project is also analyzing how individual meanings are uniquely produced in resistance to larger discursive repertoires that confer value to sport and community identity. By reinforcing the value of communal sports solidarities, this analysis demonstrates that employing persuasive discursive practices can strategically address larger social concerns for creating powerful cultural identities. Deference to these cultural identities is also rhetorical strategy of explaining apparently pre-determined socio-economic avenues because of the communal obligations and behavioural norms these narratives impose. Nonetheless, multiple examples of resistance narratives emerge within these communities of shared meanings. These alternative narratives reveal individual agency exists among seemingly limited and binding local cultural discourses. I am a second year Master's student; I am undertaking research in a Communications Program because I want to see how individuals strategically communicate themselves in order to position their personal identities within larger, somewhat binding, community narratives. Even though these localized identities are being maintained by the participation and physical performance of sport, it is the discourse of sport and place that consistently confers value to community and a sense of place. This paper will focus on how discursive practices are resisted by the research participants within my thesis.
Aspevig	Kristen	3753	Exploitation, business, vice or kinky fun: A discursive analysis of the competing representations of prostitution in the British news media, 2000-2009	In the United Kingdom over the last decade, disparate solutions to the "problem" of prostitution have been presented by policy makers. Options to abolish or legalize prostitution have raised questions about its treatment as a legitimate form of work, the public's rights, and the extent of violence in the trade. The news media, which has covered the debates extensively, uses certain tropes that can create discursive boundaries. The principal research question is, "How are competing discourses of prostitution conveyed in contemporary British news media?" The project contributes to existing selective analyses by providing a systematic study of competing discourses, focusing on the depiction of sex workers, clients and the phenomenon of prostitution generally. Previous operationalizations of Habermas' theory of communication suggest it is an effective approach for revealing distortions in media discourses. This study operationalized the validity claims of Truth, Sincerity and Legitimacy and applied them to a sample of 342 articles from The Daily Mail and Guardian (theoretically representing right- and left-leaning framings of issues). Key findings were that many news discourses are distorted compared to empirical realities, and that prostitution is often conveyed in polemical terms. For example, the most common Truth claims about prostitution were observed to be: that prostitution is the victimization of women; that it is a neutral business transaction; that it is immoral; and that it is illicit fun. Broader goals are to examine how familiar media discourses of prostitution, whether excessively lurid, pragmatic or moralistic, go unchallenged by better information.

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Asquith	Kyle	3650	Heroes, cereals, and the funnies: Food advertiser-produced juvenile comic strips in the 1930s	This paper examines newspaper comic strip advertisements produced by packaged food brands during the 1930s, and theorizes how the interwar advertising industry approached children as consumers. Serialized comic strips allowed food advertisers to hail children as direct participants in a "modern" branded consumer culture. These advertisements promoted sponsoring food brands, but also taught children consumer socialization "meta-lessons." Special contest and club offers, as well as endorsements from fictional comic strip personalities (e.g., "Inspector Post") or cartoon versions of masculine heroes (e.g., Melvin Purvis, Lou Gehrig), were utilized to train children to appreciate the benefits of advertising, and associate status and belonging with buying specific brands. My analysis incorporates extensive primary research from a variety of archival sources. I have examined hundreds of 1930s comic strip advertisements sponsored by the likes of Post, Kellogg, and Ralston. To gain a "back-stage" view of the industry and allow me to understand how early advertising professionals approached children as participants in a consumer society, I have also examined correspondence, meeting minutes, market research, and strategy documents from the advertising agencies that represented these cereal clients. This research is relevant to media and popular culture historians with an interest in comic strips and interwar advertising. Additionally, by exploring some of the earliest examples of children's food advertising, this research sketches an important socio-historic context for current controversies and Canadian regulatory debates surrounding the marketing of food products to children.
Audette-Longo	Michael	3920	Network Effects: The Music Industry and Corporate Control Discourse	This presentation examines corporate control discourse in relation to the mainstream music industry's business practices and organizational structures. It is argued that this discourse – as articulated by philosopher Gilles Deleuze in his essay on control societies and re-articulated by a number of new media theorists to explain how consumers are controlled by the networked powers of cultural industries and multinational corporations – glosses over both the fickleness of consumer practices, as well as the unstable relationships connecting cultural industries, consumers, and corporations. To demonstrate this, Deleuze's description of corporations "modulating" consumer behaviour through training, financial indebtedness, and the commodification of everyday life is highlighted as a means to establish the tenets of corporate control discourse. Then, the mainstream record industry's business practices are examined through Deleuze's theoretical grid; specific emphasis is placed on its unstable relationships with labels, employees, bands, fans, and corporations. From this coordination, achieved through the method of discourse analysis rooted in theories of articulation, it is argued that while the record industry attempts to control the music listener's consumption practices through the construction of genre categories and the commodification of music, it lacks the ability to either ensnare the consumer in debt or train consumer tastes. This brings specificity to how exactly consumers, corporations, and cultural industries interact, rather than reducing consumers to nodes within corporate-industrial networks of control. As well, it provides a more detailed account of the record industry's business protocols. This presentation extends current research focusing on indie rock's position in network economies.
Bédard-Brâlé	Isabelle	3703	Discours et pratiques de vérification chez les journalistes primés / Discourse and practice of verification among award-winning journalists	Les journalistes qui, jadis, profitaient d'un quasi-monopole en matière d'information subissent désormais la concurrence d'un nombre quasi infini de sources sur Internet. Sur quelles bases peuvent-ils aujourd'hui réclamer l'attention et la confiance du public? Les critéres de qualité de la profession ont toujours été tacites, intuitifs et variés, plutôt que standardisés ou codifiés, mais l'exigence d'exactitude apparait comme fondamentale et universelle. Au-delà de l'importance que les journalistes accordent d'emblée à la vérification, quelles sont les régles qui régissent leurs routines quotidiennes? Combien de sources faut-il consulter? Qu'est-ce qui constitue une source fiable? Dans quelles circonstances et à quelle fréquence entreprend-on une démarche systématisée de vérification de l'information? Cette étude examine à la fois les pratiques et le discours des journalistes de quotidiens canadiens, dans le but de contribuer au développement de meilleures pratiques de vérification journalistique. Nous présenterons les résultats d'une série d'entretiens individuels réalisés aupr&e;s de journalistes récipiendaires de prix d'excellence afin de reconstruire les stratégies de vérification utilisées par les reporters et de comprendre leur point de vue sur les normes qui les régissent. L'étude met également en relation les reporters anglophones et francophones, afin de vérifier s'il y a bel et bien divergence entre les journalistes des deux grands groupes linguistiques relativement à la norme d'exactitude, comme l'ont suggéré Pritchard et coll. (2005). ____ Journalists, who once enjoyed a near-monopoly on the reporting of public information, must now compete with other citizens in a Web-dominated information marketplace. On what basis may they now claim public attention and trust? The profession's quality criteria have traditionally been tacit, intuitive and varied rather than codified or standardized, but one distinguishing and universal value is a drive for accuracy. But what exactly does verification mean in everyday practice? How many sources are enough, and what constitutes a reliable source? Under what circumstances and how frequently does a journalist systematically verify information? This study will examine both practices and discourse of journalists working in daily newspapers with the aim to contribute to the development of journalistic "best practices". We will present results of a series of interviews conducted with award-winning journalists to reconstruct the fact-checking strategies and standards employed by the reporter, and probe individual views on verification. We will also compare anglophone and francophone journalists' work in order to test Pritchard et al.'s (2005) findings suggesting an emerging cultural divide between the two groups on the importance of accuracy.
Balaisis	Nicholas	3762	Mobility, Modernity, Transnationalism: Cuban Mobile Cinema in the 1960s	This paper will discuss the rhetoric of mobility in discourses surrounding the Cuban mobile cinema campaign in the 1960s. Beginning in 1961, the mobile cinema campaign was a nation-wide, revolutionary effort that aimed to bring world cinema to the rural Cuban majority who had little or no access to film culture. I will demonstrate that mobility figures largely in the discourses around the campaign by Cuban film critics, theorists and filmmakers in the post-revolutionary film journal Cine Cubano. I wish to highlight two ways in which mobility is discussed. First, the mobile cinema campaign conveys the redistributive aims of the socialist government by literally bringing films to the poor. Second, the mobile cinema campaign is discussed and envisioned by Cuban critics in terms of virtual and transnational mobility. Many Cuban critics, for example, wrote enthusiastically about the pedagogical and cosmopolitan effects of screening classic and contemporary world cinema to rural Cuban viewers. For many, "cine-mobility" served as a means of mass education, transforming a largely illiterate rural populace into a technologically savvy and modern nation. I wish to show, however, that cinema's virtual mobility is also seen as a potential threat to the revolutionary nation-state, particularly by exposing Cubans to the ideologically dangerous content of US or Hollywood cinema. I will conclude my paper by suggesting some ways in which this ambivalent relationship to transnational media continues to inform media discourse and media policy in contemporary Cuba.
Balan	Neil	3843	"The Grammar of Work and War: Virno, Counterinsurgency, and the Continuum of Communications."	Curious things emerge when simultaneously undertaking a dissertation on counterinsurgency warfare and biopolitics, and teaching communications and culture as a full-time faculty member in a commerce program. This offering modestly begins to reconcile intersections between what appear initially as different idioms and domains of activity. In short, I suggest there exist a number of trading zones - littorals, coastal-like points of exchange - between contemporary rhetorics, practices, and conceptions of business and of counterinsurgency (COIN) warfare. More than simply analogy or metaphor, these trading zones become more apparent if we move beyond the often overdetermined division between military and society. If we agree war and military affairs do not exist outside of their own cultural contexts, the notion of an ongoing cross-fertilization and -pollination of different material practices and domains is perhaps easier to consider. Given their shared historical and professional context in an era of knowledge-based economies characterized by the rise of affective and cognitive labour, flexible and "spectrum-focused" conceptions of counterinsurgency and business articulate a common set of concerns regarding both the constitution of communications and the constituting power of communications. Looking to the work Paolo Virno regarding the capitalization of the basic grammatical and communicative capacities of human communities, I try to diagram how contemporary spaces of business and spaces of battle require similar concepts to imagine and implement self-referential notions of success. The paper settles on a kind of operational intelligence common to these two domains by considering how they animate, "think", and produce their objects and problems.

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Balon	Andrea	3962	The Loudest Conversation: American Sign Language (ASL), Identity, and Embodied 'Voice'	In communication theory, voice is privileged; it is dislocated from the body and weighted within communication studies as the primary mode of communication. More specifically, the term 'voice' is used in two contexts. First, 'voice' is often interchanged with speech or is used to describe a person's physical ability to speak. Second, 'voice' is construed to denote agency or any empowered expressions of individuality, and, such expressions are presumed to be verbal. American Sign Language (ASL), however, offers a specific example in which this voice-body relationship is inverted. In order to communicate with sign language, the use of facial and gestural expressions is more important for meaning making. In effect, sign language, as an embodied form of communication, challenges the idea that the metaphysical voice is housed in verbal speech, that speech is required to have a voice, that speech is necessary to articulate or communicate thoughts, ideas, meaning, and identities. At the same time, sign language challenges the idea that, in order to understand meaning, and further validate people expressing that meaning, the ability to hear is necessary. As part of an analysis chapter in my thesis, this paper for the Graduate Masters Sessions of the CCA will explore the dislocation of the voice and body for hearing students learning American Sign Language for the first time. While it can be extremely challenging to learn any new language, learning a non-verbal language reveals some privileges that exist within communication. This is especially true if a student is accustomed to working in a verbal language and is suddenly unable to communicate using their voice. Through participatory observation in the ASL classroom and interview responses from beginner sign language students, this paper will discover how these students experience or negotiate the tension between their voices and bodies. Building on the interconnections between voice, embodiment, and identity in communication (Blackman, 2010; Bromley, 1997; Goffman, 1959; Ree, 1999; Schilling, 2003, 2008; Turner, 1984; Waskul and Vannini, 2006), I will identify these hearing students' experiences and/or relationship to their embodiment, as they learn about American Sign Language and Deaf culture, learn how to converse using sign language, and actually communicate with it. As an avid sign language learner and a master's student in my final semester of study, my thesis ultimately explores how communication scholars can theorize sign language and contribute to the complexification of theorizing communication more broadly. By theorizing sign language as a visual, embodied performance between moving bodies, sign language provides an opportunity to challenge and perhaps rethink how voice is perceived in relation to the body and explore how identities are performed. The ASL classroom is unique in that it "provides a physical and conceptual space in which recurring issues and tensions of communication are revisited and reworked" (Hawson). By interviewing hearing students learning sign language for the first time, and doing sign language myself, I expect that my thesis will identify how understandings of voice and body in communication are shaped or (de)constructed through the practice of learning a nonverbal language.
Bannerman	Sara	3677	Twilebrity: Celebrity and Influence in Online Social Networks	Panel chair: Sara Bannerman, B.Mus., MA, PhD, SSHRC Postdoctoral fellow, Centre for Governance of Knowledge and Development, Australian National University Panel Abstract: The rise of social media has brought a number of changes to the world of celebrity and stardom. The rise of e-presence, micro-celebrity, "twilebrity" (celebrity on the social network Twitter), and virtual celebrity all shift the functions and structures of celebrity today. This panel explores the ways that social networks transform celebrity, and the emergence of "twelebrity", lifecasting, self-made microcelebrity, and online spaces for non-traditional fandom. Drawing on the literature of impression management and network theory, feminist theory, and technological affordances, this panel will ask, what are the implications of online social networks for notions of privacy, intimacy and fandom? Are social platforms and web popularity adequate measures of individuals' importance and influence? Do online social networks have a democratizing influence on the traditional structures of celebrity and stardom? Jeremy Morris, postdoctoral fellow at the University of Ottawa will act as respondent for the panel. His work examines artists' use of new/social media for promotion, marketing, management, and distribution and on the current state of the popular music industry, the marketing of cultural goods and the technologies of music production and consumption. This panel will include the following presenters: Sidneyye Matrix, "Got Klout? Social Scoring and New Metrics of Influence and Impact on the Social Web" Alexandra Macgregor, "XOXO, Julia: Privacy, Intimacy and (Micro) Celebrity in the Digital Age" Sara Bannerman, "Music and Stardom in Online Social Networks" Jeremy Morris, respondent
Bannerman	Sara	3807	Music and Stardom in Online Social Networks	The emergence of music industries and star systems in the nineteenth century created systems of musical production that were, and remain, highly hierarchical. Music-making moved away from its roots in local communities and in social practices shared among family or friends (Attali, 1985, 68). A small group of stars at the top became the producing class, while those at the bottom remained mass consumers. A "read-only culture" emerged. (Lessig, 2008). Network technology, consumer-grade musical instruments, and new musical technologies have helped to reverse this trend, producing what Lessig terms a more participatory "read-write culture" of relatively autonomous production and distribution. How do new technological affordances interact with existing hierarchical celebrity culture? Does the transformation of musical production through online social networks herald a social change and a flattening of musical hierarchy? In what ways do new musical practices reproduce existing hierarchy? This paper examines a set of online social networks used by musicians to promote their music and asks first, in what ways these sites democratize the creation and promotion of music, and second, how the hierarchies of the star system are reproduced within them. It argues that while technological affordances of some sites democratize the creation and promotion of music, others continue to emulate the hierarchies of the star system.
Barbeau	Jeffrey	3698	Making Sense of Katrina: Waiting for Godot, Ranciere, and the Possibility of an 'Ethics of Appearance'	In 2007, Paul Chan staged a performance of Samuel Beckett's play <i>Waiting for Godot</i> on a street corner in the Ninth Ward of New Orleans. Chan described this project as having a two fold purpose: along with the mounting of a performance, Godot also represented the 'production of a public, a public that is incredibly divided and tired and waiting still for things to come'. This production of a public resonates with Jacques Ranciere's recent writings on the reciprocal relationship between aesthetics and politics. For Ranciere, 'an artistic intervention can be political by modifying the visible, the ways of perceiving it and expressing it, of experiencing it as tolerable or intolerable'. This paper will explore the staging of <i>Waiting for Godot</i> in New Orleans as a form of dissensus, that is, a disruption of ordinary modes of apprehending sense experience. Following, Ranciere, expressions of dissensus disrupt the normal operation of categories and subject positions. Building upon Ranciere, this paper introduces the importance of what Davide Panagia calls an 'ethics of appearances' to the study of representation and identity formation in media and communication studies. I will demonstrate how this 'ethics of appearances' enables theorists and practitioners to cultivate real and virtual spaces for innovative subjectivities. Jeffrey Barbeau is a PhD Candidate in Culture Studies at Queen's University. He works on the convergence of biopolitics, agency, and the politics of aesthetics.
Barney	Darin	3662	"That's no way to run a railroad." The Battle River branchline and the politics of technology in rural Alberta	This paper, built around a case study of an attempt to establish a co-operative short-line railroad in central Alberta farm country, examines the manner in which technologies for moving and storing grain comprise key sites for the exertion of political judgment and action, the formation of political subjectivity, and the re-imagining of citizenship and community in the Canadian prairies. The study, part of a larger project investigating the politics of technological change in Canada's grain-handling system, presents the transition from the iconic country grain elevator to the high throughput terminal, and the accompanying abandonment of prairie railway branchlines, simultaneously as a political problem, a technological problem, and a communication problem. The high throughput is not just a more efficient way to store and handle grain. Like the country elevator, it mediates spatial and temporal experiences and relationships that are intimately related to the organization of attention, the substance of social practice and subjectivity, and the distribution of power. And, like the country elevators that preceded them, high throughputs can be understood, at least partly, as communication technologies - perhaps, even, as 'emerging media' - and as highly political.

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Bendor	Roy	3877	New media and the horizon of environmental politics: the case of Metroquest	In recent years the use of new media for environmental communication has grown exponentially with the design, development and application of sophisticated simulations and visualizations, decision support tools, and 'serious' games. By their modeling, encoding and communicating the social, economic and environmental elements of sustainable policy making, such new media not only take part in environmental politics but in fact embody and shape its very meaning. Unpacking the process by which this takes place is the central aim of this paper (and my doctoral dissertation). Drawing from an understanding of the inseparability of technical function from cultural meaning (Feenberg 2010), and based on ongoing participatory action research, the paper follows the design of a Vancouver version of Metroquest, a Canadian decision support tool that generates and visualizes possible futures based on user priorities and preferences. Approaching Metroquest's design as a dialogical process (Bakhtin 1981), the paper asks, how do conflicting interpretations of Metroquest (what it is) result in particular design choices (what it does), and what implications may these design choices have on Metroquest's use and potential impact? The central tension the paper outlines is between approaching Metroquest as an analytical tool that allows users to consider and select between specific planning options, or as an experiential learning tool that conveys a sense of possible futures, their causes and implications. The paper then introduces Simondon's (1958) notion of "concretization" and speculates that as the design process of Metroquest matures these two distinct meanings will fuse, disclosing the tool's "margin of indetermination" (ibid., p.5). References used: Bakhtin, M. M. (1981). <i>The Dialogic Imagination: Four Essays</i> . Austin: University of Texas Press. Feenberg, A. (2010). <i>Between Reason and Experience: Essays in Technology and Modernity</i> . Cambridge, MA: MIT. Simondon, G. (1958). <i>On the Mode of Existence of Technical Objects</i> . Paris: Aubier-Montaigne.
Benedetti	Paul	3802	The End of Journalism? Or the Mediation of Journalistic Production by the Networked Commodity	Chair: James R. Compton, University of Western Ontario Over the past ten years enormous changes have occurred in the production, distribution and consumption of news. With the expansion of digital networks has come a concurrent convergence of news media. Television, radio and newspapers have combined through digital distribution; traditional news institutions have weakened while, so-called Web 2.0 user-generated media, have proliferated. This panel seeks to contextualize these changes by examining how journalistic production is mediated by three networked commodities: news stories, news labour and news audiences. The three papers will examine how these news commodities have been affected by the changing production regimes of digital newsrooms, and they will examine the impact of these changes on the democratic public sphere. Panellist Presentations: Nice Work if You Can Get It: Flex-work and the Promotional Journalist James R. Compton, University of Western Ontario Pro or Con? Positioning Journalism's Audience in an Evolving Mediascape Mike Gasher, Concordia University There's no There There: The Content, Depth and Reach of User-generated Online Media Production Paul Benedetti, University of Western Ontario The advent of Web 2.0 tools and a proliferation of social media sites and tools has ushered in a new era in online communication and content production. Simultaneously traditional newsroom staffs have shrunk, reducing the output of daily news reporting. Innovations have removed barriers to online publishing, promoting an avalanche of user-generated content (UGC) on blogs, Facebook, Flickr, Twitter and many other social media tools. For many media pundits and critics this has signaled a sea change in the information marketplace transforming it from what media critic Clay Shirky terms an environment of "scarcity" to one of "abundance." A closer examination of the putative news content and audience reveals issues such as limited reach, narrowness of content and a dearth of original reporting raising important questions about the so-called "post Gutenberg economy."
Bergstrom	Kelly	3969	On the Internet, nobody believes you're a female gamer: Comparing "gamers" to "girl gamers" on Reddit.com	Reddit.com is a news aggregate website with on average 8 million unique visitors per month. With a robust commenting system allowing users to communicate with each other, Reddit has seen the development of an extremely large community of users that frequently extend their online friendships into the offline world. To facilitate connections between likeminded individuals the website is devoted into smaller "subreddits", each focused around particular interests or hobbies. This paper presents a case study surrounding two subreddits: "gaming" (358,000+ subscribers) and the considerably smaller "girl gamers" (1500+ subscribers). Content analysis of three months worth of posts from both subreddits present a quantitative breakdown of the subjects discussed in "gaming" and "girl gamers". A secondary qualitative study has also been done to draw out the larger narratives that exist both within and between the two competing subreddits. Building on my previous work surrounding the policing of identity and behaviour within the Reddit community, this paper will explore the ways in which "gamer" and "girl gamer" have been constructed in opposition to each other. This paper critically examines what sorts of discussions occur in the larger "gamer" community, and what becomes relegated to the smaller "girl gamer" community – both on Reddit and elsewhere on the Internet. Preliminary results suggest that the Reddit "girl gamer" community's activity is more reflexive on the subject position of being a female gamer, while the "gaming" community overwhelmingly ignores issues of gender except to reinforce the tired stereotype that "no girls play games".
Berland	Jody	3704	Metamorphosis of the Human-Animal Hybrid in Network Culture	Today, because of the proliferation of images and entities in visual and scientific culture, we are learning to take the interdependency of human-machine- animal entities for granted. Human-animal-technology hybrids offer an extension of what were previously known as monsters. As Foucault argues, the term "monster" historically conveyed the unnatural conjunction of diverse species. Today the image of the hybrid conveys a deliberate conjunction of distinct entities brought together for artistic, scientific, religious, commercial and/or other purposes. Why is this image so popular in the contemporary mediasphere? To what extent does its dissemination nullify the dual sense of fear and enchantment evoked by monsters in earlier eras? What are the implications of the new iconography of technical metamorphosis? Drawing on graphic, commercial and artistic images of hybrids, I examine changes in the semiotics and affect of hybridity, and explore such changes in connection with themes of the uncanny, the monstrous, the military, and the animalization of culture.
Berube	Farah	3656	Journalist and Immigrant: productions and practices of journalist immigrants in Quebec	In its 2009 report on migratory perspectives, OECD wrote that international movements to its country members have considerably increased in the last two decades. Thus, populations of those host countries are more and more diversified. For example, in 1984, there was 88 276 immigrants in Canada and 24 years later they were 247 243. Among others, the increase of immigration and the diversification of populations affect the media sphere. In particular, researchers observed impacts on the representation of immigrants in media contents. We think that productions and practices of professionals of media are also affected since more and more immigrants work in that sphere. Who are those actors of media? What is their journey and how did they induct the media sphere. Did they innovate and have new practices? Do they produce different messages and points of view? These are the questions a research on the media sphere in Quebec and on its actors is actually investigating. Methodology of this research uses a qualitative approach. The study includes interviews, content and documentary analysis. For instance, media productions are analysed, as well as biographies and rewards. In-depth interviews with immigrants working on media are also conducted. This paper presents a review of literature on the subject and preliminary results. In particular, the case of journalist immigrants is discuss here. Results show differences in productions and practices depending on the country of origin and generation of immigrants.

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Bizimana	Aimé-Jules	3864	La surveillance des journalistes intégrés lors de la guerre en Irak	La guerre en Irak a ranimé le débat sur la couverture journalistique des conflits et sur le statut réservé aux journalistes sur le terrain. Cette communication présente les résultats définitifs d'une thèse de doctorat intitulée « Au cœur du dispositif embedding. La surveillance des journalistes intégrés lors de la guerre en Irak », soutenue à l'Université du Québec à Montréal en 2010. Défini notamment par Foucault (2001), Deleuze (2003) et Agamben (2007), le concept de dispositif est le fil conducteur du cadre conceptuel. L'étude emprunte largement à l'approche foucauldienne sur les mécanismes de surveillance. Le passage de la « société disciplinaire » à la « société de contrôle » avec l'émergence d'un mécanisme de surveillance marqué par le contrôle ouvert, continu et flexible (Mattelart, 2007 ; Deleuze, 2003 ; Hardt et Negri, 2000) est également exploré. La question centrale suivante a été posée: Comment le processus d'embedding médiatique durant la guerre en Irak opère-t-il comme un dispositif de surveillance des journalistes? L'étude de cas a été retenue comme stratégie de recherche avec des entrevues semi-dirigées avec trente et un journalistes intégrés et sept officiers de l'armée américaine qui ont servi en Irak. L'analyse du programme embedding révèle un dispositif hybride à la fois technologie disciplinaire et technologie de contrôle. L'embedding est un dispositif de répartitions spatiales, de dispositions institutionnelles, de rapports de force entre militaires et journalistes. L'embedding comme technologie de contrôle est un dispositif informationnel articulé à la fois sur la communication médiatique et sur la surveillance militaire relevant du temps réel.
Blanchett Neheli	Nicole	3831	Collaboration in the Classroom: Redefining Journalism	As newsrooms struggle to meet the demands of an information infrastructure that calls for co-operation with a formerly passive audience, journalism schools are struggling to determine what now defines journalism and how to train students to succeed in this volatile new environment. Where once the audience had little control over content being created and no alternative to messages being broadcast, online independent journalists now produce their own versions of reality alongside citizens working to reshape the social narrative. However, some of the most effective and informative newsgathering occurs when traditional and emerging media work together - participatory journalism. When the audience converges with the everyday news process, the clearly defined language and grammar of news is challenged, more versions of truth are told, more variety of formats in stories seen, and more discussion of issues that affect us all promoted. Could this new partnership between emerging and traditional media uphold journalism's role as a democratizing tool and, if so, should Canadian journalism schools embrace it? Using qualitative analysis of CBC's participatory coverage of the G20 protests in Toronto as a basis for comparison, through the lens of Altheide and Snow's media logic, I will explore how journalism faculty could train their students to amplify diversity by working with the audience - and my own journalism program's efforts to do just that.
Blechschildt	Ian	3917	Coffee Publics: Politics of taste in the 2010 Toronto mayoral election	This project proposes a study of online news coverage of the 2010 Toronto mayoral election campaign, with particular attention paid to metaphors of food and food consumption. The study seeks to determine how the strategic rhetorical employment of metaphors such as "latte-sipping elite" structured the discourse through which (voting) publics both constituted themselves and debated the issues surrounding the election. The project is part of a larger interest in how ideology influences the workings of the public sphere and how those ideologies are disseminated through mass media channels, both news and entertainment. Through a textual analysis of news articles on the campaign and, where possible, their reader comment sections, this paper will identify and interrogate patterns of homologies connecting tastes and consumption practices with particular sets of values in order to investigate several key questions: Does the employment of these metaphors serve to return embodied materiality to the abstracted subject/citizen of the public sphere (per Michael Warner)? Is the use of these discursive structures one way in which public spheres are locations for the creation and performance of social identities (per Nancy Fraser)? What can they tell us about the relationship between class consciousness and conspicuous consumption in Toronto politics? By addressing these questions, this project will investigate why gastronomic metaphors and the politics of taste seemed to play such a prominent role in the 2010 Toronto mayoral election.
Bradley	dale	3973	Documents, Design, and the Materiality of Power	The socio-cultural space of the office is an exemplar for the ways in which technological design produces, and is produced by, power relations. The conception of systematic management as a means by which to visualize, document, and archive the workflows central to office work not only articulates and embodies Foucault's theorization of governmentality but does so in a manner that makes visible the material basis of the discursive procedures and quotidian practices that underwrite it. The design of the office and the 'designs' of neoliberalism therefore depend fundamentally upon the documents, communication flows, and spatial relations that offices recursively produce and deploy.
Brophy	Enda	3861	Struggling Universities: SFU and the Crisis of Public Education in Canada	Our paper suggests that the Canadian model for the public funding of mass higher education that became consolidated in the post-war years is coming to an end, and that the transformation of Simon Fraser University over recent decades illuminates some of the tensions, tendencies, and conflicts within its demise. At the same time, we contend that the crisis of public education is creating moments of encounter between labour organizations, student groups, and anti-gentrification activists opposing SFU's embrace of what Andrew Ross (2009) has called the "global university." Within this scenario, our paper zeroes in on three specific sites of struggle that are emerging in Vancouver, but which we believe are emblematic of potential flashpoints within the Canadian academy more broadly. First, the university's expansion into urban development has brought it into the heart of struggles over the right to the city, a key site of post-Fordist accumulation and struggle. Second, the growing use of precarious employment within the university has expanded and mobilized unions of contingent and graduate student workers. Finally, the growth and increasing influence of private capital and corporate donations has connected groups organizing for public education with international environmental and human rights struggles targeting the corporations whose donations now support the university and its infrastructure projects.
Brown	Brian	3850	Will Work For Free: the biopolitics of Web 2.0	Drawing inspiration from the work of Michel Foucault, Autonomist Marxists argue that immaterial labour is biopolitical in that it requisitions, influences and adjusts the communicative and affective capacities of the worker. In other words, the subjective consciousness of the worker is altered by and through the processes of immaterial labour. Thus far, scholars researching the biopolitical dimensions of immaterial labour have been content to focus their intellectual energies on the waged work environment. This is myopic. When the prodigious amount of immaterial labour being done by "users' of Web 2.0 sites and services is appreciated as such, it becomes clear that the body of theory regarding the biopolitical dimensions of waged immaterial labour needs to expand so as to take into account unwaged immaterial labour too. I argue that unwaged immaterial labour is guided by a different amalgam of biopolitical relationships than those of its waged brethren. In order to develop this argument more forcefully, the paper makes reference to twenty-four in-depth interviews I conducted with members of Flickr, a massively popular Web 2.0 photo-sharing website that depends on the unwaged immaterial labour of its "users.' These interviews shed valuable light on the biopolitics of unwaged immaterial labour in general and those of Flickr in particular. The central research question this paper answers is: if waged immaterial labour is biopolitical and constitutive of subjectivity, then what are the biopolitics of unwaged immaterial labour and what kinds of subjectivities are being produced by them?
Bryant	Susan	3786	Flexible Learning/Flexible Labour?: A Case Study in the Digital Workplace	The proposed paper analyzes the tensions involved in experiences related to digitized work in online course delivery. The analysis includes a discussion of the contradictions, complexities, and fragmentation related to the experiences of the students enrolled in the course, the instructors delivering the course, and the teaching assistants employed to support the course. A particular focus of the study is on a group of undergraduate teaching assistants' experiences of their paid labour.

Last name	First name	Submission ID	Title	Abstract
Bucher	Taina	3859	The Politics of Algorithmic Friendship	In the age of social networking platforms the complexities of friendship have become more evident than ever before. Facebook currently constitutes the most widely used social networking site with over 500 million users worldwide. While there has been extensive scholarly work on the social interactions taking place on Facebook, amongst these the meaning and performance of friendship, much less is known of the ways in which the technology, the software and algorithms underlying Facebook may impact and play with the formation and conception of friendship. How does the operational logic of Facebook constitute a particular notion of friendship? In taking on Foucault's notion of subjectification and extending it to a notion of technological subjectification, this paper examines the ways in which the power of the algorithm inherent in social networking sites shape a particular notion of the friend and friendship. Methodologically this paper draws upon two case studies of distinctive Facebook features that both are algorithmically driven - the "News feed" and the "People you may know" recommendations feature - to explore the ways in which friendship is both enabled and constrained by invisible automated processes. What I argue is that friendship online, especially as operating in and through social networking platforms, must be analytically scrutinized as algorithmically driven. Theorizing friendship in a highly software-mediated world then, requires sensitivity towards the aesthetic-political dimensions of code and algorithms.
Buiani	Roberta	3819	Negri and the Yippies	In 1976 Antonio Negri wrote an introduction to the Italian translation of Jerry Rubin's <i>Growing (Up) at Thirty-Seven</i> (trans. Quinto: uccidi il padre e la madre), the book that followed his iconic Yippie manifesto "Do it" (Fallo! In Italian). Out of print for some time, the former (with Negri's introduction) was reprinted in 2009. Negri appears to be interested in the transformation of a culture that had flourished with the Yippies, advocating, and coagulating into, new forms of actions, notions of labor, sexuality and production of subjectivity through technological resistance (online and offline hacking), and later morphed into those young upwardly-mobile professionals known as Yuppies (indeed, Rubin grew up in 1976 he admits and went into business trading stocks; this was the same year that Bifo was arrested and Radio Alice was born). What is the Italian equivalent of the American Yippies? Many participants in the Movement of 77 like the Metropolitan Indians engaged in a myriad of small illegalities quite similar to those technically described in Yippie newsletters (offline hacks). The new publication of this book, along with Negri's introduction, does not come as a surprise. In fact, it appears to establish a connection between those early years of struggles and social unrest and the global identity and political molecularization and dissipation that characterizes the later years. Thus, revisiting that introduction and relocating it into the semiocapitalist context described by Franco Berardi (Bifo) might contribute to reveal a number of dynamics that characterize today's social and political articulations. In particular, Negri's apparent interest in the Yippies and their transient passage, yet still on the radar of autonomist Marxist theory, is of much interest as it anticipates a number of elements that characterize the current hybrid status of labor, the dispersed multiplicity of the political, and the formation of heterogeneous alliances among unlikely bedfellows.
Burman	Jenny	3912	Dangerous geographies: Urban wastelands and disposable women	"Dangerous geographies" examines the historical and social conditions that made it possible for police, government and media to neglect the serial murder of women in two West Coast urban areas: South Los Angeles and Vancouver's Downtown Eastside. In the first case, the Los Angeles Police Department recently conceded that Lonnie Franklin Jr. (aka. "The Grim Sleeper"), now on trial for the murder of 10 women in the 1980s and 2000s, has likely been killing African-American women and leaving their bodies in dumpsters in South L.A. with impunity for 25 years. In the second, Robert Pickton was accused of 26 but convicted of 6 murders that spanned 20 years. In both cities, the mainstream media focused on details of the crimes and police investigations; they also assisted the police by publicizing photos of missing women. Noticeably absent from media coverage has been a social contextualization that explains not only the dangerous urban geographies but the invisibility and disposability of the mostly racialized female victims. Critical public inquiries in the BC case concentrated almost exclusively on police behaviour. I pursue a comparative analysis here because these cases both demand that connections be made between violence in urban space, poverty and racial marginalization, and socially abandoned women. I am guided theoretically by feminist analyses of femicide in the border territory of El Paso and Ciudad Juarez (e.g. Femicide, Free Trade, and La Frontera, 2010); Klinenberg's approach to "social autopsy" (2002); and Dean's (2010, Public) and others' insightful research on the Vancouver missing women.
Bury	Rhiannon	3947	Transmedia Reception: True Blood Fans Negotiate the Original/Adaptation Binary	In 2008, HBO began airing <i>True Blood</i> , a television series created by Allan Ball (<i>Six Feet Under</i> , HBO 2001-2005) and based on a series of fantasy-romance novels by Charlaine Harris. While television adaptations of books are not uncommon, this one is of particular interest because it reverses the normative evaluative relations of original to adaptation and print to televisual text. Indeed, it is only in the last 20 years that American popular television could be considered a "high" cultural form. <i>True Blood</i> is a direct inheritor of the Quality Television mantle from earlier HBO series such as <i>The Sopranos</i> , <i>The Wire</i> and <i>Six Feet Under</i> . A such, it has received critical acclaim from television critics in "quality" American, Canadian and UK newspapers as well as Emmy and Golden Globe nominations, with Anna Paquin winning an award for best leading actress in 2008. The Southern Vampire Mystery Series (Harris, 2001-2010), also referred to as the <i>Sookie Stackhouse</i> mysteries, in contrast, are best-sellers that fit clearly into the devalued genre of popular or "airport" fiction in general and gendered fiction (the romance) in particular. In this paper I critically examine the negotiations of these reversed binaries by fans of <i>True Blood</i> who have also read the books. My data is collected from the online forum dedicated to the series on the recap and discussion site, <i>Television Without Pity</i> . I argue that distinctions of genre as well as gender, class and taste were both reinforced but also blurred in interesting ways. While the series was collectively taken to be of higher "quality" in terms of aesthetics, emotional investments in the "book characters" were also valued provided that the right qualifications and justifications are made.
Cairns	James	3685	Truth in Politics: The case of Pro-Palestine Discourse in Canada	This paper contributes to debates about truth, bias, and objectivity in journalism and public discourse (e.g. Flood et al. 2010; Harris 1966; van Tuyl 2010). Drawing on two recent incidents in which pro-Palestinian texts have been deemed "subjective" and "biased" on account of their "political" nature, we develop an argument in support of political truths. Our argument begins from the recognition that discourse is never neutral, because it always emerges from particular social locations and operates within larger ideological systems (Eagleton 2007; Volosinov 1986). But to avoid sliding from this premise to the radical relativist logic that insists all "stories" are as truthful as all others (e.g. Chamberlin 2004, Hindess and Hirst 1977), we need to more thoroughly understand how something can be both political and true at the same time. Building on feminist theory and Bakhtinian literary analysis, we propose that analyzing the socio-historical context of stories can help develop a rigorous standard of critique, making it possible to discern which stories refer to mystified interpretations of reality, and which refer to embodied reality. While the former tend to erase aspects of the real, the latter more adequately represent actual people's (always embodied) lives and the material conditions from which competing narratives emerge. In light of the pro-Israel politics of the Canadian state and mainstream news media (Everton, 2005; Dimaggio, 2009), a framework for understanding the truth content in political positions is crucial to sustaining practices of critical journalism and scholarship focusing on Israel/Palestine.

Last name	First name	Submission ID	Title	Abstract
Carrier-Lafontaine	Constance	3865	Meat and meaning: An analysis of the consumption of seal meat by Canadian politicians	While public opinion on the commercial seal hunt is largely split in Canada, the hunt has benefited from nearly unilateral political support. Correspondingly, and in light of important international protest, increasingly restricted markets and the dwindling economic viability of the industry, several federal parties and politicians have partaken in strategic measures aimed at redefining the seal as an animal that can legitimately be killed and commodified. These have markedly taken the form of highly mediated image events (DeLuca, 2006) that have been centred on politicians' public consumption of seal meat. This paper discusses these particular image events and analyses how they have contributed to constructing a distinct representation of the seal as an icon of Canadian identity. The context of this consumption, which is at once communal, celebratory and spectacular, endows the seal with a distinct symbolic value and frames it as a meaningful token of Canada's natural landscape and rural traditions. Also, and somewhat paradoxically, the animal's value is negotiated and affirmed not in its natural life but rather in its death, and through the literal disintegration of its flesh. Furthermore, I discuss that the eating of the seal and the framing of the act as a rare instantiation of Canadian partisan unanimity and political unity kindles notions of Canadian citizenship to a hegemonic understanding of ontology that supposes a hyper-separation of human and animal bodies. In other words, the consumption of the seal's flesh becomes a signifier for a laudable form of patriotism and thereby casts dissident voices outside of a frame of acceptable opposition.
Chapman	Owen	3813	Audio-Mobile: Fredericton	This presentation will showcase the results of a creative audio recording, mapping and processing project—produced in Fredericton in the month preceding the Canadian Communication Association 2011 conference. A variety of local sites will be visited in advance of the conference, with an intent to record "sounds of mobility", including the Mactaquac Dam and the corner of Regent and Prospect streets. An iPad will be used for all audio field recording. I will create a short suite of compositions using only these audio files as source material and the iPad for all audio editing and mixing. Sounds selected for composition, pictures of visited locations, GPS coordinates and finished tracks will be presented, along with a brief description of the recording and production process. Critiquing Schafferian concepts such as "schizophonic", "lo-fi" and "hi-fi" soundscapes (Schäfer 1977), I follow authors like Arkette (2004), and McCartney (2010) who herald a reevaluation of the possibilities and parameters of soundscape studies. The project will also demonstrate the usefulness of Massumi and Manning's methodology of "enabling constraints" (see McKim 2009) in the conceptualization of both electronic music and sound art projects, in opposition to an "any sound you can imagine" take on what new digital audio technologies can achieve (see Théberge 1997, Miller 2004). NB—This submission has been included in the panel "Mobile Media Ecologies".
Charles	Julia	3682	The City as Destiny: Rewriting History through Technology and Place in Yours Truly, Montreal	As Montreal's museum of archeology and history, Pointe-à-Callière represents a particular vision of the city's history. Their latest permanent exhibition, entitled Yours Truly, Montreal, has been described as a "multimedia historical postcard," and covers the history of the island, known today as Montreal, from its emergence during the ice age up until the present era. As a result, the history represented in the 18-minute film is necessarily reductive, with the majority of time allotted to the last two centuries. It is similarly oversimplified by the use of voiceover narration from the perspective of Montreal & "herself," as represented, in either English or French, by the voice of a young woman – presumably of European heritage – speaking in first person. In this paper, I will analyze the way in which Yours Truly, Montreal attempts to negate the violence of the city's actual foundation, as well as its fragmented and contentious history, through a recuperative narrative of progress that stresses technological determinism in both the film's form and content. Its emphasis on place as a depoliticized and determining framework of history similarly works to negate and silence unresolved historical questions. An unacknowledged tension between the past and the present structures the entire exhibition, and the temporal dissonance induced by the sophisticated technology of the multimedia show, projected onto a 270° screen mounted over 17th century archaeological remains, reiterates the film's implicitly triumphalist narrative, ultimately working to preclude a fuller engagement with the moral ambiguities present in this post-colonial settler society.
Chee	Florence	3968	Where are the gamer girls? An international and cross-cultural perspective.	This paper addresses the question of where female play occurs, or does not, in various contexts and levels of public consciousness. How does gendered play manifest in different cultures, and if there is a gender divide, what are the social outcomes? Though the extant literature on gendered digital divides has been and continues to be focused and developed (Jenkins and Cassell, 2008; Taylor 2005), there is a relative dearth of comparative global studies that further understanding of the myriad cultural contingencies that play a prominent role in framing gender dynamics in games, play, and its relation to ICT usage in their multi-faceted stages of development. Ethnographic fieldwork sites investigated in this study include the gaming environments of South Korea, where sustained inquiry over the course of six years occurred from 2004–2010, along with shorter research inquiries in South/East Asia, the Middle East, and most recently Europe. These sites presented empirical evidence in describing how gaming occurs, and how females may be included into current modes of play, if at all. In the contexts where women are referred to in adversarial terms, as "enemies of games," for example, it is important to come to a nuanced understanding of the conditions in which those sentiments occur, as they have wide reaching implications for games and play as gendered spaces of immense social and increasingly economic consequence. Contributing a cross-cultural perspective is therefore of paramount importance at a moment in time when the boundaries of new media are still being negotiated, but trending ever more towards replicating the everyday despite visions of transcendence.
Chen	Cecilia	3963	Shores and Shorelines: The challenges of mapping watery places and the archipelago of Montreal	Many of us live along or near a threshold between water and land – a transitional zone between terrestrial and aquatic ecosystems – an ecotone where diverse biological communities overlap, coexist and compete. It is in this thick threshold, the edges of a palpable hydrocommons, where there is a great intensity of life – human and more than human – and where prosthetic human relations to water materially take "place". Consider a shore near Montreal that has been transformed into pier and harbour or an engineered support for canals, dams, bridges, buildings and parks. These shores are intensely contested, biodiverse and hybrid places where we meet other humans, other forms of life and other agencies, such as the long conversation of erosion between water and land. The lived and negotiated thickness of the shore coast is always distinct from the thin abstract line drawn on a map. Yet, the skillful map-maker performs seamless and authoritative knowledge by drawing a smooth line to represent a stable border between land and water. Is it even possible to communicate the actual uneven, unreduced and recalcitrant phenomena of a shore? The much sought-after thickness of the shore can only ever be partially represented through the omissions and selective interpretations that enable the literal or metaphoric drawing of a shoreline in conventional mapping practices. Can we alter how we understand and map these watery places to better share and shape the complex wealth of hybrid shores among ourselves and with our many others?
chernov	gennadiy	3743	Agenda setting and framing: theoretical roots of the debate	Agenda setting and framing are among the most popular approaches in mass communication research. Agenda setting theorists claim that framing is an extension of agenda setting, while framing students contend that framing is richer theoretically and it has different ancestors. This paper argues that the current debate partly stems from the Dewey-Lippmann debate revealing a difference in theoretical approaches, namely, the constructivism vs. scientific realism. A theoretical conceptual analysis is employed to track the transformation of these ideas into the current approaches. The paper further maintains that the debate between agenda setting and framing is misplaced because framing has two interpretations – social constructivism and psychological constructivism. The former interpretation occupies a theoretical dimension that does not allow a conceptually compatible debate with agenda setting. Only the latter version is compatible with attribute-level of agenda setting. Both approaches are often used as theoretical underpinnings in journalism studies and a clearer understanding of their genesis has both theoretical and applied significance for journalistic research.

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Cocarla	Sasha	3972	Walking Dead: Reclaiming Spaces through the Performance of the "Zombie Walk"	While their predisposition towards brains, flesh, blood and gore creates an uncomfortable fascination for horror fans, zombie's popularity in North America is also largely attributed to the fact that their very existence counters many dominant norms that circulate within our society (ideas surrounding beautiful bodies, life and death, structured spaces, mass consumption, and so on). Within popular zombie films, the undead are almost always portrayed in public spaces, walking – or dragging – themselves from place to place, consuming in the most literal of ways (human flesh). As they move slowly through our public spaces, invoking fear in the humans around them, the zombie takes on a familiar appearance: us, just going through the motions. The example of the Zombie Walk – the congregating of mass groups of the "living-dead" in large cities all over North America and Western Europe and march in the streets – serves to illustrate the intricate ways in which performance in media and popular culture joins with performance of the everyday. These walks are comprised of individuals, primarily teenagers and young adults, dressed and made-up as zombies, walking, shuffling, and dragging themselves slowly through urban spaces. As the zombies shuffle and drag themselves along they cause a spectacle – they halt traffic, stop pedestrians from shopping "normally", disturb onlookers, and raise questions. Because our urban spaces are highly ordered and regulated places, the purposeful disruption of the zombie walk – the performance of the living dead in public areas – affords the opportunity to reclaim urban spaces and disrupt dominant ideologies, even if only momentarily.
Cohen	Naor	3853	The artistic form of political narratives in contemporary novels	This paper uses Zuckert (1996) and Keren's (2003) political conceptualization of the novel to set forth a theoretical framework that explores the extent to which the novel - as an artistic form of political narrative and social communication - offers a broader latitude and fewer limitations in examining society's ‘inner workings'. The turn of the 21st century has marked the beginning of a hyper-modern age. Phenomena like global terrorism, world economic crisis and colossal natural disasters contribute to our modern sense of uncertainty. More information does not unfold into a better orientation and narratives are being told and re-told in different forms and styles. Imaginative literature – especially in the form of the novel – plays a pivotal role in keeping politically conscious narratives easily accessible as well as critically acclaimed. J.M Coetzee's Disgrace and Ian McEwan's Saturday are two contemporary novels whose narratives accomplish this. Disgrace, written by a South African Nobel Prize winner, tells the story of post-apartheid South Africa that has yet to find a moral anchor to its violent past; while Saturday, written by a British Booker Prize winner, deals with the question of liberal humanism in the aftermath of September 11th. Although set differently, both novels narrate the complexities of violent conflicts that can neither be resolved nor dissolved merely by expressions of protest, regret or forgiveness.
Colangelo	David	3729	Present Post: Post-Internet Art, Post-Media Aesthetics, and Technology	What might best approximate a contemporary art today? And what might this mean for our encounters with and through technology and technological thought? In this paper I ask these questions and conclude, by way of a critical analysis of the web-based Learning to Love You More project, that Post-Internet art and Post-Medium aesthetics, taken together as an aesthetic strategy, may open what Heidegger refers to as a free relationship with technology. That is, a relationship that is free from the intensifying will to mastery in our technological milieu that places all things within a framework that privileges causality, measurement, monetization, rationality, and change. I will show that Post-Internet and Post-Medium principles, namely the collapse of physical space and the fragmentation of identity and authorship, as well as the emphasis on instruction directed towards generating experience, can enable the dissolution of representational strategies that divide subject and object and develop capacities that generate action and affect motivated not by commerce or subjectivity but by beneficence. YouTube and the work of Ryan Trecartin are examined as well, but are found to act at, not past, the technological. Post-Internet/Post-Media works have the potential to liberate desire and engender joy through technology – to stand in technology but outside of the technological. The further development of Post-Internet/Post-Media aesthetics has implications for the field of art theory, particularly in public art, and institutional reform in the arts.
Coles	Amanda	3748	ROUNDTABLE: Women in View [™] Establishing a Gender Agenda in Canadian Media Policy	In 2010, prominent media scholars convened at the SexMoneyMedia conference hosted by Simon Fraser University in pursuit of a solution-oriented analysis of the challenges facing women in the screen-based industries. Building on key conference recommendations, this roundtable will focus on actions required to situate gender equity as a guiding principle for Canada's cultural policy and regulatory frameworks. Alison Beale, Director, School of Communication, Simon Fraser University Based on her studies of the persistent gender gap in communication and cultural policies, Alison will provide perspective on the low priority of gender equity in policy formation, and on ways of overcoming this gap in the context of media production. Amanda Coles, PhD (ABD), Department of Political Science, McMaster University I will propose ways in which existing cultural policies such as tax credits and CanCon regulations should be revised to promote gender equity in labour markets. Leslie Regan Shade, Associate Professor, Department of Communication Studies, Concordia University I will reflect how feminist media studies can engage in digital policy, at local, national and international governance regimes, providing advocacy in our classrooms and through coordination with grassroots organizations in formal structures of policy participation. Marsha Newbery, PhD Student, School of Communication, Simon Fraser University Framed within the growing trend of self-employment in media, Marsha Newbery will discuss the work/life challenges faced by women media workers and call for a critical examination of how cultural policies and working practices impact the ability of women to build and sustain media careers. Sara Diamond, President, OCAD University I will discuss the features of the emerging digital culture and economy that establishes new kinds of challenges for women as well as opportunities. These include the contradictory focus on social media and collaboration on one hand and on the other, the sharp technological requirements of application development.

Last name	First name	Submission ID	Title	Abstract
Compton	James	3800	The End of Journalism? Or the Mediation of Journalistic Production by the Networked Commodity	Panel Title: The End of Journalism? Or the Mediation of Journalistic Production by the Networked Commodity Chair: James R. Compton, University of Western Ontario Over the past ten years enormous changes have occurred in the production, distribution and consumption of news. With the expansion of digital networks has come a concurrent convergence of news media. Television, radio and newspapers have combined through digital distribution; traditional news institutions have weakened while, so-called Web 2.0 user-generated media, have proliferated. This panel seeks to contextualize these changes by examining how journalistic production is mediated by three networked commodities: news stories, news labour and news audiences. The three papers will examine how these news commodities have been affected by the changing production regimes of digital newsrooms, and they will examine the impact of these changes on the democratic public sphere. Paper abstracts: Pro or Con? Positioning Journalism's Audience in an Evolving Mediascape Mike Gasher, Associate Professor Concordia University Through a political-economic lens, this paper interrogates the concept of the news 'prosumer' and assertions about fundamental, democratizing shifts in the relationship between the public and news production. It weighs contentions about 'prosumption' against Smythe's notion of the audience commodity, critically re-evaluating the position, the role and the constitution of the contemporary news audience in the context of a mediascape characterized by: media convergence, corporate concentration, hyper-commercialism, flexible specialization and technological change. The paper concludes with a discussion of whether the concept of 'prosumption' renders audience commodification passé or lends it renewed force. -- Nice Work if You Can Get It: Flex-work and the Promotional Journalist James R. Compton, Associate Professor University of Western Ontario This paper seeks to historicize the fate of journalistic labour within so-called Web 2.0 journalism. It challenges "creative industries" theorists who celebrate the role of "convergence culture," and the new found freedom of individuals to participate in the production and consumption (prosumption) of news and opinion. Blogs and forms of social media are increasingly part of the reportorial mix in the early 21st Century. However, the paper argues that the use of new media technologies within flexible regimes of capitalist accumulation are exploiting an expanding reserve army of under-employed journalistic labour. What appears to be a new space for non-alienated, self-directed work is complicated by two related features of Post-Fordist capital: 1) the precarity of flexible labour and, 2) the necessity for precarious workers to reproduce themselves as flexible workers - i.e., valuable workers - through the promotion of their personal brands or image. As Zygmunt Bauman argues, "individualization is a fate, not a choice" for people living in liquid modernity. The paper animates this argument with reference to the flexible networked business models of companies such as Demand Media. -- There's no There There: The Content, Depth and Reach of User-generated Online Media Production Paul Bonedatti, Lecturer University of Western Ontario The advent of Web 2.0 tools and a proliferation of
Compton	James	3887	Communicating Solidarity in the Neoliberal University: The Case of UWOFA	Communicating Solidarity in the Neoliberal University: The Case of UWOFA James R. Compton, Associate Professor University of Western Ontario Collective bargaining within the neoliberal university is fraught with tension. Unionized faculty associations face university administrations schooled in so-called "new public management" techniques which aim to transfer managerial models from the private sector to the public sector. Employer demands for performance management and accountability metrics are major components of negotiations in which a discourse of individual achievement and accountability is used by employers to divide academic staff and win public approval. Through negotiations, an underlying tension between a libertarian academic culture of the self versus the collectivist culture of the union is made visible. This abstract opposition creates enormous practical problems for unions faced with the difficult challenge of trying to communicate solidarity to its members. This paper interrogates this tension by examining the communications strategy deployed by the UWO Faculty Association during its struggle for a collective agreement in 2010.
Compton	James	3888	Nice Work if You Can Get It: Flex-work and the Promotional Journalist	Nice Work if You Can Get It: Flex-work and the Promotional Journalist James R. Compton, Associate Professor University of Western Ontario This paper seeks to historicize the fate of journalistic labour within so-called Web 2.0 journalism. It challenges "creative industries" theorists who celebrate the role of "convergence culture," and the new found freedom of individuals to participate in the production and consumption (prosumption) of news and opinion. Blogs and forms of social media are increasingly part of the reportorial mix in the early 21st Century. However, the paper argues that the use of new media technologies within flexible regimes of capitalist accumulation are exploiting an expanding reserve army of under-employed journalistic labour. What appears to be a new space for non-alienated, self-directed work is complicated by two related features of Post-Fordist capital: 1) the precarity of flexible labour and, 2) the necessity for precarious workers to reproduce themselves as flexible workers - i.e., valuable workers - through the promotion of their personal brands or image. As Zygmunt Bauman argues, "individualization is a fate, not a choice" for people living in liquid modernity. The paper animates this argument with reference to the flexible networked business models of companies such as Demand Media.
Cossette	Stephanie	3713	Sauveur ou manipulateur? À l'image du relationniste dans la fiction télévisuelle québécoise. Saviour or manipulator? The image of public relations in Quebec television fiction production.	The profession of public relations leads to two different visions. The first one is about the public relations practitioner who manipulates the public opinion while the second vision shows the public relations practitioner as a messenger who will serve the democracy. But, do these images also exist in the media sphere? What are the social representations of public relations? A master study is asking these questions and, more specifically, it is analyzing the representations of public relations in a television fiction production, as understood by Allemand and Ouillon (2000). Through Dagenais (1999), it is possible to enumerate the different images related to the public relations practitioner that lead to the theoretical frame of the study: the social representations of public relations. The presentation of some preliminary results from the analysis will end the communication. Au sein de la pratique en communication publique, deux visions de la profession des relations publiques existent. La première correspond au relationniste manipulateur de l'opinion publique tandis que la seconde présente le relationniste comme messenger au service de la démocratie. Ces images sont-elles véhiculées dans les médias? Quelles sont les représentations sociales des relations publiques? Une étude de maîtrise en cours traite de ces questions et analyse plus spécifiquement la représentation faite des relations publiques dans une télé-série, au sens entendu par Allemand et Ouillon (2000), alors que les relationnistes s'affairent à gérer une situation de crise. Cette communication présentera la recension des écrits réalisée sur les notions de relations publiques en situations de crise. Notamment, l'analogie de la cage de Faraday (Maisonneuve, 2004) sera discutée afin de glisser vers les différentes images qui peuvent être associées à cette profession (Dagenais, 1999). S'en suivra une présentation du cadre théorique sur l'étude des représentations sociales selon Rouquette et Rateau (1998) et Abric (1987 ; 2003) ainsi que sur la fiction télévisuelle (Allemand et Ouillon, 2000 ; Balle, 2006). Enfin, des résultats préliminaires découlant de l'analyse en cours seront exposés. Cette étude a sa place en communication puisqu'elle touche la profession de relations publiques, qui est un secteur de plus en plus important de ce domaine. De plus, cette étude traite des représentations sociales, concept très utile à l'étude de l'image mais également très présent dans le domaine de la communication. Au moment de déposer cet appel à communication, la cueillette des données est en voie de débiter et la scolarité de maîtrise est complétée.

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Coyne	Michelle	3890	Food/Waste: Circulating meaning, circulating meals	Food Not Bombs (FNB), active in North America since 1980, is a loosely formed activist network seeking to address hunger, military spending and food waste. While it is becoming more common to understand food shortages as a result of failed distribution, rather than food shortage (Patel, 2007), FNB utilizes direct, local action to demonstrate and counter global food inequalities. Of interest within communication studies is how this direct action model of food advocacy changes the way the communicative structure of food and waste circulation can be understood. Taking the food commodity out of its expected cycle – store to dumpster to dump – means that the translation of food back into waste (Coyne, 2009) becomes a critique against global capitalist structure that privilege profit models over human sustenance. Further, FNB is rooted in redefining food waste by removing the necessity of payment to prove edibility and quality. Instead food is something to be shared, with other human beings, to build connection and construct a commonality available to those who share a meal. Influenced by Greene's work on food as communicative and rhetorical act (2008), this paper will draw on my Toronto-based dissertation work to develop a clearer understanding of the communicative structures and identities that members of FNB Toronto are producing through their work. By disrupting the circulation of food and waste, FNB activism offers, first, an opportunity to illuminate the communication models of both food and waste and, second, the disruption of these models to re-imagine food security independent of economic ability. Coyne, Michelle. (2009) From production to destruction to recovery: Freeganism's redefinition of food value and circulation. <i>Iowa Journal of Cultural Studies</i> . 10/11 (Spring & Fall), 9 – 24. Greene, Carlita. (2008) Shopping for what never was: The rhetoric of food, social style and nostalgia. In <i>Food for thought: Essays on eating and culture</i> . (31 – 47) Lawrence C. Rubin (ed.). Jefferson, NC: McFarland Publishing. Patel, Raj. (2007) <i>Stuffed and starved: The hidden battle for the world's food system</i> . Toronto, ON: Harper Perennial.
Cressman	Darryl	3871	Media & Musical Culture: Listening in the Nineteenth-Century	An almost exclusive emphasis on recorded music to study music's technical mediation has resulted in a technical divide between nineteenth and twentieth-century musical cultures. On one side of this divide are recordings and other related technologies. On the other side of the divide questions concerning the technical mediation of music barely register. Histories of musical culture are written so that recordings not only mark the beginning of a new musical culture, they also mark the beginning of music's technical mediation. Of particular interest is the assumption that the technical mediation of listening to music (as opposed to composition or performance) began with recorded music. The purpose of my presentation is to correct this historical blindspot by examining the concert hall as a technology that mediates a particular listening experience. The purpose-built concert halls that began appearing in Europe and North America in the nineteenth-century are more than architectural monuments. They are musical media that shape, and are shaped by, a distinct musical culture. Using the example of Amsterdam's Concertgebouw, I will describe how this building was designed to transform Amsterdam's musical culture by imposing upon the audience a certain ideal of listening that corresponded with changing ideals of patronage and musical aesthetics.
Crow	Barbara	3771	Always Already Old: Aging the Mobile Subject	As Lisa Gitelman (2008) argues in <i>Always Already New: Media, History and the Data of Culture</i> "new" forms of media are represented and marketed to us as better, faster, more convenient and almost always in an ahistorical context. In this paper, we will discuss the implicit and explicit discursive identification and slippage of "new media" with the "young" in the public manifestations of a nascent mobile imaginary and some of the tacit consequences of the emergence of this discourse in a neoliberal conjuncture. In the logic of neoliberalism – with a trend to the increasing privatization of public life, an emphasis on heightened consumerism, the growth of mobile and precarious labour, and an economics of perpetual growth – to be dated, is to be fated. When the new is equated with a valorization of the qualities of youthfulness it is urgent to consider how this influences attitudes towards the processes of aging, foments increasing social or economic divisions, denies inter-generational connectivity, and ignores how those too old to matter negotiate, resist, subvert or ignore mobile technologies and the injunction to be perfect mobile subjects. An ontology of youth, as it is inscribed in digital culture, has a specific valence for all users, regardless of age. When it becomes part of a larger discursive assemblage of neoliberalism it quite literally produces a con-figuration of a mobile imaginary where subjects must never grow old, but instead live in the never never land of the new. To rephrase Lisa Gitelman within the present mobile imaginary, those who are over 55 are always already old and therefore imperfect mobile subjects. If an ontology of youth and an epistemology of the new has been imbricated in the academic literature on mobility, then these ageist presuppositions are of consequence for all.
Cruz	Trent	3913	Motivational Speaking and the Biopolitical Production of the Self	Over the last few years communication scholars have conducted valuable research on the labour of self-branding in new media forms such as reality television and online social media. However there has been comparatively little critical analysis of how older forms of self-promotional discourse circulated in the era before Facebook, Twitter, and Survivor. Perhaps the paradigmatic example of the logic of self-promotion at work is the motivational speaker, exemplified by figures like Tony Robbins, Zig Ziglar, and Mark Victor Hansen. Motivational speakers teach people how to live happier and more successful lives. What might a study of motivational speakers teach us about the role of self-promotion in the real subsumption of subjectivity by capital? This paper examines the rise of the motivational speaking industry since the 1970s, focusing on the role of motivational speakers in workplace training programs. Using the post-Operaismo concepts of biopolitical production and the "Prozac-economy," this paper situates motivational speakers as part of a set of tendencies towards the management of the working self that aim to reconfigure the labouring subject within a regime of flexible accumulation. I argue that organizations employ motivational speakers both as a technique of neoliberal governmentality and to ameliorate the new forms of alienation experienced by workers under the increasingly flexible and precarious conditions of post-Fordism.
Crymble	Sarah	3700	Female Gender Identity Dissonance and Magazine Advertising: An Update	While there have been important contributions made to the examination of feminine contradiction in the media (e.g. Douglas, 1994; Gonick, 2006; Inness, 2004; Stillion Southard, 2008), there is still work to be done. Given that advertising both conceals and foregrounds cultural contradictions (Goldman & Papson, 1996), and women's magazines are replete with socially prescribed but extremely conflicted images of ideal female beauty and identity, magazine advertising provides fertile ground for an examination of media's role in the promotion and exploitation of gender-based identity conflicts. Utilizing the theory of gender identity dissonance, an expansion of Leon Festinger's (1957) theory of cognitive dissonance, I investigate the contradictions that abound in advertisements featured in three prominent women's magazines: <i>Cosmopolitan</i> , <i>Glamour</i> , and <i>Seventeen</i> . The goal of this paper is to update an historical archive by exploring in greater depth one of the key findings – that 2000 onwards marked an important surge in gender identity dissonance-themed ads aimed at women. By examining the rise of identity dissonance within magazine advertising aimed at young, primarily white, middle-class women, I hope to illuminate how feminism, postfeminism, poststructuralism, and niche marketing all assist in the development of a collective dialogue dedicated to exploring the complex nature of female gender identity. This paper wishes to extend our understanding of the ways in which binaries continue to exert ideological dominance when it comes to issues of gender identity in the media, and, how psychological tensions associated with gender identity dissonance are effectively utilized by advertisers in order to promote consumerism.

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Cucinelli	Giuliana	3794	Culture, Commerce & Citizenship in Youth Digital Media Production	Young people are often seen as the leading edge actors in the production of new forms of digital media content and cultures. At the same time, however, young people using networked technologies have been framed as vulnerable to online predators and breaches of personal privacy. The tension between such moral panics around youth online and the more celebratory claims about their empowerment through producing digital media has engendered a flood of research that sees young people as the central demographic in the creation of new forms of culture, commerce and citizenship online. This panel of papers posits ways that communications scholars might contribute to this burgeoning area by examining accounts of young people's online production with a critical eye toward the commercialization of online spaces for youth. For instance, gaming platforms and Web 2.0 sites tend to appropriate youth media production in their commercial operations. What are the implications of this context for digital literacy programs and the ideal of socially just digital media production? These four papers together seek to outline the contours of young people's digital production activities while interrogating the possibilities for culture, commerce and citizenship online.
Currie	Timothy	3928	Social Media Editors in The Newsroom: A Survey of Roles and Functions	News organizations have hired a small but influential brand of editors in recent years to strengthen their relationship with online audiences. These journalists aim to change news consumers into participants. Dubbed social media editors or online community editors, they strive to build online community by inviting comment and aiding the online distribution of stories. Getting people to participate online, they say, is a better gauge of audience loyalty than simply measuring page views or unique users. These editors describe themselves in informal interviews as part listener, teacher, cheerleader and collaborator, helping bring "eyeballs and traffic." However, there is debate among news organizations regarding the optimal role of these editors in the newsroom. The New York Times, for example, recently shifted some responsibility for social media activity from a designated editor to individual reporters. Overall, there is a lack of data - including an absence of academic studies - regarding the nature of these positions in news organizations. The jobs themselves are new creations - relatively common in large businesses but still rare in news organizations. One academic cited 51 such positions at U.S. news organizations in March 2010. This study will involve interviews with the people tasked as social media editor or online community editor at Canadian news organizations. The research question is: "How do these editors describe their own role and what functions do they perform?" The study aims to help news organizations better implement these duties in their own newsrooms. The results will be distributed to them.
Cwynar	Christopher	3708	Mashed Potatoes With 'Intercommunicative' Gravy: Q's Billy Bob Thornton Interview as 'New Media Event'	This presentation will utilize the infamous Billy Bob Thornton interview on CBC Radio One's Q in order to develop the 'new media event' concept. This will first involve a discussion of what I call the paratextual fragmentation of mass media texts by virtue of their re-constitution and representation on institutional web sites (i.e. cbc.ca) and web 2.0 platforms like YouTube. This will set up an examination of the manner in which the interview was covered by digital media outlets and spread by individuals across various cyberspaces. Drawing on Marshall's (2010) 'intercommunication' concept, which endeavors to account for the layering of mediated and interpersonal forms of communication in social media contexts, I then argue that the re-packaging of the radio interview as an audio-visual program text excerpt on YouTube and Q's blog played a vital role in its dissemination. I then consider the implications of this discussion for the 'media event' and 'media rituals' espoused by Dayan and Katz (1992) and Couldry (2003). I will suggest that they cannot account for this form of 'new media event', which is distinguished by the manner in which the reincorporation and annotation of a fragmented form of the original media text itself becomes a key part of the 'media event' as it is spread across the web. I will conclude by noting that, while this process differs from the conventional definition of the 'media event', in this case it ultimately works to reinscribe familiar nationalist tropes pertaining to the Canada/US dynamic. References: Couldry, Nick. 2003. Media rituals: A critical approach. London, UK: Routledge. Dayan, Daniel and Elihu Katz. 1992. Media events: The live broadcasting of history. Cambridge, MA: Harvard UP. Marshall, P. David. 2010. 'The promotion and presentation of the self: celebrity as marker of presentational media. Celebrity Studies. 1(1): 35-48.
Cyr	Rachel	3721	Of Disciples and Apostles	Disciple and discipline derive from the latin noun disciplinus, meaning "learner", reminding us of the lexical and traditional proximity discipleship has to the realm of knowledge. With the rise of inter- and counter-disciplinary scholarship, however, we can reasonably ask whether scholarship has renounced or repositioned itself with regards to discipular study - whether a new academic subjectivity has been in the making, one which is alternatively apostolic in character. Drawing predominantly on Alain Badiou's reading of the Pauline epistles Saint Paul: La fondation de l'universalisme (1997), this paper proposes that a self-conscious Pauline approach to truth has something to offer inter- counter-disciplinary scholars and students, for whom the unorthodox relationship to knowledge is an ongoing methodological and perspectival preoccupation. For Badiou, the apostle is a militant figure who paradoxically declares a truth that is non-epistemological. Rather than offer the scholar a privileged subjectivity (the kind that makes a proprietary claim to knowledge or claims to out-perform traditional disciplinarity), the apostolic project is a comparatively weak discourse. This paper explores the merits of such an approach for communication and cultural theory, referencing specifically the author's ongoing research into the forensic documentation, disputation and disavowal of mass atrocity. In the end it is argued via and contra the work of Lyotard, Liliana Cavani, W. G. Sebald, and Jonathan Bordo, that the apostolic project is particularly suited to the work of critical theory as it applies to the politics and ethics of cultural memory.
Davidson	Tonya	3854	Stone Bodies and Dancing Monuments	As a structure of concrete anthropomorphized columns, the monument titled: the Canadian Tribute to Human Rights (CTHR) in downtown Ottawa symbolically synthesizes bodies and buildings. It also attempts to challenge how human bodies interact with built space. As a walkway, a stage and a series of abstract, human-like columns, the CTHR has been the site of modern dance, yoga sessions, singing performances, many vigils, protests and impromptu children's games of hide and seek. In this paper I analyze how this monument operates in its urban home through developing an understanding of monuments as 'stone bodies.' The idea of 'stone bodies' presents an oxymoron; while stone is a substance of solidity, bodies grow, move, need nourishment, etc. It is exactly in the crux of this contrast, I suggest that monuments achieve their power to affect publics. Monuments are made of substantial materials (not exclusively stone) however; they are discursively and materially animated, and responded to throughout their lives. Central to this paper is the wedding of human rights, bodies, and engagements with the CTHR. The CTHR is a site for agitating for these rights for human bodies, struggles enacted by human bodies and through a series of sympathetic concrete figures. While understanding monuments as 'stone bodies' is more readily graspable with figurative monuments, the CTHR offers an opportunity to understand how more abstract monuments can similarly, be understood to operate as 'stone bodies.'

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De Corte	Chantal	3701	Développement international Desjardins, un élan précurseur de coopération internationale	La présente communication traite de la gestion de la communication institutionnelle dans une organisation complexe, de type coopératif et œuvrant à l'échelle internationale: Développement international Desjardins (DID). Dans ce cadre, nous proposons une caractérisation de l'approche de communication de DID, visant la promotion d'une formule coopérative québécoise au niveau international, entre 1970 et 2010. Nous présenterons également diverses propositions pouvant, sur le plan théorique, contribuer à l'avancement des connaissances dans le domaine de la communication organisationnelle. Ces propositions peuvent également, de façon plus spécifique, servir une réflexion d'ensemble sur la communication institutionnelle dans une organisation moderne du secteur coopératif, œuvrant à l'échelle internationale dans le domaine financier, et qui participe à la gestion d'un enjeu social important : le développement de pays en émergence ou en transition économique, à travers le monde. Cette communication traduit les résultats d'une recherche de type doctoral, de type qualitatif, s'étant appuyée sur une observation documentaire poussée ainsi que de nombreux entretiens. Elle s'inscrit dans le courant de recherche de la communication des organisations et contribue à l'étude des stratégies de communication d'une composante du Mouvement Desjardins, au niveau international. Cette communication trouve un écho dans grand nombre de thématiques d'actualité, comme la préservation du patrimoine économique, social, culturel et environnemental mondial, la communication de développement, la responsabilité sociale des entreprises, alors que s'affirme toujours plus la mondialisation des échanges communicationnels.
Dechief	Diane	3875	In the Name of Performance: Interpreting and Presenting Personal Names shifted via Immigration to Canada	Working from interviews with people who have faced name challenges and/or name changes since immigration to Canada, this paper draws on Goffman's theory of presentation to consider how people who have immigrated to Canada and have a name from outside of English origins interpret or present their personal name as part of identity performance. These presentations and interpretations demonstrate participants' bicultural fluency and offer intriguing examples of agency within common institutional and social structures. Because names are personal identifiers as well as potential signifiers of ethnic links and cultural experiences, a number of communities (e.g. family, colleagues, members of the same diaspora, other members of Canadian society, provincial and federal institutions) interpret each personal name differently. As such, these groups exist as varied audiences for the name bearer to potentially engage in tailored performances. Examples of quotidian presentations include explaining names in relation to common English words to make names more memorable, as well as altering names to differentiate them from common English names. This paper extends findings from my dissertation research, which examines the functions of personal names in contemporary migrants' experiences of settlement and identity within (Ontario) Canada and employs ethnographic methods and critical discourse analysis. It is situated within my broader research interests of individuals' experiences with immigration and settlement in Canada, particularly interactions with state-led programs and institutions.
Deveau	Danielle	3804	The Serious Work of the Laugh-Makers	The Canadian stand-up comedy community is a relatively small one. With few large cities, few television networks, and limited domestic film production, opportunities for the Canadian comic are meager in relation to the seemingly endless possibilities offered south of the border. Yet, not all performers leave. Within the Canadian cultural industries, a relatively small number of comedians do earn a living wage. This paper considers the development of the cultural industries in Canada in relation to global trends in industrialization and creative work. Stand-up comedy is a unique form of creative work because so much of the comedian's persona and routine revolves around the disclosure of their working conditions. The work of stand-up is thematically significant to many comedians. Stand-up in English Canada also occupies an ambivalent position in relation to artistic practice and industrialization. That is, the club scene is not really a part of the regulated cultural industries, nor is it an artifact of grant-based, artistic production. It is a commercial entertainment monopolized in most cities by one or two clubs. Comedians have little control over their own performance conditions, yet also lack the protections and financial stability that come with heavily regulated, and sometimes unionized, work in film and television. This paper discusses some of the challenges and paradoxes that come with occupying this intermediary production space between autonomous art and regulated industry.
Douai	Aziz	3674	"The Media, the Police, and the Populace": Canadian Media Coverage of Police Tactics at the G20 Toronto Summit	From the "Battle of Seattle" to "the Battle of Genoa," existing research related to the anti-globalization movement during the WTO, G8, or G20 meetings has almost exclusively focused on the communicative styles and strategies of the dissenting populace, rather than the police. This paper focuses primarily on the other side of the "battle," the government and particularly the police's PR efforts at justifying extraordinary deployment of force and muscular tactics to quell street demonstrations and opposition against the two summits. Several reasons call for such focus, not least of which is that police's communication strategies have become fodder for mediated controversy, discussion and debate in the months preceding/ensuing the G20 Summit in Toronto. Accordingly, this paper investigates police's communicative strategies and tactics prior, during and after the summits, focusing on police's press releases and communiqués as well as on its interaction with and use of mainstream media to transmit its interpretation of events and respond to public and media's reaction and criticism. To assess the success of police's PR tactics, the paper also examines the extent to which its communiqués and interpretations have been absorbed into media's coverage of events and influenced their response to police's tactics against demonstrators. Using framing analysis and communicative framing theory, the paper analyzes interconnections, similarities and differences between police and media's frames, focusing on two Canadian newspapers, the Toronto-based Globe and Mail and Quebec's Le Devoir.
dowding	martin	3687	"E-Government in Canada and the EU: Coast to Coast and Across the Pond"	E-Government in Canada and the EU: Coast to Coast and Across the Pond "E-government" initiatives are threatened by neo-liberal market conditions and incompatible Information Technology (IT). For Vincent Mosco, support for the privileged neo-liberal IT market is partly to a "euphoric digital myth" as governments scale down budgets and ramp up ideology. My paper is, in part, a response to the Spring 2010 Report of the Auditor General of Canada (Sheila Fraser). In Chapter 1, "Aging Information Technology Systems," Ms. Fraser's concerns reflect a growing realization that, as e-government has become the panacea for citizen-government relations, aging government IT and the aging civil service that runs it are failing to achieve the supposed goal of improving services. Despite UN E-Government Surveys that say Canada is one of the most e-government ready countries, the federal government itself acknowledges many citizens will not have equitable access to broadband. Recent scholarship has shown that the e-government experiment is in peril. Titles from the European Union, such as "The Myths of E-Government: Looking Beyond the Assumptions of a New and Better Government" (2007), and from Canada, "Rethinking Government-Public Relationships in a Digital World" (2007), raise doubts about openness and freer access. Policy-makers who promote e-government also perpetuate the myth that universal access to IT is achievable in a neo-liberal economy. Under such conditions communicative relations between citizens and governments leave many without the means to benefit from and contribute to economic and social well-being. I will propose upgrading government IT, a return to a fully funded Canadian Access Program (CAP), and promote net neutrality as ways to re-spark the access conversation.

Last name	First name	Submission ID	Title	Abstract
Downes	Daniel	3942	"Translation, transposition and the intersections between culture and cultural commodities."	Version:1.0 StartHTML:0000000177 EndHTML:0000005228 StartFragment:0000002648 EndFragment:0000005192 SourceURL:file:///Macintosh%20HD/Users/Dann/Desktop/ca%20proposal.doc @font-face { font-family: "Times New Roman"; }p.MsoNormal, li.MsoNormal, div.MsoNormal { margin: 0in 0in 0.0001pt; font-size: 12pt; font-family: Times; }span.MsoEndnoteReference { vertical-align: super; }p.MsoEndnoteText, li.MsoEndnoteText, div.MsoEndnoteText { margin: 0in 0in 0.0001pt; font-size: 12pt; font-family: Times; }a:link, span.MsoHyperlink { color: blue; text-decoration: underline; }a:visited, span.MsoHyperlinkFollowed { color: purple; text-decoration: underline; }div.Section1 { page: Section1; } "Translation, transposition and the intersections between culture and cultural commodities". Scholars in literary, film and media studies are well aware that boundaries between different media have become more permeable and problematic as they migrate to digital formats. Following Jenkins (2006) and Hutcheon (2006) "transmedia" adaptations involve a dynamic process of cultural interpretation, audience engagement and industrial strategy that puts audiences and creators at odds with an emerging global cultural industry. The papers in this panel will explore several specific sites of interaction between new cultural practices and the technological, legal and institutional forces that both enable and constrain their work. Work Cited: Hutcheon, Linda. A Theory of Adaptation. (NY and London: Routledge, 2006). Jenkins, Henry. Convergence Culture: Where Old and New Media Collide. (New York: New York University Press, 2006). Presenters: MArk McCutcheon, Assistant Professor, Centre for Language and Literature, Athabasca University; June Madeley, Assistant Professor, Information & Communication Studies, University of New Brunswick, Saint John; Rhiannon Bury, Associate Professor Women's & Gender Studies, Athabasca University; Dann Downes, Associate Professor, Information & Communication Studies, University of New Brunswick, Saint John.
Downes	Daniel	3948	Branding, copyright and cultural properties: the battle over "origin stories	This paper draws on Lash and Lury's (2007) conceptualization of the life-cycle of cultural artifacts in a "global culture industry." For Adorno and Horkheimer (2002) cultural products became homogenized culture when one cultural commodity had no inherent difference from any other commodity. In the global culture industry, by comparison cultural artifacts are differentiated as "they move and change through transposition and translation, transformation and transmogrifications. In this culture of circulation … cultural entities take on a dynamic of their own; in this movement, value is added" (Lash and Lury 2007: 5). The value added to cultural entities is encased, enclosed, and enforced in the concept of the "brand." Starting in the 1960s with advertising's realization that marketing the experience was as important as, if not more important than, advertising the specific and unique qualities of particular products, the slow process of reifying intellectual property began (Frank 1997; McGuigan 2009). If culture industry worked largely through the commodity, argue Lash and Lury, global culture industry works through brands. The idea of the brand will be examined as a tool for intellectual enclosure. Examining several legal cases (Siegel Estate v. Time Warner 1999) and Dacre Stoker's recent attempt to re-assert the Stoker name with his great-grand uncle's toothy villain by writing a sequel to Dracula (Stoker and Holt:2009), the brand and the global culture industry will be presented as the tool and locus of battles over the origins and ownership of significant popular culture icons. Work Cited: Adorno, T., & Horkheimer, M. Dialectic of Enlightenment. (Palo Alto: Stanford University Press, 2002). Thomas Frank. The Conquest of Cool: Business Culture, Counterculture, and the Rise of Hip Consumerism (Chicago: University of Chicago Press, 1997). Lash, Scott and Celia Lury. Global Culture Industry (London: Polity, 2007). Jim McGuigan. Cool Capitalism (London: Pluto Books, 2009). Stoker, Dacre and Ian Holt.. Dracula: The Un-Dead. (London: Harper-Collins, 2009).
Dragojlovic	Nicolas	3683	Listening to Outsiders: Discursive Legitimacy and Transnational Persuasion	This paper investigates the conditions under which foreign actors participating in another country's domestic political debate are perceived to be "interfering" in that country's internal affairs, and what impact this perception has on their persuasiveness. The guiding hypothesis is that a lack of what we might call discursive legitimacy can lead the general public and political elites in a targeted jurisdiction to ignore a transnational communicator's message, even when that communicator is perceived to be credible. The two questions addressed by this paper are: 1) under what conditions does a transnational political communication suffer from low discursive legitimacy, and 2) how is the persuasiveness of a communication affected when the discursive legitimacy of the message source is called into question? In Part 1, it investigates the extent to which a foreign messenger's discursive legitimacy is influenced by three sets of factors: 1) contextual factors (the extent to which the messenger is perceived to have a material stake in the policy under discussion, for example), 2) attributes of the message source (such as the messenger's social identity), and 3) attributes of the target (such as the target's level of ethnocentrism). In Part 2, it then examines the extent to which low discursive legitimacy is associated with reduced persuasiveness. Empirical testing is conducted using data from a set of survey experiments administered to university students in Canada and the United States.
Drapier	Nora	3731	Webcamgate and the Philly Flash(mob): The role of adolescent bodies in discourses of technological surveillance	Dramatic advances in digital technology have helped increase global connectedness over the past two decades and have altered the ways we interact with one another. While many of these developments have been positive, increasing attention is being given to the troubling practice of digitally mediated surveillance (DMS). Much of this attention has focused on methods of data mining that allow for the tracking of disembodied individuals. Through an examination of two events that took place in Philadelphia in 2010, this paper suggests that, rather than disappearing, the young body remains a central focus of surveillance even as the techniques themselves change. This paper examines two cases. The first is a series of flash mobs that took place in Philadelphia's downtown. The second is the Lower Merion webcam scandal in which a school district came under fire for allegedly video taping students through the webcams embedded in their school-issued laptops. A critical discourse analysis of local media in the months surrounding the events suggests that a concern regarding young people's heavy use of digital technology is coupled with a willingness to exploit this connectedness for the purpose of surveillance. Moreover, as is often the case with traditional methods of surveillance, race and class play important roles in the decision and justification for tracking certain individuals. This research suggests, while an understanding of how DMS enables disembodied tracking is critical, we should not lose sight of the ways new methods of surveillance reflect a continued focus on the traditional, young, deviant body.
Dubois	Judith	3739	L'influence du nouveau journalisme sur l'information internationale au tournant du XXe siècle: le cas du quotidien La Presse	La presse écrite québécoise a connu d'importants changements au tournant du XXe siècle. Des facteurs économiques, technologiques et sociaux ont contribué à l'apparition d'une nouvelle façon de produire et de présenter l'information, favorisant ainsi le développement des journaux d'information à grand tirage. Nous aurions pu croire que le traitement de l'information internationale dans un quotidien comme La Presse aurait pu bénéficier des facteurs ayant favorisé l'émergence de ce « nouveau journalisme ». Dans une analyse de contenu couvrant une période de 30 ans (1884-1914), nous avons néanmoins observé, au contraire, une régression de l'information internationale. L'intérêt pour une information « de proximité », caractéristique du « nouveau journalisme », a notamment réduit la proportion des nouvelles internationales à la une. Le développement du reportage, autre caractéristique du journalisme « moderne », a également profité presque exclusivement à l'information locale, régionale et provinciale. La volonté de répondre aux goûts des lecteurs pour hausser les tirages a par ailleurs influencé négativement le nombre des pays étrangers auxquels on s'est intéressé. Ce recul de l'information internationale ne semble pas avoir affecté la popularité du journal puisque l'augmentation une hausse considérable des tirages de La Presse au cours de cette même période. Si certains auteurs tels que Beaulieu, Hamelin et de Bonville se sont penchés sur la nature de la mutation du journalisme québécois au tournant du XXe siècle, il n'existait pas, à notre connaissance, d'études portant sur les transformations de l'information internationale dans les journaux québécois au cours de cette période.

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Dumitrica	Delia	3697	Globalization and Nationalism in the Everyday Understanding of the Internet in Canada	This paper stems from my curiosity with how a medium is constructed as a nation-building tool. Given that the internet has been heralded as the enabler of the global village, I was extremely interested to see if nationalism still plays a role in our understandings of this new medium. This paper looks at our mundane conceptualizations of the internet, presenting the results of 29 in-depth interviews with internet users in Canada. Respondents were both able and willing to articulate an image of the internet borrowing from both globalization and nationalism. This points to the complementarity of these discourses in providing a coherent and normative view of the social world, but also to the enduring social significance of nationalism. People's descriptions of the internet-in-general were often informed by a rhetoric of globalization; in their specific use of the internet however, respondents relied on nationalism to interpret their own use of the internet (whether this discourse was unconsciously used or critically engaged with). Yet, nationalism also seemed to be suggested by the infrastructure of the internet, constraining users' ability to do or to imagine things differently. Thus, I am proposing that the ways in which we come to imagine a new medium cannot be divorced from the wider discourses permeating a society both at the level of culture and of institutions. The interviews suggest that the collective understanding of the internet represents a hegemonic adaptation of newness and potential change to the existing discourses and social structures.
Dupuis	Audrey	3702	E-advertising as a strategy of social marketing. Une étude mixte de la réception des publicités sociales chocs de sécurité routière par les webacteurs.	In public health, the social shock advertising* is usually used to inform, to make people aware or to modify harmful behavior (Gore and Bracken, 2005; Courbet, 2002). In consideration of the road safety, several studies demonstrated the efficiency of this type of campaigns (Daignault, 2007). On the other hand, this ostentatious process raises many concerns (Hastings and Stead, 2004). Furthermore, a cultural and media revolution takes place (Jenkins, 2006; Teixeira, 2009). The receivers wish to take part in the production of contents and the new platforms, such the social media, anchor more in the habits of the Internet users with years (CEFRIO, 2010). Mais quelle est la réception des publicités sociales chocs de sécurité routière par les webacteurs? Afin de tenter de répondre à cette question de recherche, une page expérimentale Facebook a été créée. Les webacteurs étaient invités à visiter cette page, à visionner trois publicités et à les commenter. Il est possible de croire qu'un webacteur puisse emprunter plusieurs voies pour traiter l'information qui pourraient mener à différents types de lecture des vidéos, et ce, en fonction de modèles théoriques. Cette communication bilingue présentera des résultats préliminaires à la lumière du modèle de l'élaboration cognitive de Petty et Cacioppo (1986), du modèle d'encodage/décodage de Hall (1994) et de la théorie de la peur de Witte (1992). * We use the term of «social shock advertising» when this last one presents elements of coding relative to the feelings of fear AND disgust.
Ebacher	Gabrielle	3839	A « Je vous donne ma parole A » : Adoption de stratégies et construction de identités discursives des chefs de partis politiques québécois et canadiens sur le plateau du talk-show Tout le monde en parle.	Quasi absent des écrits académiques jusqu'au début des années 1990, l'avènement de l'infotainment dans la littérature scientifique a coïncidé avec une véritable métamorphose du paysage télévisuel consistant en la recrudescence d'émissions hybrides (Charaudeau, 1997) au détriment d'émissions à caractère purement politique. Dès lors, nous assistons à la création d'un nouvel espace public médiatique caractérisé par un enchevêtrement grandissant entre les univers de la politique et de la culture populaire, engendrant ainsi un brouillage de leurs frontières respectives (Street, 2000). En effet, de nouveaux acteurs qui, jusqu'alors, entretenaient la sphère publique comme un lieu de débat dominé par une parole argumentative (logos) sont désormais invités à se confier, à se dévoiler. Ainsi se construirait ce que Charaudeau (2005) nomme l'ethos médiatique des acteurs politiques désormais engagés au sein de ces nouveaux environnements télévisuels souvent caractérisés par la relation aux risques. Inspirées par la réflexion amorcée par Charaudeau (2005), nous nous interrogeons donc à savoir comment se construit l'identité discursive des chefs de partis politiques québécois et canadiens lors de leur passage sur le plateau d'une émission dictée par l'infotainment, en période de campagne ? Afin de trouver réponse à cette question, nous avons entrepris une analyse de contenu portant sur les performances discursives de 10 chefs de partis québécois et canadiens lors de leur passage sur le plateau du talk-show dominical Tout le monde en parle, en période de campagne. De plus, ce projet de recherche mettra assurément en exergue différents travaux phares réalisés en communication qui portent notamment sur la spectacularisation (Street 2000), la personnalisation (Van Zoonen 2005) ainsi que l'évaluation de la performance (Corner 2003). Dans l'optique où nous nous engageons au cœur de notre deuxième année à la maîtrise, les résultats qui pointent à l'heure actuelle nous révèlent que l'adoption de stratégies précises permet aux acteurs politiques de se mettre en scène. Aussi, de grandes tendances se dessinent nous permettant ainsi de catégoriser les identités discursives de chacun. 1ère auteure : Gabrielle EbacherCandidate à la maîtrise en communication sociale Université du Québec à Trois-Rivières 4505, Côte Rosemont-Trois-Rivières, QC, Canada G8Y 7C8 Tél.: (819) 383-6003 Courriel : gabrielle.ebacher@uqtr.ca 2e auteure : Mireille LalancetteProfesseure / Directrice de mémoire - Université du Québec à Trois-Rivières Courriel : mireille.lalancette@uqtr.ca
Ebanda de B'éri	Boulou	3725	La Chine en Afrique aujourd'hui: Regards communicationnels.	Responsable : Boulou Ebanda de B'éri, Professeur agrégé, Département de communication, Université d'Ottawa Contributeurs : Christian Agbolli, Université du Québec à Montréal; Osée Kanga, Université de Sudbury. Les stratégies de communication mises en place par la Chine (mais aussi par plusieurs pays occidentaux) pour séduire les cœurs des africains et leurs populations illustrent une bataille plus que politique et sociologique, mais de cultures. En effet, les rapports sino-africains sont devenus un espace privilégié d'où semble se jouer un déjà-vu géopolitique avec ses articulations idéologiques divisant le monde en pôles binaires: Est/Ouest, bons/méchants, mal/bien, meilleur/pire... Néanmoins, cette vision du monde de politologues et de sociologues ne semble pas poser la question de la «culture» et le rôle de la communication au centre de cette bataille idéologique n'est presque jamais analysé. En même temps, les Africains qui devraient être au centre de ces articulations idéologiques semblent être sans voix; un peu comme s'ils étaient au cœur d'une histoire qui prendrait forme pour eux, mais sans eux. Cette marginalisation récurrente de près d'un milliard d'individus répartis dans 53 pays fait écho à une triple problématique: (1) la limite d'analyses politico-sociologiques ayant l'Afrique comme objet, mais sans l'intégrer au cœur de la démarche de recherche elle-même; (2) l'incompréhension presque générale des Occidentaux relativement à l'avancée vertigineuse des rapports sino-africains et (3) l'échec d'approches verticales Nord-Sud de développement et de communication internationale vers l'Afrique. L'objectif principal de ce panel est d'illustrer cette problématique, en mettant l'accent sur d'autres positions méthodologiques. En utilisation les données préliminaires d'un projet en cours, nous voulons montrer comment les discours des uns et des autres sont produits, mais comment les Africains répondent à ces discours.
Edge	Marc	3681	An accidental success story: The forced diversification of Quebecor Media	Canada's news media ownership landscape changed dramatically in 2009-10 with the bankruptcy of Canwest Global Communication and the voluntary separation of the CTV network from the Globe and Mail national newspaper. These developments suggested failure of the newspaper-television convergence business model adopted by these companies a decade ago. One company has been able to make the convergence model work in Canada, however. Quebecor Media acquired the TVA network in Quebec in 2000 to go along with its newspaper holdings, which included the Sun Media chain of English-language newspapers. It subsequently acquired the Osprey newspaper chain to become the country's largest newspaper publisher. Unlike other converged news media companies in Canada and the U.S., however, Quebecor has remained solvent despite the economic recession that began in 2008. What factors make Quebecor unique among converged media companies? This paper will examine financial data, including CRTC monitoring reports and company reports from Quebecor and other companies, in an attempt to explain its success. One factor advanced in the press has been Quebecor's diversification into more profitable areas, such as cable television and cellular telephony. What role has this played in the financial success of Quebecor Media? What lessons can other media companies take from Quebecor's success? What regulatory implications does it have?

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Eid	Mahmoud	3680	Canadian Perceptions of National Security, Terrorism, and Immigration Policies	This paper examines the existing research on perceptions of Canadians with various cultural backgrounds regarding issues of national security, terrorism, and immigration policies. Specifically, it focuses on how attitudes, opinions, and behaviours of Canadians of various ethnicities have been affected by 1) events and media coverage related to terrorism, and 2) national security measures in Canada. To help contextualize and compare these perceptions, this paper goes into further depth on what is known about perceptions in two Canadian minority communities - Arabs and Muslims - alongside the majority populations. Research shows these minority groups have been the most affected by media coverage of terrorism, national security measures, and governmental immigration policies. Research indicates two major policy agendas with regard to immigration in Canada: the multicultural agenda and the integration agenda. While multiculturalism seeks to recognize cultural differences to help minorities express their distinct identities and practices, and to build more accommodating conceptions of citizenship, the integration agenda seeks to bring minorities into the mainstream, strengthening the sense of mutual support and solidarity and reinforcing the bonds of a common community. A recent trend, especially in Europe, emphasizes integration, arguing that multiculturalism has led to separateness and cultural alienation. Surveys about immigration and integration into the Canadian society show that social integration into Canadian society is slower for racial minorities than for immigrants of European origin, partly due to a sense of discrimination and vulnerability.
Elliott	Patricia	3695	"They Just Cannot Stop Us:" Burma's Journalism Revolution	From the outside, Burma appears as a tightly controlled monolith, with little independent media activity. Yet through decades of censorship, the country's writers, journalists and activists have never stopped pushing the envelope of state control. Ethnic media, citizen journalists, bloggers and even state-sanctioned periodicals reveal a surprising level of diversity and dialogue beneath the surface. During 1988's brief period of press freedom, the sudden appearance of some forty independent newspapers indicated a significant level of underground organization and readiness for people's media. Alternative media networks have only grown since that time, both inside Burma and along the borders, aided by a fluid grasp of whichever technology will work in the moment, from cell phones to hand-delivered cassette tapes. This field observation is significant to media scholarship, revealing grassroots communications networks as a force capable of facilitating nationwide political resistance and social change, whether incremental or revolutionary, despite restricted access to mass media and telecommunications technology. The author, who has covered Burma for more than 20 years as a journalist, places this experience in the context of her more recent academic work, which centres on re-theorizing media power in a manner that recognizes the hidden power of alternative media networks in social and political discourse. The paper will present an inside look at Burma's media landscape, described in interviews with underground and exiled journalists/activists, and will provide a framework for understanding Burma's people not as homogenous victims, but as active participants in diverse, yet related, struggles for freedom of expression.
Elmer	Greg	3818	Désormais: Monetizing the Future-Present	This paper takes from recent theories of Roberto Esposito and Bernard Stiegler to articulate a critical approach to economic futurism. The paper pays particular attention to the emergence of the future-present as a political and economic site of neo-liberal discourse. However, as the paper details, such futurist economics are not only limited to the sphere of discourse, rather through an analysis of predictive or "futures markets" this paper discusses the emergence of parallel economies of risk, management, and control.
Everett	Tom	3829	Hi-Fi for Dummies: Headphones and the Failure of Binaural Recording, 1950-80	For three decades, definitions of high-fidelity hinged on a desire for home listeners to 'transport' their ears from the home listening room to the concert hall. Stereophonic (two-speaker) recordings emerged in the 1950s as a means of creating a more immersive listening experience than was previously available. While it was widely agreed that the three-dimensional sound offered by stereo was impressive, some found it excessively synthetic. Recording engineers were often charged, for example, with exaggerating the spaciousness of recorded performances in order to make the stereophonic effect appear more dramatic. Purists soon came to lobby for a second system, which was then known as binaural. Unlike the complicated microphoning/mixing techniques necessary to record in stereo, this system required only that a single dummy head be placed in the studio or concert hall and fitted with two microphones: one in each ear. Using this technique, it was believed that a live performance could be reproduced even more faithfully than the best stereo recordings; the catch, however, was that binaural recordings required the use of headphones to be experienced accurately. As will be argued in this paper, the binaural standard would ultimately fail not because of its technical limitations, but because it asked users to make headphones their primary mode of experiencing recorded sound. In the words of one contemporary writer: "The result of binaural is an uncanny recreation of the original surround sound field... The commercial value, however, is limited because listening with headphones is anti-social."
Fauteux	Brian	3823	"Cultural Capital" and the Radical Monetization of the Music Industry	The fundamental flaw with previous attempts to monetize the digital music industry is treating music as a commodity. The digital revolution has reassessed music as shared culture, and successful monetization will require that music be treated as such. This presentation will outline the technical and philosophical ideas behind "Cultural Capital," an ongoing collaborative research project between Brian Fauteux (the presenter), Andrew deWaard and Ian Dahlman, that proposes the radical monetization of the music industry based on equity, transparency, and sharing. "Cultural Capital" involves a non-profit union of artists and fans that will operate as a social network and use an algorithm that allocates equitable compensation via micropayment. Redefining what it means to be a "creator" of music, the "Cultural Capital" platform will incorporate the multitude of individuals who contribute to the creative industries. The ultimate goal is to take full advantage of the potential for capital in both a listener's capacity for connection and desire to share music. No capital will be wasted on "middlemen," no power will be granted to "gatekeepers." Rather, generated profits will be redistributed to artists and the fans whose cultural labour propels them. "Cultural Capital" intends to take full advantage of the contemporary musical, social, and technological environment. It is time for users and consumers of music to be recognized and compensated for their participation in the creative industries. In turn, the music industry becomes economically viable while concurrently paying artists for their creative efforts. It is time to establish the infrastructure to fully embrace shared culture.
Feldman	ZinaA`da	3863	Cultural Cosmopolitanism in the Social Media Age	Concerned with the relationship between social media technologies and transnationalism, this paper investigates the role social network sites play in facilitating cultural cosmopolitanism – defined by openness to the Other and resistance to geographical identification. It asks whether social network sites have the capacity to move theory and practice beyond the nation-state and engender what Hepp et al. (forthcoming) call 'world-oriented' identity. This inquiry is grounded by a case study of CouchSurfing.org. With over 2.4 million members, CouchSurfing is a noncommercial hospitality exchange network that pairs travelers with locals – for cultural exchange, friendship, and learning experiences' (couchsurfing.org, accessed 11 January 2011). Through various practices, site users co-write online narratives of cultural openness. Meanwhile, the site's architecture structurally reproduces identity as a function of the nation-state and interviews reveal that offline meetings between members typically reproduce idioms of the nation. Through a mixed methods approach combining quantitative data analysis, online ethnography, and interviews, this paper concludes that the story of CouchSurfing is one of contradiction. Online cosmopolitanism reifies the power of geopolitical borders at the same time as it announces the irrelevance of such frames of representation. This paper challenges social media's production of temporally durable ontologies of cosmopolitan belonging. However, it is argued that social network sites can offer 'safe zones' for performing cosmopolitanism. It is concluded that the power of online cosmopolitanism is intimately connected with offline sociality, and that social network sites can shift thinking beyond the national only by facilitating interplay between online and offline ecologies. Reference: Hepp, A. et al. (forthcoming) 'Mediatized Migrants: Media Cultures and Communicative Networking in the Diaspora' in L. Fortunati, R. Pertierra, and J. Vincent (eds) Migrations, Diaspora, and Information Technology in Global Societies. London: Routledge.

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Fiser	Adam	3715	Can provincial policy effectively regulate next generation networks? Lessons in Canadian governance from the Alberta SuperNet	International policy debates about the regulation of next generation networks have paid considerable attention to competing benchmarks for consumer broadband access. In Canada, the discussion has been somewhat dampened by federal deference to "market forces"; the latter being, effectively, an oligopoly of Canada's largest telecom and cable service providers. Internationally, a range of benchmarks have appeared, from around 1 Mbps to 100 Mbps and beyond; in part, a reflection of varying commitments to legacy copper loops versus evolving wireless standards and new fibre access configurations. In 2010 the Canadian Radio-television and Telecommunications Commission inquired whether Canada should have some kind of next generation broadband benchmark, and faced vocal opposition from its largest telecom and cable party interests. Several Canadian scholars have also suggested that the regulator has no statutory power to enforce a next generation broadband access standard, an opinion which runs counter to trends among OECD nations. This paper investigates how Canada's flagging national broadband policy has given way to provincial and municipal interventions. In particular, we report on an ongoing SSHRC funded research project that is examining the Alberta SuperNet, Canada's largest and most complex provincial intervention that was intended to provide equitable network access to all Alberta municipalities. We compare the claims and counter-claims around SuperNet's policy rationale and strategic accomplishments, and document significant challenges to Alberta's venture into next generation networking. The early policy lessons from Alberta indicate a need for closer municipal coordination on governance issues, as well as a clearer regulatory perspective on next generation networks.
Flyhan	Donna	3671	It's a Jungle Out There: Visual Information, Social Networks, and Rapid Processing	Recent studies of primate behavior have demonstrated that adolescent chimpanzees seem to have a "total recall" of visual information when it flashes before them on a screen and can repeat back, sequentially, information that is randomly dispersed on the screen and only there for a moment. In essence, they know the sequence rule (1,2,3,4,5…), then visually get a glimpse of the placement of the numbers in the "jungle" for a split second on a computer screen, and they can then click a finger on the blank screen in sequential order, demonstrating complete visual memory. Those studies also reveal that the Chimps outperform their Mothers, and all humans, by far at the task at hand. With Google just 12 years old, and Facebook only 6 years old, a generation of Homo Sapiens Sapiens primates are growing up with the dual education of sequential ordering and phonetic literacy through traditional education, and a jungle of information (visual and social) on their two favorite screens (Google and Facebook). This paper examines the biological bases for such behavior in Chimp and Human, and looks at the question "Is Google making us stupid?" from an historical and biological perspective.
Flynn	Terence (Terry)	3895	Revisiting Education Pathways to the Public Relations Profession	As a profession, Public Relations has undergone dramatic changes in the past twenty years. Increasingly, it is transforming from an applied art to a communications management function, designed to support the modern organization and senior management team in building relationships, enhancing and keeping reputation, building support and awareness for an organization's mission, mandate, and objectives and ensuring clarity and consistency in its purpose. Canadian Public Relations education has also changed and exponentially grown. This is due to the development of the profession as well as the growing interest amongst learners at various stages of their own professional development who seek current and relevant Public Relations. Currently there are more than 12 certificate and continuing education programs, 12 diploma programs, five baccalaureate degrees with three more in development, nine post graduate diploma or certificate programs and two post graduate degrees in communications management, public relations or both. Programs are offered in a number of formats and delivery styles. Many are adding more online availability and/or using hybrid (face-to-face with online components) and fully online models, reflecting learners' needs for flexible options. This paper presents a new outcomes-based approach to public relations education based a two-year, mixed-methods research project conducted by public relations educators on behalf of the National Council on Public Relations Education for the Canadian Public Relations Society The research team has proposed five unique educational pathways for curriculum development, giving institutions the opportunity to "self-select" a pathway that best fits their own program outcomes and provincial standards.
Flynn	Terence (Terry)	3903	Curriculum and Competencies: Developing Tomorrow's Public Relations Students	This panel will look at public relations education in Canada from both an institutional and an outcomes-based perspective. Dr. Terry Flynn, academic director of the Master of Communications Management degree program at McMaster University and former president of the Canadian Public Relations Society will present the results of a two-year, mixed methods research study on the development of multiple pathways into the public relations profession. Ms. Colleen Killingsworth, a graduate of the MCM program and a 25-year industry veteran, will present the results of her capstone research project where she surveyed more than 300 organizational managers to understand their perspectives of the competencies required of their communication managers and leaders.
Francoeur	Chantal	3692	Intégration des équipes journalistiques À Radio-Canada: le choc des cultures	Hiver 2010, les journalistes du radiodiffuseur public se préparent à vivre l'intégration des équipes d'information radio, télé et web. Cette intégration ouvre la voie au travail multiplateforme, où un seul journaliste alimente les nouvelles télé, radio et web avec un même reportage. Un changement de culture majeur pour des journalistes habitués à travailler pour un seul média. Radio-Canada veut créer une nouvelle culture journalistique. La présente recherche rend compte des premières expériences de journalisme multiplateforme radio-canadien. Elle détaille le choc des cultures vécu par les journalistes. Elle fait état des multiples paradoxes de l'intégration et des relations de pouvoir en jeu. Étude des discours, plongée ethnographique au cœoligur du service de l'information à Radio-Canada et revue des auteurs ayant étudié la convergence dans d'autres entreprises de presse sont les méthodes utilisées. Il en ressort un portrait inédit, décrivant comment Radio-Canada se transforme pour garder sa pertinence et accroître son influence. Il en ressort aussi un constat étonnant, qui intéressera toutes les grandes entreprises de presse : l'intégration pourrait donner au journalisme un nouvel élan. En instaurant deux types de journalisme. Un journalisme routinier, reposant sur la vitesse, le volume et les clips « formatés » ; et un journalisme d'enquête. Le journalisme routinier multiplateforme permettra de libérer des ressources pouvant se consacrer au journalisme d'enquête multiplateforme. L'étude de l'intégration des équipes journalistiques du radiodiffuseur public, réalisée dans le cadre d'une thèse de doctorat, alimente ainsi les débats sur l'impact de la convergence des entreprises médiatiques sur le journalisme.
Freeman	Barbara	3673	"A Public Sense of Ourselves": Canada's LesbiaNews (1988-1998) and its Feminist Agenda."X	LesbiaNews was a monthly, written and produced in Victoria, British Columbia by academic and writer Debby Gregory and a small, dedicated group of lesbian feminists. It was the longest surviving lesbian publication in Canada, devoted to providing news and views on women's political and economic issues, sexuality, maternity, health and social life from a female, same-sex perspective. As such, it was an outstanding example of what Nancy Fraser (1989, 1992) has termed the "counter public" sphere of women's media culture, and was established during the reign of a neo-conservative federal government that refused financial help to any feminist publication that argued for women's freedom of choice over their sexuality. As Maria Dicenzo (2004) has argued, women's alternative media deserve an important place in the historiography of the media, not least because of the contributions they made to the women's movement. Using oral history interviews with Gregory and her associates, critical feminist analysis of LesbiaNews content, and the academic literature on women's alternative media, this paper will explore the shifting meanings of lesbian feminist identity, culture and politics as they were expressed in a local, west coast periodical. LesbiaNews served as a microcosm for ongoing debates in the women's movement, countering mainstream media articles that asserted that "girl-on-girl" sexuality was appealing but that radical feminism was dead. The paper will contribute to my own and others' ongoing research on feminist, "queer" and other alternative media in Canada.

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Fremeth	Howard	3679	Passchendaele as an Entry into Canada's Military-Cultural Memory Network	For a brief period in the fall of 2008, the Canadian media and public galvanized around its first ever cinematic war epic - what some commentators labelled "a Canadianized Saving Private Ryan." In media coverage, this film was reported as a great achievement for actor, writer, director and producer Paul Gross and co-producer Niv Fichman. They succeeded against all odds to raise enough funds to portray an important event in Canadian military history with Hollywood-like production value and visual effects that might engage an otherwise disinterested public. However, under the surface, this cultural achievement would not have been possible without the help of several key allies: state funding bodies, regulatory agencies, the cultural industry, the corporate community, the news media, the military, veterans' associations, history teachers and citizenship groups. This paper examines the production and circulation of Passchendaele in light of a larger research project into Canada's military-cultural memory network. Drawing on Michel Callon's (1986) four steps of translation, this film marks the final step of the formation of this network: mobilization. This network is tracked through a lens on one actor, the Dominion Institute, who acts as an obligatory passage point. Passchendaele is not only indebted to the efforts of this key player in raising funds and publicity, but also it reproduces its discourse on citizenship, memory and the military. At the core of this discourse is the notion that citizenship can be constructed through the transmission of Canada's warrior tradition.
Fresco	Estee	3726	Performing Canadian Cultural Identity: Representations of Gender and Race in the Opening and Closing Ceremonies of the Vancouver 2010 Olympic Games	The Vancouver 2010 Winter Olympics offered Canada the opportunity to construct myths about national identity that it presented both to itself and to the outside world. An analysis of the dominant discourses found in the Opening and Closing Ceremonies of the Olympic Games can provide valuable insight into the questions: how does Canada construct myths about national identity; what role do representations of Aboriginal people and women play in facilitating this construction; and what are the broader social and political implications of the constructions of these myths? In order to address these questions, my paper will conduct a discourse analysis of the Opening and Closing Ceremonies and identify two discourses that emerge from these ceremonies: equality discourse and self-awareness discourse. I will argue that these discourses contribute to a hegemonic process that entrenches the status quo and stalls social progress in Canada. My broader research interests are concerned with the way in which Aboriginal peoples and women have been represented within the context of the Olympic Games in Canada and the implications of this representation on the construction of a national mythology. Although a great deal of scholarship has been written on the way in which Aboriginal peoples and women are represented in the media (see, for example, Green 1993, Harding 2005, Henry and Tator 2002, Kilbourne 1999, McRobbie 2004, and Mulvey 1975) little attention has been paid to the way in which these two groups have been signified in the context of the Olympic Games held in Canada. My research aims to fill this gap.
Fullick	Melonie	3855	Most Excellent Dudes: Gender, Meritocracy, & Media Coverage of the Canada Excellence Research Chairs	In May 2010 the Government of Canada formally announced the results of its competition for the newly created Canada Excellence Research Chairs (CERC), a series of prestigious and well-funded academic appointments. In the days that followed, public reactions from various quarters - particularly from female academics - highlighted and criticised the fact that the winners, recruited from within Canada and also from overseas, were all male and all from STEM (science, technology, engineering and medical) disciplines. This paper provides an analysis of discursive themes in mainstream media coverage about the CERC announcement, focussing on the ways in which these themes reflect long-running disputes about gender and academia - particularly with regards to women's (lack of) participation and success in the sciences. Using critical theoretical approaches to discourse analysis, postsecondary education and science and technology policies, and neo-liberalism and marketisation, I examine a corpus of news articles from Canadian media sources such as the Globe & Mail, The National Post, and Macleans, and press releases from the Government of Canada. In a seemingly dichotomous debate, discourses of neo-liberal meritocracy - strategic, "excellence"-based decision-making within a competitive global market for "talent" - are used to explain and justify the exclusion of women from the highest tiers of STEM research. Concerns about equity are often dismissed as "feminism" and "political correctness", ideologies that threaten to muddy the clear waters of research excellence. This debate demonstrates how the concept of meritocracy is used to undermine critical questions about the culture within which new knowledge is created and shared.
Gasher	Mike	3860	Pro or Con? Positioning Journalism's Audience in an Evolving Mediascape	Through a political-economic lens, this paper interrogates the concept of the news 'prosumer' and assertions about fundamental, democratizing shifts in the relationship between the public and news production. It weighs contentions about 'presumption' against Smythe's notion of the audience commodity, critically re-evaluating the position, the role and the constitution of the contemporary news audience in the context of a mediascape characterized by: media convergence, corporate concentration, hyper-commercialism, flexible specialization and technological change. The paper concludes with a discussion of whether the concept of prosumption renders audience commodification <i>passée</i> or lends it renewed force.
Gibson	Kerri	3776	Mishkeegogamang First Nation Community Members Engage with ICT	Research object/problem/question: Mishkeegogamang First Nation is a rural Ojibway community in Northwestern Ontario. Mishkeegogamang community members of all ages use a wide array of information and communication technologies (ICT) as tools in daily life, and as a means to support individual and community goals. This paper focuses on the positive ways that Mishkeegogamang community members are using technology. Findings/argument or inquiry to be developed: This collaborative paper tells the story of how Mishkeegogamang community members use ICT for community development and in individual daily use, drawing on 17 interviews with community members, and several community member profiles. Community informatics theory will help guide the interpretation of the findings. Method of Analysis: A basic descriptive quantitative analysis is provided, giving information on frequency of use of a wide variety of technologies. Qualitative information from the 17 community member interviews provides insight about the perspectives of community members on the use of ICT in relation to individual and community goals. A broad range of ICT use will be explored, including (but not limited to) the Mishkeegogamang website, the busy yet invisible use of social networking sites, youth and ICT, ICT for health and education, and ICT to support traditional activities. Community member profiles allow the audience to meet some of the technology champions of Mishkeegogamang. Finally, a section on challenges and needs for facilitating ICT use is also provided. Significance of what is proposed in relation to existing scholarship in the field: Mishkeegogamang has collaborated on a rich chronicle of its land and people in the Mishkeegogamang book: The Land, the People, and the Purpose. This paper is a new chapter, documenting how community members use ICT in their daily lives and for community development. There have been no similar past explorations that have addressed this area. In addition, within the broader literature on First Nations in Canada, there have been few to no published accounts of community members' perspectives and uses of ICT. Relationship with the wider research interests of the authors: This study is part of a broader collaborative research project called VideoCom, which explores how remote and rural First Nations are using information and communication technologies for community development. Co-authors: Connie Gray-McKay (Mishkeegogamang First Nation), Susan O'Donnell (National Research Council), and the People of Mishkeegogamang.

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Gobin	Anuradha	3734	Communicating Criminality: Ceremony and Media in Early Modern Public Punishments	This paper explores the role of a range of prominent forms of visual communication employed during the early modern period to record the public punishment of criminals by the state. Capital punishment of criminals were public events that occurred multiple times a year in various European cities, and were well attended, prominently advertised, and considered theatrical and entertaining events. These events were thus recorded in a variety of textual and visual media and widely circulated throughout the population. Regardless of literacy or socio-economic standing, media such as prints, pamphlets and illustrations were easily available, affordable and could be interpreted and understood by all viewers. As such, these visual recordings of criminal punishment, coupled with the ceremonial spectacle that accompanied most capital sentences in early modern Europe, became powerful tools of communicating desired ideologies and messages by authorities. Through consideration of a variety of ethical, political, social and cultural issues raised by the circulation of media that recorded the physical punishment of criminals, this paper will argue that the various modes of communication under discussion should be viewed not only as objective sources of information, but also as objects that perpetuated the punishment of the criminal body even after death. This paper directly engages with the centrality of criminal bodies in the mainstream news cultures of early modern Europe and expands the genre of objects consulted as evidence for the impact of media in both shaping and reflecting the culture of criminality.
Godo	Elizabeth	3678	Foreign News in Canada: Gatekeepers' Perspectives	During the past three years, an international comparative project involving 18 countries has been underway, studying various aspects of foreign news on television. The first phase of the study – a major content analysis of a 4-week sample of national broadcast news – was completed and the Canadian portion of the results reported in 2009 at CCA's Annual Conference. To complement the analysis of news content, the second stage consisted of an identical telephone survey conducted in 12 of the countries to ascertain audiences' perceptions of foreign news. The results of the survey were presented in CCA's 2010 Annual Conference. What remains to complete the cycle of foreign news production, distribution and consumption is to gain insight into the challenges, opportunities and constraints of providing international news in ways that are meaningful to domestic audiences. To fill these gaps, personal interviews were conducted with executives, or gatekeepers at each of the stations in the study; in Canada, CBC and CTV. While past studies of this kind have begun with gatekeeper interviews (Shoemaker & Cohen, 2005), one of the strengths of this study lies in its ability to share the data from the content analysis and audience survey with the gatekeepers themselves, allowing them to respond to and provide an alternative perspective on the findings, as well as highlighting any disparities between gatekeepers' beliefs about foreign news content / audiences and the empirical data. This paper summarizes the Canadian interviews, positioning them within the context of the larger international study.
Goldie	Janis	3892	Culture Clash: Defining Peace and Conflict in a Canadian Context	In 1995, after two years of being constantly plagued and barraged with media attention, legal battles and governmental accusations around the Somalia Affair, the federal government of Canada appointed a commission of inquiry to investigate the events surrounding the scandal as well as the related military institutions. Tackling the largest military scandal in Canadian history, the commission produced thousands of pages of documents, held hundreds of hours of public hearing testimony and ran until it was forced to produce its final report on June 30, 1997. Investigating the discourse within the Somalia Commission of Inquiry reveals many interesting things about the Canadian handling of scandals, identity and norm issues as well as the role of commissions more broadly. This paper investigates one particularly interesting finding – that of the "culture clash' between the military and civilian sides of the discursive arena around the issue of peace and conflict. Utilizing discourse analysis methodology, this paper displays how peace and conflict were constructed in very different ways by those generally associated with a "civilian' perspective (as represented by the commissioners and the lawyers involved) in contrast to a "military' perspective (as represented generally by the military witnesses and bureaucrats). Throughout the commission discourse, differing norm systems are evident as is the significant battle over the definitions of peacekeeping and conflict and the appropriate role of each for Canadians and their military.
Goodrum	Abby	3956	Panel: New Media and the News Media	The news industry is undergoing an historic upheaval, moving from a world where the news was delivered at specific times via discrete sources and genres, to one where the news is continuously updated and remediated across sources and platforms. It has often been argued that digital technologies promise more direct, open and participatory democracies (Negroponte, 1995). However, it has more recently been suggested that they lead to increased audience fragmentation (Tewksbury, 2005). To better understand the consequences of the development and adoption of digital media for news reception and public discourse, the central focus of this panel is to explore how people seek, receive and interpret the news over the timelines of news events in a news environment that includes non-traditional sources and platforms such as news weblogs, social networks and mobile news. This will be specifically examined in terms of how different audiences perceive and use contemporary news sources and news genres, including how they differentially turn from one source or genre to another over the course of a news event. The goal of the panel is to develop an understanding of the different heuristics, tactics and "rhythms" of news reception across different demographic groups. Conjoining the literatures of several fields, this panel proposes to critically examine how new media technologies have transformed the news reception habits of individuals, which will allow for a better understanding of the possible consequences of these technologies for the news industry and public discourse in Canada and around the world. Paper #1: News Seeking Behaviour Online: An Information Science Approach to the Study of News Media Authors: Richard Pope, Abby Goodrum Presenter: Richard Pope Paper #2: Query Analysis and Meme Construction: News Searching, Flows and Evolution Authors: Joey Jakob, Artur Oliva, Abby Goodrum Presenter: Joey Jakob Paper #3: Subjectivity in the Uses of News Genres: User-Generated Topologies of Source and Genre in Online News Authors: Joshua O'Kane, Abby Goodrum, Richard Pope, Elizabeth Godo Presenters: Joshua O'Kane, Elizabeth Godo
Grandy	Karen	3788	Dek and Cover: The framing of female executive profiles in Canadian business magazines	"Ineffectual mentoring, inflexible work hours, or rigid career hierarchies" are just some of the factors cited in a recent Globe and Mail article about the excruciatingly slow increase in the number of women executives in corporate Canada. Male-dominated boards and lack of ambition are also mentioned as possible contributors to the fact that just 6% of CEOs and 13% of board directors at Canada's top 500 companies are women, and that their numbers have increased only 2.8% since 2002. This paper considers the role of another potential contributor to the unbalanced executive status quo: the business press itself, through its coverage and framing of stories about women in business. My study focuses on profile articles of female executives, in 2010, in Canada's three major business magazines: Canadian Business, Financial Post Magazine, and The Globe and Mail's Report on Business Magazine. I examine the percentage of executive profiles of female subjects, the average length of these articles compared to profiles of male executives, and their placement in the issue (e.g. cover stories, prominently featured on the Table of Contents, etc.). Adapting Allan Bell's theory of the structural importance of the lead paragraph in evaluation, I also analyze the discourse of the titles ("heds") and summaries ("deks") to see how the significance and newsworthiness of the profiled female subjects are signalled. My findings should add to both business media research (a still largely unexamined area of media scholarship), and to the burgeoning field of the study of gender in corporate culture.

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Green	Jason	3905	Lethal/Non-lethal Dualism and the Capable-Subject	Since the 1990s the neologism 'non-lethal weapons' has gained traction in professional discourse and an array of military and law enforcement techniques and technologies have been rethought and recategorized according to a lethal/non-lethal dualism. Today this dualism is continually performed and reinforced through decisions concerning the funding, development and deployment of new weapons and training programs. As part of my ongoing dissertation concerning non-lethal weapons and the concept of 'non-lethality', this paper argues that traditional histories of weapons and non-lethal weapons leave under-analyzed the emergence and function of this underlying dualism. Building on the growing body of non-lethal weapons scholarship, my analysis shifts the critical focus from the technological development and application of these innovations to examine the production of 'lethality' and 'non-lethality' as, themselves, historical innovations in how we have come to think and speak about bodily intervention. Using the case study of Robert Dziekanski, whose death at Vancouver International Airport in 2007 raised the public profile of non-lethal weapons in Canada, I discuss how discourses of government, economics, technology and medical science prefigure and perform this dualism such that the living-body becomes reconstituted as a capable-body. Analysis of transcripts from the Braidwood Commissions of Inquiry including expert medical testimony, official statements and responses made by Canadian law enforcement services, and coverage of the Dziekanski case in Canadian popular media, I suggest, moves us closer to a genealogical account of lethal/non-lethal dualism and, ultimately, an understanding of how 'lethality' and 'non-lethality' prepare the subject for new mechanisms of intervention.
Grosswiler	Paul	3672	"The Phaedrus Effect: Writing Already Made Us Stupid"	The media ecology perspective on technology and culture studies patterns of change accompanying the introduction of any new medium. One predictable pattern is responding to a new medium with technological horror; the flip side is responding with the technological sublime. As McLuhan noted in an early example of technological horror, Socrates predicted the introduction of alphabetic writing in ancient Greece would create "forgetfulness in the learners' souls," destroying their memory, and replace truth with the "semblance of truth." Other examples from media ecology history show the same stock response of fear that a new medium will have deleterious psychological and social effects. So, if alphabetic writing did not make us stupid, this paper argues, then why would Google? This paper examines how the introduction of a new medium threatens those accustomed to the old media environment, and urges the need for adjustment. As McLuhan wrote fifty years ago, "electronic technology is within the gates, and we are numb, deaf, blind and mute about its encounter with the Gutenberg technology, on and through which the American way of life was formed I don't approve of the global village. I say we live in it . . . We have to discover new patterns of action, new strategies of survival." Today, that old electronic global village seems comfortable and quaint, while Google, the Internet and digital technologies are "within the gates." We need strategies to adjust in order to survive today's equivalent of writing in Socrates' day, rather than condemning the new media environment.
guilar	joshua	3655	Enhancing a Learning Community through Technology	This article summarizes a case study about building a learning community using technology during a pre-residency. Improving learning communities remains an important objective in distance education. Students need to communicate more with their instructors, the course content, and with each other to create more than a correspondence course, particularly in educational systems which include blended learning and pre-residencies. Such systems present an opportunity for students and for faculty to learn to use technologies that may be new to them. Last year's theme in the online BA program in the School of Communication and Culture at Royal Roads University is that they want more communication and dialogue with each other and with their instructors using technology in pre-residency so we implemented technological interventions. We found through interviews and focus groups that indeed technology helped to build a learning community during pre-residency. The introductory form that used email had the most impact on creating a learning community. Elluminate synchronous conversations about logistics also helped to build a learning community. A video introducing the program was helpful in building a learning community, but students wanted a special video made for their online venue. The existing video named Blended Learning was fun and helpful, but was made by on-campus and not online learners. As this topic is not well researched, grounded theory was used to discover emerging theoretical constructs inherent in statements by participants.
Gutierrez	Christopher	3936	Anxious Politics: New Urbanism in Western Canada	By working across three disparate events – Vancouver's failed attempts to connect its downtown core to neighboring communities with freeways throughout the 20th century, the construction of the Eugenia Building in English Bay in 1990, and the recent election of Naheed Nenshi as the mayor of Calgary – this presentation will consider the ways in which 'Vancouverism', as a model for urban planning that is becoming increasingly popular across Canada, works to relegate political antagonism away from civic politics and pushes questions of identity and difference outward towards both rural space and the national public sphere. Implicit in Vancouverism's call for mixed urban space and denser and more diverse neighborhoods is a type of 'urban ecology', one that positions the city as a naturalized, mythic, and holistic site where differences – between both environment and human, and between people themselves – are increasingly dissolving. Beginning then with the failed freeway projects in Vancouver (the Bartholomew Plan of 1928, the Wilbur Smith Plan of 1964 and the N.D. Lea plan of 1972), this paper will highlight the history of civic activism and antagonism that is masked in ecological myths represented here by the giant oak tree sitting atop the Eugenia building. More than just an environmental trope though, the diminishing role of identity politics within the naturalized city is further demonstrated by press coverage of Naheed Nenshi's recent mayoral victory in Calgary – where the national press was quick to note his position as the first Muslim mayor of a major Canadian city and the municipal press remained conspicuously quiet on this fact. While these marked absences of identity may open up the city as a welcoming space, and Calgarians were more than happy to consider their silence a triumphant form of tolerance, this paper will rather look towards the ways in which the diminution of difference limits political agency amongst city dwellers and simultaneously produces an unseen, affective, anxiety: an anxiety linked to both the privilege of choice and the impossibility of choosing between undifferentiated, and unknown, objects.
Hagerman	Brent	3858	Versioning 2.0: Digital Reggae Production and Participatory Culture	Originating in the 1960s, the Jamaican studio practice known as "versioning," or producing new songs using an existing library of "riddims" or backing tracks, enables artists to create new works that simultaneously pay homage to and deconstruct the past. Versioning allowed studios to save money on professional session bands, arrangers and songwriters and directly shaped how Jamaican music was composed and performed live. This was a pre-digital participatory form of culture because new artists and producers were able to generate new content and personalize their sonic experience by manipulating existing media. Versioning subsequently gave rise to the worldwide phenomena of remixing and dub and has parallels across Black Atlantic sound culture in jazz, calypso, salsa, rap and blues (Hebdige 1987). Based on my ethnographic research among Jamaican music creators, my paper examines the advent of digital reggae production in the 1980s and, following Katz (2010), focuses on how the technology of sound recording profoundly influences music. Even though digital production altered musical tastes, creating a new genre of digital dancehall called "ragga," the reggae industry continues to rely on the pre-digital model of versioning older riddims. I argue that despite digital technology making it faster, easier and cheaper for producers to create their own new riddims, reggae's digital revolution could not sever the industry's reliance on versioning because its participatory nature suited the new digital world characterized by collaboration and the reuse and sharing of content.

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Haltner	Christine	3659	Relationship-oriented citizen participation: Exploring one community liaison committee's role in complex community development	The historical one-way consultation models for citizen participation, such as public hearings and open houses, are increasingly outdated (Brody, Godschalk, & Burby, 2003; Day, 1997; Lando, 2003) by new open government mandates in progressive United States (Brody et al., 2003; Weeks, 2000) and new legislation in the United Kingdom and Australia that call on decision-makers to engage citizens in more horizontal processes. Citizens' capacity to participate effectively and planners' limited resources with which to engage them are often cited as challenges to undertaking more open, deliberative or collaborative approaches (Brown & Keast, 2003; Day, 1997; Melo & Baiocchi, 2006). This recurring explanation, combined with untidy best practices terminology in public consultation literature, indicates the models of consultation are not as problematic as the lack of inquiry into the significance of citizens' personal notions of democratic roles and quality relationships on quality of their engagement and on community development itself. While research in community based networks and information communication technologies suggests virtual communities may be the new forum for community development, the geographic community remains a strong frame of reference for citizens (Pigg & Crank, 2004) as the open government concept gains traction. Contemporary theories of community as socially-dispersed networks, particularly complexity theory, suggest the interaction of diversity creates a communicative flow that can increase integration and thereby develop community (Gilchrist, 2000; Manson, 2001; Singhal, 2008). Complexity theory emphasizes emergent properties and quality of relationships over collective identity in achieving goals. As such, this paper argues that community development is itself a complex system, maintained by the communication between those involved. That communication is underpinned by values and beliefs about the nature of community and the appropriate ways of performing as part of community development work. This paper will present the analysis of a qualitative case study of one community development project, in the hope of contributing to the ongoing discussion of complexity theory's value in understanding human communication systems (Gilchrist, 2000; Innes & Booher, 2000; Manson, 2001; Onyx, Burridge, & Page2009; Singhal, 2008). Triangulating data from interviews with CLC participants, local media coverage of the proposed project, and all the written material supporting the participants' work, the study answers the following research questions: RQ1: What does community development mean to CLC participants and how do they express their roles therein? RQ2: In what ways can complexity theory illuminate the influence of these meanings and communicative actions on community development? In addition to exploring the applicability of complexity theory to community development, this paper will also be shared with the organizations and individuals conducting the case project, in the hope that an analysis of the broader context, infused with participant reflections, will lead to recommendations for their future community development efforts, particularly as they face the same challenges of capacity and resources mentioned in the literature. A thorough review of the analysis with other researchers will
Hamilton	Edward	3974	The automatic student and the robot professor: Technology and the politics of educational reform	This paper offers an alternative take on the politics of technology in higher education. "Online education" emerged in the mid-1990s as a key focus of struggles over the organisation and practice of higher education, the role and function of the university, and the status of knowledge in relation to social and individual development. Evangelistic proponents saw it as a beneficial and inevitable movement in higher education, the result of which will be to align an otherwise anachronistic institution to the knowledge economy (Bates, 2000; Harasim, 1999; NLLI, 1998, 1995). Critics, for their part, accepted this programmatic claim and mounted a critique of an evangelical discourse of online education without really addressing the status of its underlying technologies, coming to the conclusion that technology represented an instrumental force for commodification, commercialisation and deskilling (Aronowitz, 1999; Noble, 2002; Robbins & Webster, 1999). Interestingly, proponents and critics agreed on the nature and essence of online education, arguing only in their evaluations of the outcomes of technological change in the university. The evangelical discourse, in embracing critical claims that seemingly opposed it, was complete. In this paper, I attempt to revive a critical discourse of online education by escaping the polarities of these debates and framing online education as an ambivalent field of sociotechnical practice – an emergent phenomenon whose directions and meaning is relative on the one hand to various possibilities offered by its technical base and on the other to the discursive frameworks within which it becomes actualised as a practice. The critique of online education is thus understood less as a confrontation with educational technology and more as a transposition of the value horizons guiding its development – the appropriation of online education, that is, under the horizon of critical humanistic values. Technology thus becomes a subject, and not merely an object, of critical discourse. The paper outlines three cases in the history of online education that both demonstrate its availability for different kinds of reform programs and re-situate the politics of online education as a politics of educational practice – the development of a paradigm of Computer Assisted Instruction (CAI) in the 1970s, the development of dialogic online education in the 1980s and the emergence of the evangelical discourse of online education in the 1990s. These are discussed not as "phases" of a linear technological development, but as movements that pull online education one way or another in a field of synchronic possibilities. In reviewing the cases, the point is to identify where the politics of technology in contemporary higher education lies and how such a politics operates in relation to university organisation and practice. I summarise each case with reference to "technical codes" (Feenberg, 2002) of online education that emerge from and define them – contingent frameworks through which technical, pedagogical, organisational, and discursive features of online education are articulated in relation to one or another program of educational practice and development. I conclude by sketching three areas of contemporary development at which critical humanistic values might operate not just against educational technology but within its articulation
Hanke	Bob	3814	The University and the Conduct of Pedagogy	This paper starts from Andrew Ross's observation that the university-corporate analogy that has been central to narratives of the university in decline may be unraveling. In part two, building on the notion that the crisis of the university is a crisis of knowledge, I pose the issue of crisis and conjuncture. In the third part, I argue that Bill Reading's seminal work on the "university in ruins" leaves us with a paradox. For Readings, once the university lost its modern role in the constitution of the modern state and citizen-subjects, the university of culture was displaced by a neo-liberal construction of global culture. Yet, most of us would still recognize that national academic cultures have not come to an end. What I propose is a resolution of this paradox. Reading's narrative of the disappearance of the euro-modern concept of culture displaced academic culture as a material practice. I begin with a Foucaultian anti-enlightenment story of the place and operation of higher education. In previous work, I have shown how policy and research culture aims to transform the conduct of academic conduct; here, I focus on the teaching side. Rather than one homogenous mediatized academic world, university-based media are a mix of dominant, residual or emergent technologies. What we mean by "pedagogy" may still refer to the cultivation of the individual intellect, but technoculture reorganizes the academic milieu and accelerated informational culture makes situated, embodied knowledge production between overworked faculty and student-workers more precarious.

Last name	First name	Submission ID	Title	Abstract
Hanke	Bob	3837	The Crisis in Universities Part 1	<p>Panel Organizers: Bob Hanke, Contract Faculty, York University and Alison Hearn, Associate Professor, University of Western Ontario Panel Chair: Jody Berland, Professor, York University</p> <p>These panels focus on the current crisis in universities. This crisis has been precipitated by changing institutional and technological conditions that are due to external and internal forces and pressures in the current historical conjuncture—one marked by financial crisis and growing political instability around the globe. The first panel will describe the historical and structural dimensions of the contemporary university. With a focus on the Canadian context, these papers will bring a range of critical perspectives to bear upon such topics as the role of the public university, academic technoculture and the conduct of pedagogy in the network university, university promotion and audit culture, and faculty unions' communications strategies. This panel is designed to reflect the progress of recent scholarship on the university as well as stimulate discussion and debate about the dynamics of communication, culture, knowledge and power within the contemporary university. Ian Angus's paper provides an historical analysis of the relation of the post-war university to the form of knowledge. In order for the university to function as a site of social reflection, he argues, we need to redefine the university's structure and purpose as well as reinvent the university's link to the enlightenment. Bob Hanke's paper addresses the crisis of knowledge and the paradox generated by Bill Reading's thesis on the disappearance of the university of culture. Drawing on his research into the network university, Hanke proposes that we need to examine how technoculture reorganizes the academic milieu in a way that makes pedagogy more precarious. Alison Hearn's paper examines the parallel processes of university marketing and promotion aimed at external audiences, and internal university bureaucratic processes marked by performance management and on-going audit systems. She argues that the combined effects of these processes foreclose possibilities to re-imagine the university beyond its current neoliberal incarnation. James Compton's paper provides a case study of the University of Western Ontario's collective bargaining process, which only narrowly averted a strike in the fall of 2010. He examines the tension between the collectivist culture of the faculty union and the growing libertarian academic culture, and the problems this creates for communicating solidarity.</p> <p>Ian Angus, Professor, Department of Humanities, Simon Fraser University Title: The End of the Modern University? The paper has three parts. It will begin with a historical contrast between the role of the public university in training, social mobility, research, citizenship and social leadership put into place in Canada after WWII and the contemporary corporate university in which has shrunk to training and research for marketable commodities. This contrast is the basis for the narrative of decline that structures many current accounts of the university. Second, the paper will sketch neo-liberalism as a global socio-economic regime (not just a politics or a policy) in order to analyze the uprooting of institutions from their history that realignment to this regime requires. This poses the issue of whether the university can any longer function as a</p>
Hanke	Bob	3838	The Crisis in Universities Part 2	<p>Panel Organizers: Bob Hanke, Contract Faculty, York University and Alison Hearn, Associate Professor, University of Western Ontario Panel Chair: Alison Hearn, University of Western Ontario</p> <p>These panels focus on the current crisis in universities. This crisis has been precipitated by changing institutional and technological conditions that are due to external and internal forces and pressures in the current historical conjuncture—one marked by growing financial crisis and political instability around the globe. The second panel will focus specifically on possibilities of resistance to the current structural and cultural transformations of the university and on the connections between university struggles and broader struggles of workers and citizens. These papers focus on a range of related issues involved in challenging the neoliberal university, including the current pedagogical structure of graduate education, entrenched racial and class-based exclusionary policies and barriers to graduate student union organizing, new and emerging modes and styles of student activism and coalition building, and identifying possible productive sites of struggle engendered by the 'global university.'</p> <p>Lynne Alexandrova's paper takes current graduate student pedagogy as its theme and offers new ways to think about graduate education beyond the criteria of efficiencies and professional performativity now dominant in the neoliberal university. Lena Palacios' paper examines the ways neoliberal policies work to support already existing forms of elitism, racism and sexism within the university, seriously limiting the ways in which knowledge and learning happen. Focusing on the experiences of McGill graduate students, Palacios examines emerging student led coalitions on campus that are working to challenge these policies. Elise Thorburn's paper employs the autonomist Marxist concept of 'cycles of struggle' to examine the burgeoning student movement in Europe and its connections to larger struggles for social change there. She offers an analysis of how we might adapt their methods of action and analysis to the Canadian setting. Enda Brophy and Myka Tucker-Abramson's paper uses SFU as a case study to examine the crisis in public education in Canada and the creation of productive "moments of encounter" between labour, student and anti-gentrification activists. They detail the ways in which struggles around public higher education and the 'global' university can connect to larger environmental and human rights struggles against corporate influence. Lynne Alexandrova Ph.D. student, OISE, University of Toronto Title: Society's "Concept Leadership" Programs in Self-defeating Mode? As early as Habermas (1969/1971) knowledge in developed societies was diagnosed as no longer being "an end in itself", and Lyotard (1979) predicted the coupling of commercialism with the waning of science's/academia's "grand narrative", and epistemological activity yielding ground to performativity and efficiency. This paper works to identify specific challenges in graduate-level programs in the contemporary university. Graduate program faculty members are being pressured by ever more stringent course enrolment and publications quotas. At the same time, they get no credit for less "visible" one-on-one courses and consultation hours, which are a precondition for</p>
Hannon	Sheila	3822	The Power of Genre	<p>This individual presentation studies newspaper texts through the lens of rhetorical genre theory. While scholars have applied rhetorical genre theory to the study of professional writing in workplaces and academia, little has been done in the area of journalism. By encompassing the dynamic concepts of change and growth, rhetorical genre theory looks beyond form to examine the work or action of a text. My presentation answers whether the news story, headline, and editorial are discrete genres. I report on my case studies of five Canadian newspapers and their coverage of the Halifax Explosion of 1917 and the Blackout of 2003. Through rhetorical analysis, as well as a linguistic analysis based on the work of Robert Hodge and Gunther Kress, I explore if the methods of writing these texts fulfil the goals of each genre. I then examine the texts in their contexts to determine the "social action" each genre accomplishes, to use Carolyn Miller's concept. This study furthers our understanding of genres in the journalistic sphere, their social action, and how they function as an important pillar of democracy. My findings lay the groundwork for studies of other print and online text types such as the review, the commentary, and the blog. Understanding how genre functions in the journalistic world allows us—as teachers and practitioners—and to understand the effects of linguistic choices and to use the power of genre to improve message delivery and better serve readers.</p>

Last name	First name	Submission ID	Title	Abstract
Harvey	Alison	3941	Video Games and Gender	Conceptualizations of masculinity, particularly of hegemonic masculinity, have significantly informed research on video games, as gender has been a central concern for many game scholars and designers. Video games have been conceived of as a site of the production of hegemonic masculinity, comprised of violence, competition, aggression, and the oppression of women (Walkerline, 2007, Sanford and Madill, 2006, Parsons, 2007), and this understanding has led to a focus on the creation of girl-friendly games (Jenkins and Cassell, 2008). Concepts of gender thus are central to discussions of video games, particularly in how the culture and production of this medium construct, produce, and exclude or include certain players through game content, mechanics, marketing, and access. The papers of this panel consider several dimensions of the gendered nature of video game play. Kelly Bergstrom's paper looks at the website reddit.com and forum posts on girl gaming to consider how the position of being a female gamer is understood in that community, particularly in terms of how "girl gamers" are constructed in relation to "gamers". Florence Chee considers gender and gaming from a more international context, providing a cross-cultural perspective on female gamers and gendered access. Alison Harvey reports on the subject positions mothers and daughters must negotiate in the domestic sphere around gameplay practices in light of regulations and discourses that understand gameplay as a masculine domain. The papers in this panel move beyond the textually deterministic call for more girl games to understand video games as technologies (Taylor, 2005) that produce complex and dynamic configurations of intelligible identity and subjectivity, particularly around gender.
Harvey	Alison	3965	Uncomfortable Subjectivities: Gender, Video Games, and Regulation	Part of Video Games and Gender panel submitted by Alison Harvey Youth today live in a changing mediascape, characterized by not only convergent technologies but the convergence of everyday social habits and practices (Livingstone, 2009). However, the ways young people gain access to digital tools of communication, from smartphones to social networking sites to online video games, is in turn constrained and enabled by persistent social structures and subject positions, particularly in terms of gender. Mobilizing the findings from my doctoral study of 25 young people and their parents about technological practices in the home, this paper considers the question of gendered access to game technologies in particular through two mutually constituted forms of regulation: what I call domestic policy and uncomfortable subjectivities. The former refers to practices of surveillance, monitoring, discipline, and rule-setting in the home, while the latter speaks to the ways girls and women find it necessary to negotiate their subject positions as good mothers, girle girls, and tomboys, amongst other identities, around the continued perpetuation of games as masculine territory. Through an exploration of how female players face material and discursive challenges to their participation, this paper problematizes the dichotomous rhetoric of technological anxiety and digital promise in the age of increasingly pervasive new media and communication. Instead of grappling with this persistent narrative, scholars working on game studies, design, and digital culture more broadly need to recognize the dynamic network of factors that shape allowed and problematized identities around technological play.
Hasinoff	Amy	3862	Sexting as media production: An alternative model of digitally mediated sexuality	Adults are struggling to find appropriate responses to sexting; they are blaming the victims of nonconsensual sexting, using harsh child pornography laws on minors, and giving teenagers the counter-productive message to simply abstain from sexting. While some scholars champion girls' media production practices, mainstream discourses since the early 2000s typically portray girls' media production as irresponsible, dangerous, and out-of-control because it involves sexual content. In this paper, I illustrate and challenge the dominant assumptions in mainstream mass media behind some of the major concerns about mediated sexuality by drawing on the scholarly literature that examines the benefits of youth media production and digital social interaction. I examine newspaper articles, TV news programs, US congressional hearings, and legal documents that address girls using digital media for sexual self-expression, whether in the form of cell phone "sexting" or posting photos on social network sites. Any optimism, or even debate and disagreement, about the unique skills and practices that adolescent girls have developed through their use of digital media seems to evaporate when sexual practices are involved, and their technological expertise becomes a worrisome risk. Moving beyond the opposing narratives of utopian optimism and moral panic, I offer a queer feminist alternative interpretation. I argue that educators, lawyers, parents, and digital media researchers should re-conceptualize consensual sexting as a type of media production.
Hearn	Alison	3857	Audit Culture, Performance Management and the intensification of the promotional university	In the summer of 2010, the University of Western Ontario circulated a survey amongst faculty and students in order to "better understand the importance of emotional factors in the decision to attend or support a university". This survey, conducted at a cost of 265,000\$, was considered a necessary precursor to launching a new \$500 million dollar fund raising campaign. This example is of a piece with many other university efforts in branding and marketing around the globe, which have increased dramatically in cost and scope over the past few decades; since the year 2000, for example, the amount of money spent on marketing and communications by colleges and universities in the US has risen by more than 50%. Meanwhile, while marketers work to "tell Western's story" to external audiences, inside the university that "story" is increasingly one of bureaucratic "data management"; audit culture continues unabated in the form of performance management control systems, self-assessments, and other forms of surveillance and monitoring via technologies such as clickers and software like turnitin.com. Beyond their shared genesis in postmodern corporate capitalism, what structural links can we determine between the intensification of externally directed promotional efforts by universities and the internal growth of audit culture and performance management, and what are their combined effects? Borrowing from thinkers such as Massimo De Angelis and David Harvie, Slavoj Zizek, Andrew Wernick and Mark Fisher, this paper will examine these links and their combined role in closing off critical possibilities for thinking, feeling and constituting the university "otherwise."
Hintz	Arne	3911	From Argentina to Iceland " Policy Initiatives for Civil Society Media	Policy initiatives by civil society networks have recently led to radical transformations of existing media legislation. In several countries of Latin America, more transparent and participatory regulatory mechanisms have been created, community media has been legalized there as well as in parts of South Asia and Africa, and the Icelandic Modern Media Initiative aims to facilitate online and investigative journalism. These initiatives transform the policy environment of what I call Civil Society Media — community, alternative and citizens' media that are non-commercial, participatory, and operate on a variety of platforms, from community radio to online activism. Organizations and networks related to these media — and from the World Association of Community Broadcasters to WikiLeaks — have initiated several policy efforts and have advocated for their implementation. In this paper, I will investigate a) how civil society networks have created these initiatives and what strategies they have applied; b) how new laws are changing the policy environment of Civil Society Media; and c) whether these initiatives combine concerns from 'old' and 'new' media platforms, and thereby overcome divisions between policies for, e.g., community radio and online citizen journalism, or whether they remain disconnected. I will focus on initiatives in Argentina, Uruguay, Bangladesh, and Iceland. Research for this paper is based on expert interviews with members of these policy initiatives and draws on results from distinct research projects on media policy change. It will bring together different strands of research that rarely interact — community media, online activism, and policy.

Last name	First name	Submission ID	Title	Abstract
Hodson	Jaigris	3732	Mobilities in Cyber Places	How can we consider our identities to be mobile? And how do we take them with us as we explore what Castells called "spaces of flows" (1996)? Haraway (1991) wrote that by transcending the boundaries between man and machine we can embrace our fragmented selves and move into subjectivities that lie beyond both the binary notions of gender, and the limitations inscribed within those binaries. Drawing on Turkle (1995), Haraway (1991), Hayles (1999), McLuhan (1964), and Castells (1996) this paper will encourage researchers of digital technologies to consider how we all take our bodies with us into online communities. Despite the fact that online communities are often thought of as spaces in which our physical presence takes a back seat to our textual interactions, it is limiting to think that our embodied subjectivities do not influence our performativity in both offline and online interactions. This paper will attempt to open up a new area for methodological consideration by exploring three main points. Firstly it will urge researchers to reflect on a new definition of vitality – one that can apply to both online and offline interaction. Secondly, it will explore the ideas of technologically-mediated embodied experience via a literature review. Finally, it will conclude that by considering online interactions as cyborg interactions, we are better able to contextualize our embodied experiences of these "disembodied" environments, and thus enliven what many think of as lifeless digital worlds.
Hogan	Mél	3750	Going Wayback: Time Travel and the Database	Building upon Wendy Hui Kyong Chun's (2008) concept of the "enduring ephemeral," and Lev Manovich's (2001) "anti-narrative logic of the Web' this presentation outlines the possibilities for time travel through the interface of the world's largest online database, the Internet Archive Wayback Machine (IWM). Together, these concepts form the necessary paradox for engaging theoretically, as well as in practical terms, with the web as archive and the archive of the web. IWM founder, Brewster Kahle claims, archival research online demands that we embrace its dualistic nature: "Whatever the precise figure, and whatever its rate of change, change itself is paradoxically consistent feature of the World Wide Web" (132). This project relies heavily on the IWM as I research online video art archives created in Canada in the early 2000s - all of which became temporarily defunct if not altogether crashed within the following decade. In order to gain access to the repositories in question, I stepped into the IWM - the only archive of the internet - to travel back in time. The IWM is also about the internet's capacity to trigger memory and reside within ever expanding digital storage. Like memory, the IWM is imperfect insofar as it is incomplete and elusive; it preserves only a "skeleton' of a page, hyperlinks are often broken and images replaced by a broken link icons, and for the most part, without cached video, dynamic media, audio, or functioning database. As such, the memory of the internet can be framed as trails of versions and updates, repeated and regenerated, "creating a nonsimultaneous new that confounds the chronological time they also enable" (Chun 2008). This presentation therefore attempts to track the journey and the potential of time travel within the non-linear database. References Wendy Hui Kyong Chun (2008) "The Enduring Ephemeral, or the Future Is a Memory" Critical Inquiry 35 (Autumn 2008) The University of Chicago. Lev Manovich (2001) The Language of New Media MIT Press.
Holmes	Kanina	3930	The Rwanda Initiative: Exploring the dynamics of an international journalism education program	Almost seventeen years after the Rwandan genocide, politicians, analysts and historians continue to devote efforts to understanding the nature of the conflict, its causes, its culprits and how best to heal its wounds. While this is essential work, perhaps the most compelling works looks forward, aimed at preventing such events from ever taking place again. The Rwanda Initiative is an example of a journalism education project that is both practical and proactive. The School of Journalism and Communication at Carleton University, in partnership with the National University of Rwanda, marks the five-year anniversary of the project in 2011. This research paper will reflect on this project by addressing the following questions: Can the Rwanda Initiative be considered a successful example of journalism education and international development? What are the concrete and more subtle impacts derived from the project? This research paper will draw mainly on a selection of blogs of Rwanda Initiative participants posted on the project's web site. The journalists, journalism instructors and students who took part in the Rwandan Initiative were encouraged to reflect on their experiences in the form of personal blog contributions. Given the importance placed on blogs in this project, web posts are analyzed to search for major themes and examples of outcomes in an attempt to determine if the project organizers' stated goals and criteria for success are evident in the actions and perspectives of participants. The project is scrutinized as a potential model for international, cross-cultural journalism education.
Ironstone-Catterall	Penelope	3663	Pan(dem)ic Now: Toward a Critique of Panic in Pandemic Discourse	In my research, I have looked at flu discourse over the last five years with a focus on the interplay between the mundane and the extraordinary, the everyday meanings of the flu and how these articulate with the presumed extraordinary moments of pandemics. Like Pricilla Wald, I have identified regularities in pandemic discourse, regularities that have, I argue, particular consequences for and in the strategies, techniques and practices of governing influenza. The forms these strategies, techniques and practices take tell us a lot about the ways anxiety may be conjured in support of competing and sometimes overlapping claims, serving as the rational support for a variety of interventions into quite varied bodies. These anxieties, which are rhetorically constructed spatially (as anxieties regarding globalization) and temporally (in a recursive structure that points back to the Spanish Flu pandemic of 1918-19 as the indexical pandemic) and in relation to particular identities, serve as the ground for governing the flu. Using the example of print news media reporting on the novel influenza A H1N1 2009 pandemic, I will illustrate several key moments in governing the flu, including, for example, problems of naming the pandemic, debates regarding the WHO's pandemic alert system, and controversies regarding the mass vaccination campaigns in the fall of 2009. In this paper, drawn from the findings of my SSHRC-funded research project "From Seasonal Flu to Pandemic Influenza: The Cultural Life of a Virus," I will map out the ways in which the concept of "panic" was articulated in this slice of pandemic discourse around the so-called Swine flu and address the implications of it for pandemic response.
Jakob	Joey	3817	The Community of the Stranger: A Study of the Rally to Restore Sanity	This paper articulates how a community of the stranger is reinforced by shared political estrangement that surrounds the inconsistent event, The 2010 Rally to Restore Sanity. A mass movement fueled by an ethos of political frustration was not fostered. Rather, a mass moment took place, whereby a community of strangers collectively agreed on political nothingness. The Rally was an apolitical event endemic with apathy regarding political struggle. The Rally presents an accurate and current case of a public created out of an assumed "busy majority', of a public "too busy' for politics. The Rally had mass public support as a media event that was ambiguous and rife with contradictions that created a spectacle, an event that became nothing more than brief and passing entertainment. The approach to this project is of multiple methods, beginning with a grounded theoretical framework, loosely intertwined with an autoethnographic approach. Analysis of particular "moments' of the Rally is done by a Foucauldian discourse analysis to uncover intent in language use, in an attempt to locate the power and knowledge therein. This research further contextualizes the stranger and strangerhood within political, social and cultural climates of neoliberalism. Furthermore, Dayan and Katz' conceptualization of "media events' is updated using analysis of internet sources. This paper is related to my wider research program of reflexively articulating and addressing social responsibilities, ethical representations of marginalized others, as well as interrogating a growing ethos of neoliberally-induced political and social apathies.

Last name	First name	Submission ID	Title	Abstract
Jakob	Joey	3971	Query Analysis and Meme Construction: News Searching, Flows and Evolution	This paper combines the general study of web search and analysis of queries to the specific case of news topics as searched via the internet (Spink, Goodrum & Hurson, 2001). Over time, queries of news – such as those on Google or Yahoo - shape and evolve according to what information is available to the searcher, how the information is processed as compared to information that is deemed invalid or inadequate, and subsequent news posts related to the topic of origin. Query Analysis as a methodology allows researchers to determine characteristics of web searching, providing a quantitative way to look at data in order to determine what searchers' information needs are. Memes, analogous to genes, transmit cultural material; memes have their own evolutionary process whereby they replicate according to a host's ability to pass along the information (Dawkins 1976; Blackmore 1999). Based on the work of Leskovec, Backstrom & Kleinberg (2009), we know that meme-tracking occurs within the news cycle; news topics are culturally passed from one individual or news source to another, by accessing online news information. This creates phrase clusters which can be tracked, drawing out how a news topic can be searched for by using groupings of words from related news stories. By analyzing query data from four major search engines over a period of six years, this study uses specific news events – such as the case of the H5N1 "Bird Flu" virus – to track and examine how changes in queries occur over time and over the development of a major news story, mapping the flows and evolution of individuals' news seeking behaviour and allowing for a better understanding of user needs and behaviour.
Jaya	Peruvemba	3791	Being Canadian: An examination of ethnic identity, multiculturalism and intergenerational communication in "How to be Indie"	Using the theoretical perspectives of ethnic identity theory (Phinney,1990,2000,2003), intergenerational communication (Williams and Nussbaum, 2001) and locating this in the context of multiculturalism in Canada (Bissoondath,1994; Zinga,2006), this paper uses a qualitative content analysis approach (Krippendorf,1980;Weber,1990) to uncover the intergenerational and identity construction issues that are seen in the television serial "How to be Indie". Additionally, the paper attempts to question the meaning of being and becoming Canadian in contemporary Canadian society for youth given the reality of the Canadian immigration experience."How to be Indie" is a television serial whose protagonist is a second generation South Asian Canadian teenager. The show is produced by Heroic Film Company in association with DHX Media and YTV and created by Vera Santamaria Suzanne Bolch and John May. Season one filmed twenty six twenty-five minute episodes premiered in October 2009. This was followed by a second season in late 2010 and there is also a third season slated for summer 2011. The show is a very current and contemporary take on high school life in the Canadian context. Key words: ethnic identity; multiculturalism; intergenerational communication; qualitative content analysis. References: Bissoondath, N. 1994. Selling Illusions: The Cult of Multiculturalism in Canada. Toronto: Penguin Books. Krippendorf, K. 1980. Content Analysis: An Introduction to its Methodology. Beverly Hills, CA: Sage Publications. Phinney, J. S. 1990. Ethnic identity in adolescents and adults: Review of research. Psychological Bulletin, 108, 499-514. Phinney, J. 2000. Ethnic identity. In A. E. Kazdin (Ed.), Encyclopedia of psychology, volume 3. pp. 254-259). New York: Oxford University Press. Phinney, J. 2003. Ethnic identity and acculturation. In K. Chun, P. B. Organista, & G. Marin (Eds.), Acculturation: Advances in theory, measurement, and applied research (pp.63- 81). Washington, DC: American Psychological Association. Weber, R. P. 1990. Basic content analysis, second edition. Newbury Park, CA: Sage Publications. Williams, A & Nussbaum, J.F. 2001. Intergenerational Communication Across the Life Span. NJ: Lawrence Erlbaum Associates Inc. Zinga, D.(Ed.) 2006. Navigating Multiculturalism Negotiating Change. Cambridge Scholars' Press, UK
Jiwani	Yasmin	3845	Consuming the Other, Defining the Self: Exoticism, Criminality and Citizenship	This panel focuses on the mediated consumption of difference paying particular attention to how race and citizenship are configured in popular discourses to legitimize the management, containment and/or neutralization of difference. Specific papers tease out the tropes of colonialism and tropicalism as mediating discourses through which whiteness and claims to citizenship are asserted. Yasmin Jiwani's paper examines the consumption of the Other in Sanctuary, a popular television program. She suggests that the program secures a hierarchy of power and privilege based on anatomical differences between humans and a category of “abnormals.' She demonstrates how racialized bodies and “exotic' cultures become the mediating agents between these two groups. Michelle Aguayo focuses on tropicalism as a lens through which difference is managed and rendered consumable. Through an examination of Kahlua's Delicioso ad campaign, she disentangles how Latina/os are consumed both figuratively and literally in American television advertisements. Isabel Macdonald's paper examines the underside of tropicalism, namely the criminalization of the Latino community through its representation as an invading horde of undocumented, illegal migrants. She discusses the mobilization of this community against this racist propaganda which successfully resulted in the ultimate ouster of Lou Dobbs from CNN in 2009. Constance Carrier-Lafontaine's presentation provides a fitting conclusion to this panel given its focus on the act of consuming seal meat as a symbolic strategy by which citizenship is asserted and patriotism reaffirmed by elites. Yet this celebration of citizenship depends on a hegemonic understanding of ontology that supposes a hyper-separation of human and animal bodies, and that strategically uses the cultures of others to affirm a national identity.
Jiwani	Yasmin	3918	Sanctuary - A State of Exception	Political events are often echoed in public cinema and in the domestic milieu of the home. This paper focuses on how hierarchies of race, gender and the categorization of human are featured on popular television programming. Using Sanctuary, a Canadian science fiction television series, the paper interrogates the ways in which the concept of sanctuary is mobilized and the raced and gender dynamics that underpin the relations of power that inform it. Sanctuary began as a web series and then migrated to television. It has run for four seasons and is currently broadcasted in numerous countries. Globally, the rising numbers of refugees, undocumented workers, and trafficked person that are caught in the various circuits of the global capitalist system have indelibly marked the imaginative terrain of national and international cultural production. Further, the sheer volume of displaced peoples has sparked punitive measures in the receiving countries resulting in the extension of a carceral net that ensnares those without power or those excluded from cultural citizenship. This paper attempts to answer the following: How does Sanctuary as a program speak to the issues of dislocation, exclusion and the incarceration of different bodies? In what ways does the program exoticize, neutralize, contain or criminalize difference? How does the program legitimize or resonate with hegemonic interests? As a genre, science fiction programming allows for a critical examination of contemporary political events and in this case, Sanctuary offers a site where the politics of exclusion, incarceration and temporary or conditional belonging can be explored and interrogated in terms of their collusions and contradictions with the hegemonic order.

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Jiwani	Yasmin	3921	CONSUMING THE OTHER, DEFINING THE SELF: EXOTICISM, CRIMINALITY AND CITIZENSHIP	<p>PANEL ABSTRACT This panel focuses on the mediated consumption of difference paying particular attention to how race and citizenship are configured in popular discourses to legitimize the management, containment and/or neutralization of difference. Specific papers tease out the tropes of colonialism and tropicalism as mediating discourses through which whiteness and claims to citizenship are asserted. Yasmin Jiwani's paper examines the consumption of the Other in Sanctuary, a popular television program. She suggests that the program secures a hierarchy of power and privilege based on anatomical differences between humans and a category of 'abnormals.' She demonstrates how racialized bodies and 'exotic' cultures become the mediating agents between these two groups. Michelle Aguayo focuses on tropicalism as a lens through which difference is managed and rendered consumable. Through an examination of Kahlua's Delicioso ad campaign, she disentangles how Latina/os are consumed both figuratively and literally in American television advertisements. Isabel Macdonald's paper examines the underside of tropicalism, namely the criminalization of the Latino community through its representation as an invading horde of undocumented, illegal migrants. She discusses the mobilization of this community against this racist propaganda which successfully resulted in the ultimate ouster of Lou Dobbs from CNN in 2009. Constance Carrier-Lafontaine's presentation provides a fitting conclusion to this panel given its focus on the act of consuming seal meat as a symbolic strategy by which citizenship is asserted and patriotism reaffirmed by elites. Yet this celebration of citizenship depends on a hegemonic understanding of ontology that supposes a hyper-separation of human and animal bodies, and that strategically uses the cultures of others to affirm a national identity. Yasmin Jiwani Yasmin.jiwani@gmail.com Sanctuary &ndash; A State of Exception Political events are often echoed in public cinema and in the domestic milieu of the home. This paper focuses on how hierarchies of race, gender and the categorization of human are featured on popular television programming. Using Sanctuary, a Canadian science fiction television series, the paper interrogates the ways in which the concept of sanctuary is mobilized and the raced and gender dynamics that underpin the relations of power that inform it. Sanctuary began as a web series and then migrated to television. It has run for four seasons and is currently broadcasted in numerous countries. Globally, the rising numbers of refugees, undocumented workers, and trafficked person that are caught in the various circuits of the global capitalist system have indelibly marked the imaginative terrain of national and international cultural production. Further, the sheer volume of displaced peoples has sparked punitive measures in the receiving countries resulting in the extension of a carceral net that ensnares those without power or those excluded from cultural citizenship. This paper attempts to answer the following: How does Sanctuary as a program speak to the issues of dislocation, exclusion and the incarceration of different bodies? In what ways does the program exoticize, neutralize, contain or criminalize difference? How does the program legitimize or reconstitute with hegemonic interests? As a</p> <p>Keywords: Race and technology, online identities This paper explores the possibilities and failures of interracial dating on popular dating websites. Using Critical Discourse Analysis and Critical Race Theory as the methodological frameworks, it addresses the question: do dating websites create, maintain, or break real-life racial barriers in interracial dating? This paper suggests that the interface and infrastructure of online dating sites can undermine efforts for a more colorblind, democratic approach to romantic relationships. Furthermore, this project offers a meaningful contribution to larger discussions - notably influenced by keynote Lisa Nakamura - on race and technology, online identities, and the politics of categories, In her new book Alone Together, Sherry Turkle (2011) asserts that "technology proposes itself as the architect of our intimacies" (p1). The millions of technological savvy singles who use dating websites in search of relationships is evidence of this. Dating websites tout their services as safe spaces, with carefully screened users, advanced compatibility systems, and endless possibilities. With the latest science and technology at their disposal, these sites offer users the potential of dating differently, of transcending real life interracial, interethnic and intercultural boundaries. This paper challenges the methods of ensuring superior compatibility online: categorizing, sorting, and profiling. Common infrastructure such simple clickable boxes, on one hand, offer the attractive benefits of choice and control; however, they can also return users to regressive dating pools and practices. The rigid categories, strategic to the architect of dating websites, restrict the chances for interracial relationships; dating offline, however, uses categorization which is far more fluid, serendipitous, and consistent with the ideals of a post-racial, colorblind society.</p>
Jonahs	Andrea	3815	The "Simple" Search: Interracial Dating Online	<p>Keywords: Race and technology, online identities This paper explores the possibilities and failures of interracial dating on popular dating websites. Using Critical Discourse Analysis and Critical Race Theory as the methodological frameworks, it addresses the question: do dating websites create, maintain, or break real-life racial barriers in interracial dating? This paper suggests that the interface and infrastructure of online dating sites can undermine efforts for a more colorblind, democratic approach to romantic relationships. Furthermore, this project offers a meaningful contribution to larger discussions - notably influenced by keynote Lisa Nakamura - on race and technology, online identities, and the politics of categories, In her new book Alone Together, Sherry Turkle (2011) asserts that "technology proposes itself as the architect of our intimacies" (p1). The millions of technological savvy singles who use dating websites in search of relationships is evidence of this. Dating websites tout their services as safe spaces, with carefully screened users, advanced compatibility systems, and endless possibilities. With the latest science and technology at their disposal, these sites offer users the potential of dating differently, of transcending real life interracial, interethnic and intercultural boundaries. This paper challenges the methods of ensuring superior compatibility online: categorizing, sorting, and profiling. Common infrastructure such simple clickable boxes, on one hand, offer the attractive benefits of choice and control; however, they can also return users to regressive dating pools and practices. The rigid categories, strategic to the architect of dating websites, restrict the chances for interracial relationships; dating offline, however, uses categorization which is far more fluid, serendipitous, and consistent with the ideals of a post-racial, colorblind society.</p>
Jordan	Randolph	3935	Film Soundtracks as Primary Materials for Soundscape Research in Acoustic Ecology	<p>@font-face { font-family: "Cambria"; }p.MsoNormal, li.MsoNormal, div.MsoNormal { margin: 0cm 0cm 10pt; font-size: 12pt; font-family: "Times New Roman"; }div.Section1 { page: Section1; } To what extent can the soundtracks of</p>
Joseph	Daniel	3944	Fighting for recognition: The importance of America's Army for mass communication and cultural policy in Canada	<p>This paper investigates the Canadian public policy implications of the United States Military's recruitment videogame, America's Army. While the game has been subject to numerous critical investigations in scholarship (Galloway, 2003; Hoglund, 2008; Sample, 2008), it has yet to be addressed through a lens that seeks to explain the possibilities for communication scholars on considering videogames as a form of mass communication on par with telecommunications and broadcasting. Using the history of broadcasting and telecommunication regulation, I note the birth of the modern videogames industry at the end of the institutional Keynesian era. During the height of privatization and deregulation videogames were never subjected to the discussion of public good and public service and thus seem forever doomed to appeal to citizens as only consumers. However, America's Army was released in 2002 following the invasion of Afghanistan with the express goal of addressing, interacting and ultimately recruiting a very specific public &ndash; that of the young American citizen. While on the surface this appears to be a natural progression of propaganda, this type of recognition is important for the medium's acknowledgement as a form of mass communication and public building. The creation of America's Army in a state with no significant protectionist cultural policy to speak of is also intriguing, especially in juxtaposition with the ongoing development of cultural policy in Canada. (Bar & Sandvig, 2008) I argue that the time has come for Canadian policy makers to look beyond the work-fare benefits of the job creation of videogame production and look to the form as a means of cultural representation and public building through serious, persuasive and mainstream games. Methodologically the paper is a component of my thesis, which I approach using critical political economy informed heavily by the work of Vincent Mosco (2009). By asserting that objects are mutually determined and mutually constituted through social processes and relationships critical political economy offers an exciting approach to the study of videogames, especially in the larger context of neoliberal capitalism. By bringing together cultural studies' focus on the importance of subjectivity and personal meaning making with political economy's emphasis on power and value in social structures, critical political economy offers a unifying holistic approach to communication studies. This paper flows from the greater goal of my work accomplished during my Masters, which has focused on highlighting the usefulness of critical political economy to the study of videogames as a whole. I am currently in my second-year of the joint programme in Communication & Culture at Ryerson and York, working on the first draft of my thesis on the implications of videogames for Habermas' (1991) Public Sphere. This particular case study fits into my work as it marks an important historical shift in the interaction of the state with videogames &ndash; especially considering the medium's birth inside the military industrial complex. (Dyer-Witthford & de Peuter, 2009) This shift allows me to illustrate the important connections between videogames as a medium and the interaction of the state and civil society with telecommunications, broadcasting, and now videogames as "public good". Reference: Bar, F.</p>

Last name	First name	Submission ID	Title	Abstract
KAMGA	OSEE	3741	Analyses euro-centriques du paysage sociopolitique africain et leurs failles : comment elles participent de la stratégie chinoise sur le continent noir	(Fait partie du panel: Regards communicationnels : La Chine en Afrique aujourd'hui. Responsable : Boulou Ebanda de B'éri, Professeur agrégé, Département de communication, Université d'Ottawa) Les investissements chinois en Afrique ont augmenté de manière significative au cours de la dernière décennie et la Chine constitue désormais le troisième partenaire commercial de l'Afrique après les USA et la France. Cette avancée dans les rapports commerciaux s'accompagne de diverses formes d'aide que la Chine consent au continent noir: allègement des dettes, prêts sans intérêts, bourses d'étude, formation, envoi de spécialistes… Le succès d'une telle entreprise impériale ne saurait se passer d'une argumentation conséquente. Surtout qu'il s'agit pour les Chinois d'intervenir dans un environnement longtemps dominé et toujours convoité par l'Occident. Les échecs des politiques et stratégies de développement en Afrique ont suscité chez les observateurs occidentaux une critique du paysage sociopolitique africain. Il s'agit, en ce qui nous concerne, de montrer comment les incongruités de cette critique servent l'argumentaire de la Chine dans sa « tranquille » conquête du continent africain.
KARIMA	AOUDIA	3710	Réception des médias arabes transnationaux par les immigrants maghrébins À Montréal : la chaleur du Maghreb au pays de l'hiver	Notre étude vise à appréhender la manière dont le mode de consommation des médias de la culture d'origine par les immigrants nord-africains à Montréal contribue au développement d'une nouvelle forme d'intégration ou encore d'une nouvelle identité, métissée, syncrétique, faite d'apports, à la fois, endogènes et exogènes. Pour mener notre recherche, nous nous sommes appuyée sur la théorie de la réception active dont l'une des principales caractéristiques repose sur le pouvoir décisionnel des récepteurs dans l'événement communicationnel. L'intérêt de cette théorie repose sur sa capacité de tenir compte du contexte psycho-socio-culturel dans lequel se réalise la communication. Sur le terrain, nous avons réalisé deux enquêtes (l'une de type ethnographique et l'autre quantitative). Nous avons ainsi pu constater que les immigrants que nous avons questionnés ne cherchent pas, dans leur majorité, à fuir les médias du pays d'accueil. S'ils se tournent vers les médias de la culture d'origine, c'est avant tout pour s'y retrouver, se ressourcer, ou encore pour prendre l'information à sa source. Nous avons pu comprendre que la consommation des médias peut se faire en français, en anglais, en arabe, ou en berbère. Selon nous, le choix de tel ou tel média ne dépendrait donc pas du facteur « langue ». Car les immigrants maghrébins consomment les médias arabes et se sentent tout aussi concernés par les médias de la société d'accueil. En ce sens, nous pouvons souligner leur volonté ainsi que leur capacité à mettre en place un espace dans lequel se mêlent local et global, un genre de « sphère hybride » les reliant à leurs communautés d'origine tout en leur permettant de s'insérer dans la société d'accueil. Les résultats de nos études soulèvent ainsi l'idée que les médias du pays d'origine engendrent des transformations identitaires. Nous avons pu constater la manière dont nos répondants décrivent et vivent leurs expériences d'immigration au Québec. Leurs discours nous ont révélé de quelle manière leurs raisonnements pratiques découlent de leurs actions quotidiennes. L'immigrant accuse une situation d'interaction avec la société d'accueil ainsi que le sentiment d'être partagé entre deux cultures. Ce tiraillement permet ainsi l'éclosion d'un troisième palier culturel. Dans la perspective de la réception active, nous nous sommes interrogée sur les sens et les significations qui découlent de la réception des médias du pays d'origine mais aussi ceux du pays d'accueil. Nous avons pu constater deux postures. Elles ont trait à la satisfaction tirée des médias ainsi qu'aux besoins des récepteurs. La première réfère à l'information, la connaissance et la compréhension de la société d'accueil et repose sur un usage cognitif. La seconde fait référence au caractère esthétique, au plaisir et à l'émotion retrouvés dans les médias arabes et se fonde sur un usage affectif. De cette façon, les nouvelles formes de délimitation des espaces et des frontières qu'induisent ces technologies, mais aussi les implications sur les vécus sociaux et les représentations identitaires des individus prennent tout leur sens. Elles permettent de souligner l'importance des liens d'appartenance multiples auxquels recourent les individus dans leur relation aux médias et aux technologies de communication.
Khayat	Valerie	3811	Live 8: A Study on the Performance of Citizenship and Propaganda	In western society, large-scale campaigns have been widely used to address social and environmental crises. In recent years, mass media and media convergence have produced within the realm of this phenomenon, a new interactive space in which publics are invited to participate and called upon as citizens. A significant corpus of academic research has studied these occasions through the themes of media rituals, celebrity diplomacy, global policy and "compassion fatigue". This paper is based on the author's MA thesis which used the 2005 Live 8 campaign as a case study combining perspectives on media events, Jacques Ellul's writings on propaganda and a rhetorical analysis in order to understand the techniques, which made Live 8 successful at mobilizing masses all around the world. The study speaks to thought and action in relation to mobilization within a mediated environment for a global humanitarian crisis. Ultimately this research bridges the aspect of performance with citizenship and propaganda, into the question of whether contemporary media events, through their means of mobilization and civic participation, give way to a performance of citizenship.
Killingsworth	Colleen	3934	"Executive Perspectives on Public Relations Management Competencies"	The functions of public relations management representatives have evolved over the past three decades and are "achieving increased stature within the corporation"[1]. The evolution of public relations management has profound implications for professional development programs as public relations professional development programs continue grow in higher education not only in Canada, but worldwide. Understanding the value and importance executives place on a set of public relations management competencies and credentials for communications managers, directors, vice presidents, and chief information officers, is important to the ongoing advancement of the public relations management profession. Scant research exists that looks at the competencies and credentials Canadian executives are requiring of their public relations professionals. The results of an online survey of 436 executives (e.g. general business, human resources, and public relations/communications management) between October 31 and December 20, 2010 help the public relations industry more clearly understand to what degree the skills and competencies identified in the Manager and Leader Pathways levels of the CPRS Pathways to the Profession align with Canadian executive perspectives of the competencies required of their public relations managers and leaders.[1] Arthur W. Page Society, 2007, Authentic Enterprise, p. 7.
Kiloh	Kathy	3717	The Politics of Communication and Transcendence: E. Levinas's "Ethical Language"	This paper presents a critical understanding of the function of "ethical language" within the philosophy of Emmanuel Levinas. Confusion about this concept persists within the secondary literature, and this paper locates the source of that confusion in Levinas's last major text, Otherwise than Being or Beyond Essence. With its resistance to narrative and conceptual synthesis, Levinas's philosophy incorporates multiple, often contradictory meanings in an effort to communicate to its reader that which is beyond the totality of being; the otherwise than being. This diversity of meaning poses a challenge to any reader. I argue that, contrary to some of Levinas's own descriptions, "ethical language" goes beyond an indicative representation of that which cannot be made present to language as it is defined and used within the totality. By communicating various and often contradictory meanings simultaneously, ethical language modulates between what he calls "the said" and the ethical "saying" that motivates and founds all language. It thereby performs a transcendence of the totality in the very moment that it affirms its necessity for social and political life. This transcendence is necessary to Levinas's philosophy, in that it confirms the anarchical origins of subjectivity in an ethical relation of infinite responsibility for the other that transcends the totality; but in its complacent acceptance of totalizing systems, it risks stymieing social change. This problem is compounded in the secondary literature, which often conflates "ethical language" with "saying," effectively idolizing a philosophical strategy that is better understood as anarchic and atheistic.

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king	gretchen	3878	Al-Balad Radio: Exploring Community Media in the Arab Region of the Middle East	Since Al Jazeera launched its news satellite network to the Arab world in 1996, the contribution of the television network within the changing the media landscape in the Middle East has been well documented. This paper seeks to broaden this focus to include community media in the Arab world by answering two questions: 1) Can we broaden this focus on new forms of communication to include the phenomena of Arab community media? 2) Can the English language academic literature on community media address the function and development of community media within the Arab region of the Middle East? This paper situates the English language academic literature on community media within the experiences of Al-Balad Radio 97.9FM, "Voice of the Country and People," the first Arab community radio station, broadcasting from Amman, Jordan. The station is on-air twenty-four hours a day and programming ranges from the cultural, social, and political. All of the programming aired on Al-Balad Radio aims to fill a mandate of being the "voice of the community." So far no academic literature has documented the work of media activists at Al-Balad Radio. This paper will delineate an orientation to community media in the Arab region of the Middle East by applying the work of leading community media scholars (including Ellie Rennie and Kevin Howley) and extending the frames offered by several authors documenting impact of the region's changing media landscape on governments and audiences.
Kjosen	Atle	3825	Outline of a value theory of media	Robert McChesney (2007) said that the notion of communication and media in Marx's political economy has not been systematically teased out in its various manifestations. Although there are several of Marxist media theories, they are, as Nicholas Garnham (1990) and Christian Fuchs (2010) argue fragmented, production centric or dominated by the base-superstructure problematic. Dallas Smythe's' contributions notwithstanding, media and communication is still a blindspot in Marxism. Garnham and Fuchs have called for a systematic treatment of communication in Marx's political economy and argue that the circuit of capital that Marx (1973) discusses in <i>Capital</i> Vol. 2 as a starting point. The purpose of this paper is to outline "a value theory of media' using the circuit of capital as the core analytical concept. I seek to give a systematic analysis of media and communication in Marx by focusing on capital's metamorphosis of forms as it goes through its circulatory process (capital's physical, temporal and spatial moments of capital's circulation). This analysis, however, requires a Marxist definition of media that is specific to the capitalist mode of production. I will therefore propose a typology in which media are categorized according to and can be seen as the extensions of the functions of capital's three particular forms: money-, productive- and commodity-capital. I argue that the general function of media in capitalism is logistical because it enables or accelerates capital's movement through the circuit of capital. Using this approach, phenomena such as ideology, advertising, planned obsolescence and credit can be considered as media. Bibliography Fuchs, C. (2010). <i>Grounding Critical Communication Studies: An Inquiry Into the Communication Theory of Karl Marx</i> . <i>Journal of Communication Inquiry</i> 34(1):15-41. Garnham, N. (1990). <i>Capitalism and Communication: Global Culture and the Economics of Information</i> . London: Sage. Marx, K. (1978). <i>Capital</i> Volume 2. London: Penguin Classics. Mosco, V. (2007). <i>Communication Revolution: Critical Junctures and the Future of Media</i> . New York: The New Press.
Kovacs Burns	Katharina	3780	Mapping Twenty Years of Canadian Newspaper Homelessness Coverage with Key Political, Economic and Social Events	Mass communications research has recognized the media's role in communicating the relative salience of issues such as homelessness to a broad audience. Some studies argue that there is a transfer of agenda from the media to targeted audiences, based on political and other pressures. A hypothesis is that there is a direct relationship or link between political, economic and social pressures and the media's framing of homelessness. A longitudinal study using mixed methods was conducted exploring the hypothesis through a cross-over analysis of media stories on homelessness with actually recorded political, economic, social or other events and factors. Homelessness articles published in six Canadian newspapers between 1987-2007 were searched, extracted using a validated tool, and analyzed using content analysis. An events matrix in Canada from 1985 – 2009 was constructed depicting major political, economic, social or other events related to homelessness around the selected period of newspaper articles. Analysis and cross referencing of media analysis with the events in the matrix resulted in a match between high volumes of specific topic-focused articles on homelessness with specific political, economic or social events. The results from this cross-analysis support the hypothesis. This is significant for those who work with or make decisions on policies or programs for people who are homeless. Further studies are suggested for exploring how those working with people who are homeless can utilize the media to frame issues for policy and other decisions.
Kulkarni	Sneha	3790	Twittering the News: A G20 Case Study	Online communication is undoubtedly changing news cycles, and giving audiences power to participate in the newsgathering and delivery business. However there isn't clear guidance on how useful social media platforms can be for journalists, or how professional values are being upheld in the new media world. Current research portrays the field of journalism as being in a conflicted state, where professional ideologies clash with the growing do-it-yourself culture made possible by the Internet. As a television journalist, I am faced with daily deadlines and am used to resorting to traditional newsgathering methods. However, I question whether I should dedicate more time to research on social media sites. To better understand the type of information being shared online, and to gain insight into the communication goals of citizens and journalists on social media platforms, I am conducting a thematic discourse analysis of Twitter comments from the 2010 G20 protests in Toronto. Hundreds of tweets aggregated through the #G20 hashtag on June 27 and 28, 2010, will serve as the data for this case study, and will help explore how social media impacted the ways in which journalists and citizens experienced and covered this event on Twitter. By identifying emerging patterns in the posts, I plan to analyze the use and acceptance of social media as a news gathering tool. I will look specifically for evidence of journalists trying to set up interviews or gather information for stories, and indications of whether journalists are accepted into the online dialogue as equals or if there is a separation between professional and citizen journalists. This study aims to provide an understanding of how journalists can uphold professional values while adapting their own news gathering skills to compete with the network of information on social media sites. My analysis will take an inductive approach guided by grounded theory, but will also consider long standing gate keeping and media logic theories to help gauge if social media communication is in fact shifting the power structure and hierarchy of mainstream news organizations. In addition to my professional interest in this subject, this study will also fulfill the major research project requirement for my Master of Arts Professional Communication degree with Royal Roads University. Existing new media studies suggest audiences have shifted from being passive viewers to dynamic producers and consumers. I believe greater analysis still needs to be done to understand how Canadian news organizations are connecting with this new audience online, how this is impacting news coverage, and what can be done to improve audience engagement.
kuruc	katarina	3769	Speaking through Silence: Fashion as Communication in Communist Czechoslovakia	Fashion is used as means of symbolic communication: an activity to designate belongingness to a group or subversion from the norm. Furthermore, fashion can be viewed as a cultural phenomenon, "an aesthetic medium for the expression of ideas, desires and beliefs circulating in society" (Wilson, 2003: 9). As a form of visual communication, fashion provides important insights into the ideological, political and cultural landscape of a particular nation. Taking the specific case of communist Czechoslovakia, the notion of fashion as communication is explored. As the sphere of self-expression was distorted by the rules imposed by the communist state, fashion became one of the few means of communication for citizens living in the nation. In this paper, I argue that as a consequence of state intervention into many everyday practices, wearing Western fashion became a political practice. The expression of the self, through the use of contraband Western-made clothing, emerged as a form of political expression and communist subversion.

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Lalancette	Mireille	3754	It takes more than a dress for success. A case study about framing gender and political representations / Il faut plus que le look de l'emploi : une étude de cas À propos du cadrage du genre et des représentations politiques	Cette étude, inscrite dans la lignée des travaux de chercheuses à propos des médias et des femmes politiques, dresse un portrait des représentations des acteurs politiques masculins et féminins et des attentes envers les leaders politiques. Cette communication porte plus spécifiquement sur la personnalisation des pratiques politiques. Celle-ci est souvent présentée, dans la littérature, comme une tendance à privilégier les candidats vedettes, à mettre l'accent sur l'image, la personnalité et la vie privée des acteurs politiques. Nous l'envisageons comme une co-construction politico-médiatique. D'après Corner (2003), les politiciens doivent maintenant performer de façon cohérente et constante sur trois grandes scènes : institutionnelle, populaire et privée. Cette vie privée serait de plus en plus politisée et jouerait un rôle clé dans la construction du persona (leur figure publique) (Van Zoonen 2005) et l'évaluation des acteurs politiques (Langer 2010). À partir d'une analyse des discours médiatiques produits dans le cadre de courses à la chefferie des partis politiques mettant en vedette des candidats masculins et féminins (notamment, Kim Campbell/ Jean Charest, Alexa McDonough/Svend Robinson, Pauline Marois/André Boisclair/Richard Legendre, Stephen Harper/Tony Clement/Belinda Stronach), nous illustrerons comment la personnalisation vient redéfinir les attentes envers les politiciens. En effet, il existe une différence entre les portraits réalisés des hommes et des femmes politiques ainsi que dans leur manière de présenter leur persona. La vie privée est, pour les hommes, un tremplin afin d'illustrer leur intégrité et leur fiabilité, alors que pour les femmes elle est peu utilisée ou est mobilisée par les adversaires pour les évaluer négativement. (English version available on demand)
Landry	Normand	3849	L'abus judiciaire comme symptôme : intersections entre la communication et le droit	Notre discussion devra présenter les conclusions d'une recherche doctorale élaborée autour du concept de poursuite stratégique contre la mobilisation publique (également connu sous son acronyme anglais, « SLAPP »). Elle devra conséquemment aborder cette notion particulière, soulever les difficultés conceptuelles qui y sont inhérentes et présenter les enjeux politiques et théoriques lui étant associés. La SLAPP se veut l'instrumentalisation politique de la procédure judiciaire, essentiellement par les groupes et catégories d'acteurs jouissant d'un capital juridique étendu, afin d'intimider des opposants politiques, de les contraindre au silence ou de les punir pour s'être opposés à leurs activités actuelles ou projets à venir. Elle se veut également une attaque frontale à un système judiciaire qu'elle discrédite par l'exploitation et de ses failles et l'exposition de ces dernières sur la place publique. La SLAPP est conséquemment combattue là où elle sévit. Jusqu'à ce jour, 28 États américains ont adopté des législations contre ce genre de poursuites. Le Québec demeure la seule province canadienne à disposer de dispositions législatives devant les combattre. Or, la SLAPP n'est qu'un symptôme d'un mal plus grand rongant notre corps social et politique. Cette présentation proposera une analyse de la porosité structurelle du système judiciaire libéral aux influences économiques et discutera de la judiciarisation croissante des débats publics.
Langlois	Ganaele	3735	The Emergence of Partisan Blogospheres	This paper focuses on the roles that bloggers, as online political and partisan activists, play in political campaigns, crises, scandals, in addition to relatively quiet periods of political life. Far from trying to define the essential characteristics of a "political blogosphere", this paper argues that blogging cultures arise in relation to specific political and institutional contexts. Using a Canadian case study, this paper analyzes how political bloggers play distinct roles at different political moments: as adjuncts to the mainstream media, as investigative "citizen" journalists during political campaigns, and as online organizers and fundraisers during nomination periods. The paper in turn questions how such political actors have changed the manner in which political communication, media relations, and election campaigning is conducted by political parties and governments. The paper details how political blogging has blurred the role of not only party members and political activists, but also of members of the mainstream media, and elected representatives.
Langlois	Ganaele	3902	Capitalism and Subjective Life: Italian Perspectives	@font-face { font-family: "Cambria"; }p.MsoNormal, li.MsoNormal, div.MsoNormal { margin: 0cm 0cm 0.0001pt; font-size: 12pt; font-family: "Times New Roman"; }div.Section1 { page: Section1; } Chair: Gary Genosko (Associate Professor, Lakehead University)
Langlois	Ganaele	3904	Language and Subjectivation	This paper engages with the works of Virno, Bifo, Lazzarato and Guattari to understand how language can be used as a site of analysis to understand the processes of subjectivation at stake in the neoliberal, post-fordist, semio-capitalist context. The starting premise is that capital, through new communication technologies, has invested heavily in subjective areas of life such as sociality and affect. In contrast to industrial capitalism, which sought to destroy the human psyche, the post-fordist context promotes the integration of previously alienated and resistant dynamics of individual and collective expressions of subjectivity. Language in particular should now be studied as a site of expression of such processes of subjectivation, and should therefore be understood as more than pure linguistic signs uttered by human actors. Rather, language involves not only social power relations, but also technolinguistic processes that create the refrains through which subjectivities are encircled. In so doing, a theoretical shift should be undertaken from a focus on the content of communication to the semio-technical conditions that manage and direct a seeming plurality of exchange.
LeBel	Sabine	3869	Reframing the Digital Divide: Communications Technologies and the Environment	Despite the increasing visibility of problems such as e-waste, the belief that communications technologies are environmentally friendly persists in much popular and academic literature. Using the risk society thesis, this paper proposes to reconsider the relationship between the personal computer and the environment by reframing the concept of the digital divide. The risk society thesis works to theorize how technological culture produces and normalizes the ecological risks associated with the maintenance and production of our technologized world. By contrast, the digital divide is used to describe who has access to the tools of the so-called information revolution, including the internet, and those who do not. Looking at developing countries with respect to communications technologies, the emphasis is usually on the gaps in infrastructure, and notions of being information poor. In this paper, I make connections between conventional definitions of the digital divide which refers to access to information technologies, and those workers and communities more likely to be at risk from the environmental hazards associated with the personal computer. Risk containment strategies mean that environmental risks are unevenly distributed to disadvantaged communities who, very often, are also those who have less access to information technologies. African countries including Ghana and Nigeria have increasingly become destinations of e-waste, as well as, global centres of internet scams. I will examine these relationships of risk by focusing on two examples: the so-called 419 schemes or advance fee schemes associated with Nigeria; and e-waste exported to Ghana in the guise of donations programmes.
Levine	Meredith	3870	Last Words: How do you teach journalism students to write about dying?	Physician and author, Atul Gawande, writes that most doctors are unable to tell their terminal patients that they are dying; unable to talk to patients about death. Given this level of discomfort from the medical profession, what should we expect of journalists when it comes to dealing with death? This is the central question that informs a special topic course on dying that I am teaching this term in the Graduate Journalism Program at Western. And it is but one of many ethical and pedagogical questions emerging from this course. How do I prepare journalism students to interview dying people and their families? Is it possible to prepare them? What is my responsibility to students who experience emotional distress because of this course? There is little in the journalism literature to guide me. Instead, I have turned to the research on nursing students in palliative care rotations, and it is largely shaped by an ethics of care philosophy. The focus on relationship building in this literature raises more questions. Should the relationship between a journalist and a dying subject be any different than with a subject who is healthy? Do students, and by extension journalists, have an obligation to care for these subjects? Should the pending death of their subjects influence editorial decisions around what to include and what to exclude in publication, given that their story will likely be the last version of their subject's life to be made public? These inquiries are shaped by my research of the last few years which has focused on the risk of harms to vulnerable subjects arising from their participation in journalism stories.

Last name	First name	Submission ID	Title	Abstract
Light	Evan	3723	TheA SpectrumA asA LifeA-media	There are things we cannot do without. For most individuals in the developed world, these are things we take note of perhaps most often when we are at risk of losing them and when that loss may mean our disappearance as well. Air, water, food. These are the things that are key to our basic mammalian existence. But what about humans as communicative social beings? What are the means by which we engage in processes of representation and communication? While most people may not even acknowledge its existence, the electromagnetic spectrum is a natural structure upon which these processes are built. Our use of technology that, in turn, utilizes the spectrum, creates and maintains a relationship between humankind and nature and among humankind itself. This paper develops the concept of life-media, a phrase originating in Latin American discourse on water and social development. It proposes that the spectrum is the foundation of all wireless communication and that this form of communication exists on such a scale that it is vital to our collective existence as social beings and draws on ongoing research on spectrum and water policy in Uruguay and Canada.
Lindgren	April	3654	Portrayals of the "other" in Toronto's ethnic news media: A case study of the Chinese-language newspaper Ming Pao	With visible minorities expected to become the visible majority in the Greater Toronto Area (GTA) by 2031, there is a growing interest in the relationships between racialized groups. Ethnic news outlets in the GTA, including 10 daily ethnocultural newspapers and more than 200 smaller publications that appear less frequently, are key players when it comes to shaping newcomers' perceptions of their adopted home in all its diversity. This pilot study moves beyond the dominant paradigm that explores the underrepresentation and misrepresentation of visible minorities in the mainstream media to explore how the "other" is portrayed in the Chinese-language newspaper Ming Pao. The methodology involves evaluating the extent to which Ming Pao's local news coverage complies with Canadian Press Styleguide standards on when and how to mention the religious, ethnic or racial background of individuals in the news. The results suggest the CP standard is not uniformly applied, particularly when it comes to mentions of ethnic/racial background in Ming Pao's crime coverage. The pilot study's methodology, the implications of its results, and suggestions for journalism educators and future research endeavors will be discussed.
Logan	Steven	3810	In the Environment of the Automobile	Much of the research that falls under the new mobilities paradigm came along with a renewed interest (or, rather, sense of urgency) in examining the automobile, the multiple systems that both support it and perpetuate its mass use, and the contradictions that underlie these systems. In the mid-70s, Andre Gorz wrote that mass car ownership negates the very benefits that car ownership promises. My research begins from these contradictions as the basis for understanding automobility. The contradictions of automobility are the result of a specific organization of mobility, dwelling, and nature. For the panel, I am specifically interested in thinking through notions of media as environments in communication theory as a way to address the complexity of automobility's contradictions and the question of resolving them. To both understand the car as both a medium of transportation and communication and to take environment literally and materially, and understand its multiple registers: ecological, social and technological. What then do ecological crises and scarcity, suburban sprawl and congestion, come to mean in such contexts? What can a media ecology offer to the already existing critiques of automobility and the calls for "post-car" systems?
Lohman	Eric	3711	Now and Forever: De Beers Diamond Advertising in the Postfeminist Era	"A Diamond is Forever," the famous De Beers slogan, has been used in one form or another since the late 1940s. Even though the catchphrase has remained relatively constant, De Beers advertising in general has gone through many changes. The ads from the late 1990s and early 2000s are significantly different than those that preceded them; particularly in the ways that gender was represented in their print advertisements, and how these changes can be seen as a response to the second wave feminist movement. De Beers diamond advertising attempted to reconcile feminist criticisms by embracing both women's liberation rhetoric and backlash language, in order to allow diamonds to toy symbolically with issues of gender and patriarchy. In order to continue to sell diamonds, De Beers needed to acknowledge the legitimacy of feminism without compromising their brand image, which was heavily dependent upon conservative gender imagery. Through a textual analysis of print ads, my conclusions are that the diamond becomes a little less about men, and much more about women and femininity. For example, women are encouraged to purchase diamonds for themselves in order to demonstrate their independence and self-sufficiency - and yet De Beers is careful not to jeopardize the connections women hold between diamonds and heterosexual courtship. As a result, De Beers diamond advertising effectively reduced the women's liberation movement to a mere marketing tool.
Longford	Michael	3763	Marconi Towers: Uncovering the Early History of Wireless Telegraphy in Canada	The small community of Marconi Towers, located a few kilometers south of Glace Bay in Cape Breton, is home to what remains of the first commercial transatlantic wireless station established by Guglielmo Marconi and the Marconi Company of Canada in 1907. Linked to its sister station in Clifden, Ireland the Glace Bay Station was the first in what would eventually become a global communications network and a Canadian landmark in the early history of wireless telegraphy and radio. The station remained in operation to the end of the Second World War, after which the property and buildings were sold to Russell Cunningham. To this day, the site is privately owned by the Cunningham family who still occupy the Station Manager's home and maintain what is left of the Condenser House, the only original Marconi station structures left in the world today. This paper will present the research/creation produced for the exhibition, Marconi's Ruins. Through a mix of photography, sculpture, and original artifacts, Michal Longford and Robert Prenovault explore the site and what remains and has been lost of the industrial infrastructure - the condenser house, coal fired generators, towers supporting huge antennae arrays, spark transmitters and banks of vacuum tubes - required to send the pulse of energy translated into the dots and dashes that made up the language invented by Samuel Morse. In its day, the powerful station could be seen and heard for miles around. Today it is silent, hidden from view by the surrounding forest as the remaining structures fall in on themselves slowly deteriorating over time.
Luka	MaryElizabeth	3770	Practical mobility in the arts? mobility models for arts production and dissemination	Digital media technology complicates arts communications practices, including how creativity is funded for media and arts production and dissemination on multiple broadcast platforms for varied audiences. This may generate more opportunities for presentation of creative work, but at what cost and how? This paper probes the "do it with others" ethos of Indiegogo.com and Kickstarter.com, as collaborative mobility practices for multi-sited community and patronage funding dedicated to arts and media production and dissemination that is nonetheless often highly "local". In the tightly financed North American media industry and arts environment, can we map new mobile sources of funding creativity using examples of projects profiled and supported by virtual organizations like Indiegogo and Kickstarter? Such a virtual financing model generates committed, though temporary and contingent, networks of supporters. Similar to the practices of short-term artist residencies or locative art or even the temporary relocation of production crews to places with the best tax credits for television and film financing, perhaps a highly mobile and individuated work force (McRobbie, 2002) with networked funding bases can include some degree of community connection as well as shared interests in programming or artistic content, whether for profit or social good. Minna Tarkka (2010) suggests that research into creative forms of mobility practices specific to "space, place, case (or race)" may illustrate new ways to demand unpaid labour from artists, creators, and crews. Perhaps Indiegogo and Kickstarter work along a more lucrative trajectory for creators involved in generating content for internet, television and mobile device audiences.

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Macdonald	Sonja	3738	Policy(ing) Canadian Alternative Media	Set on the borders of American media empires, Canadian media have often depended heavily on government policy and subsidies for their survival. To a degree, this has also been true of independent and community media or, what are often called "alternative" media. Yet, recent changes in Canadian government policy demonstrate a narrowing of the support and space for alternative media in Canada. Three recent examples of this narrowing of government policy are found in the 2009 changes to financial support for periodicals through the Canada Periodical Fund, the 2010 decision by the federal regulator (the Canadian Radio-Television and Telecommunication Commission) on internet traffic management practices, and the developing policies dealing with the August 2011 transition from analogue to digital television (DTV). This paper considers potential regulatory constraints and opportunities for alternative media in this context. Issues of particular interest are alternative media autonomy from state and corporate influence, the narrowing of spaces available for public/democratic media through policy action, and innovative responses from alternative media supporters and producers to these changes, such as the Canadian Association of Community Television Users and Stations (CACTUS) proposal for new media centres as part of the DTV transition. This paper will contribute to the expanding literature on Canadian alternative media. The issues of policy and Canadian alternative media expand on my previous work, specifically a chapter contribution to the forthcoming (2011) book from UBC Press titled, <i>Alternative Media in Canada</i> edited by K. Kozalanka, P. Mazepa and D. Skinner.
Macdonald	Isabel	3959	Racism & Resistance in the U.S. media: Reflections on the rise and fall of former CNN host Lou Dobbs	This paper explores the contradictions of the U.S. corporate media's relationship with the country's growing Latino and immigrant populations through a case study of the TV career of CNN's former immigrant-bashing host Lou Dobbs. Dobbs's fearmongering against immigrants is analysed as part of a broader trend in US cable news as well as radio that is replacing journalism with inflammatory racist commentary, in which immigrants, and particularly Latino immigrants, are being especially targeted. The paper also examines Dobbs's ultimate ouster from CNN in November 2009, in the wake of a successful campaign by Latino groups. Dobbs's departure is analysed through reflecting on the inherent contradictions of a corporate media system that seeks to both profit from Latinos as news consumers, and simultaneously profit from anti-immigrant scapegoating. The 'Basta Dobbs' campaign hinged crucially on embarrassing CNN with nation-wide protests over Dobbs's record of misleading and fearmongering statements about immigrant communities at a time when the network was seeking to break new ground with these communities through the launch of a new series called "Latino in America."
Macdonald	Isabel	3960	Investigative reporting in the new media landscape	Investigative journalism has long been held as fundamental to the press' role in a democracy. Yet in the context of the dramatic decline of daily newspapers in recent years, scholars such as Robert McChesney argue that it is now "on the endangered species list." This paper argues one of the greatest threats to investigative reporting in the new media landscape is media organizations' failure to invest in journalists.
Macgregor	Alexandra	3812	XOXO, Julia: Privacy, Intimacy and (Micro) Celebrity in the Digital Age	In an increasingly digitized, connected world, anyone can elevate themselves to celebrity status, and social media platforms like Twitter and Facebook facilitate an ever-closer relationship with the subjects of our admiration. Real-time, person-to-person, seemingly unmediated communication with celebrities via these various platforms grant us unprecedented access and insight into the lives of our favourite stars. This presentation will examine the implications of lifecasting with regard to changing notions of privacy, intimacy and fandom within the context of web 2.0, looking in particular at the self-made microcelebrity, Julia Allison (http://julia.nonsociety.com). My presentation is foregrounded by existing scholarship about camgirls, digital intimacy, "reality porn", and feminist theory in film studies. In this presentation I seek to raise questions about the role of ordinary people, in particular women, in creating and maintaining online spaces for non-traditional fandom. This presentation is part of my on-going research into digital celebrity, privacy and social media.
MacLennan	Anne	3833	Official Language Minorities and the CBC: The Case of CBEF	Official languages, official language minorities and their place in Canada radio broadcasting have recently come into question on CBEF in Windsor. This paper explores the role of the Official Language Minorities Commission in the maintenance of official languages within Canadian broadcasting. The case of CBEF in Windsor provides an interesting test case to examine official languages protection afforded within the context of the CBC. The primary regulator of the CBC is currently the CRTC, however, stipulation as to the protection of minority languages falls under the purview of the Official Language Minorities Commission. While the activities of both commissions overlap, the interpretation of their roles and authority has come into question in the case of CBEF. Budgetary constraints in 2009 resulted in programming cuts across the country. Announced on March 25, 2009, they targeted local programming on a national basis. In the case of CBEF Windsor, the cuts had a very direct impact on French-language programming. The swift and overwhelming response to the changes resulted in 786 complaints by the time Graham Fraser, Official Language Minorities Commissioner, compiled the 2009-10 report. Windsor has been one of the historically long-lived French communities within Canada outside of Quebec, but Windsor exemptions due to the proximity to Detroit make situation atypical. This paper will explore the intersection of policy and response to the changes through surveys of the community to discover the role of the CBC within the unique broadcasting environment of Windsor.
MacLeod	Erna	3764	Eighteenth-Century Mapping of Cape Breton Island	This study examines changes occurring in Europe related to printing, cartography, and mapmaking as they played out on Cape Breton Island during the 18th century. I examine Cape Breton maps as one example of the reciprocal relationship between changing ideas and technologies. Changes in Europeans' ability to more accurately map trade routes led to expanded knowledge about the world, particularly about places with strategic or commercial potential. Cape Breton's geographic positioning and abundant cod stocks made the island important to both France and England, particularly after the Treaty of Utrecht (1713) consolidated British territorial claims in the region, leaving France with only Cape Breton and Prince Edward Islands. Cape Breton maps evolved through an exchange of ideas occurring in both Europe and the New World, particularly at Louisbourg because of its pivotal role as a centre for trade and military activity in the Anglo-French competition for control of North America. Additionally, I illuminate how the gradual shift from imaginative to increasingly accurate cartographic representations reveals the blending and balancing of artistic and scientific sensibilities in Europe and the New World. Cape Breton maps illustrate changes occurring in Europe and suggest the global consequences of those changes. Technology and ideology worked hand in hand to reshape the world through the use of increasingly accurate maps to explore and exploit new territory. Concomitant with those changes was the commercial power that European merchants exerted to control geography, communication, and the transmission of ideas that, in conjunction with political power, would shape and control the world.
Madeley	June	3946	Transnational Corporate Convergence and Grassroots Convergence: The case of manga scanlation sites versus the combined corporate efforts of Japanese publishers and their US licensees.	In 2002 there was an enormous expansion in both manga (Japanese comics) titles that were translated for the English-speaking market and in publishers who were engaging in importing this transmedia content. Manga began taking up large amounts of shelf-space not just in small direct-sales comic shops, but also in traditional book stores. This expansion and the associated and growing internet fan activity has led to a growing number of scanlation sites which post translated manga far ahead of the output of the licensees. Small groups of fans take the original manga pages and insert English translations then post the manga to scanlation sites such as mangafox or onemanga. Japanese publishers have long had a rather ambivalent attitude toward the use of copyrighted manga content. In fact the publishing industry actively supports a huge amateur publishing scene which readily uses copyrighted characters and at its largest semi-annual gathering brings more than 500,000 manga fans together to trade and sell amateur publications. However, the attitudes toward copyright are quite different among the US publishers of translated manga. In June of 2010 US and Japanese publishers joined forces to take on the large scanlation sites which has resulted in extensive online debate among fans as well as the removal and/or transformation of a number of popular scanlation sites. This paper will trace the steady move toward transnational corporate convergence between US and Japanese publishers as well as the tensions this has created between fans and the industry.

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MAGGIO	NICOLE	3873	McLuhan's Messenger: The Role of the Artist in the "Global Village"	Marshall McLuhan coined the term "the global village" almost half a century ago. The term still resonates strongly to this day. The effects of the global village cannot be controlled, nor can they be avoided, but they can be understood. When we know how our environment works we can better assess our roles within. McLuhan claims it is the "artist" that serves as "redeemer" for society; it is the artist who creates "anti-environments" which render our own environments visible. Without the artist, mankind will always look backward into the reflection of his own self-manufactured "rear-view mirror." My paper will outline the origins and effects of and address McLuhan's response to the global village. His main concern – the difficulty Western man has in processing the changes of the electronic world and continues to live in the "rear-view mirror" – will be contrasted to his response. Argued by McLuhan, the role of the artist is key to understanding the effects of the global village. Finally, I propose that Marshall McLuhan was not only a brilliant academician, but also a brilliant artist fulfilling the same role as the artists he theorized on.
Magnet	Shoshana	3730	Complicating "Imitopia": Biomimetic Science, Robot-Insects, and Imperial Legacies	Complicating "Imitopia": Biomimetic Science, Robot-Insects, and Imperial Legacies Searching for soldiers that "never sleep and never bleed," the US military is developing tiny electronic planes that combine animals and robots. One such creation, the "talibanator," mixes moths with machines. During the pupal stage, electrodes and a chip are inserted into the moth. Once the moth has matured, it may be remotely controlled and used for military purposes. Robot insects also are proposed for use in surveillance. Neither the stuff of science fiction nor of the future, robotic "bugs" already have been used to listen in on political demonstrations in the US. Researchers assert that within five years it will be possible to attach a bomb to a robotic insect, allowing soldiers to remotely fly it to a military target, and then detonate the insect. Claiming to "let evolution do the thinking for you," biologists are teaming up with engineers in the emerging field of biomimetics to build animal-machines. Imitation of the natural world is the central tenet of robot-animal technological development. Biomimetic scientists regularly assert that "imitation is the sincerest form of flattery," and that mimicry of the natural world will necessarily yield productive and peaceful outcomes. I will draw on the field of feminist science studies to problematize assertions about the utopian possibilities of imitating nature. Feminist science studies critiques an unreflective deification of "the natural," instead showing how rhetoric concerning nature and the natural remain tied to inequality. Examining the development of a robotic fly, and in keeping with the key questions posed by the field of feminist science studies, this project will assess how assumptions about gender, sexuality, race, and class are bound up in the production of this remotely-controlled robotic insect.
Maguire	Miles	3722	Journalists' values and customers' needs: who defines quality?	As part of their ongoing research into ways in which journalists and their publishers understand and assess "quality," the authors will present findings from a longitudinal review and content analysis comparing pivotal contributions to the literature of quality in journalism over the past four decades with equivalent literature on quality control in other industries written over the same period time. Key works on journalism include the contributions of Merrill (1968), Bogart (1989), Gladney (1990, 1996), Lacy and Fico (1990), Kim and Meyer (2005) and Kovach and Rosenstiel (2001, 2007). The roots of quality scholarship as a branch of management theory can be traced to the 1930s, but it was only in the second half of the 20th Century that quality was recognized as more than a narrow engineering discipline. During that time four major figures emerged: Crosby, Deming, Feigenbaum and Juran. Their works can be used to highlight differences between understandings of quality in journalism and elsewhere. One striking difference between concerns the role of "customer satisfaction" in defining quality. Quality theorists have insisted that quality standards should be derived from what customers seek in products and services. By contrast, journalists' criteria of quality tend to be drawn from their own values. In addition to exploring the relationship between customer satisfaction and professional (peer) standards in the evaluation of journalism, the study will also probe the degree to which the relationship between market-specific considerations and universal criteria of quality should be characterized by synergy, tension or a combination of both.
Maguire	Heather	3761	Tracking Victorious: Technologies of visibility in a mobile world	In an increasingly mobile world, questions of location, trackability and visibility are becoming more prevalent. Specific to the shipping industry, the introduction of a variety of new ICTs, including Automatic Identification System (AIS), Electronic Chart Display and Information System (ECDIS) and Voyage Data Recorders (VDR) are quickly reshaping both the material and discursive worlds at sea. Drawing upon interviews and observations from my month-long ethnographic study onboard The Victorious/John J. Carrick, an articulated tug and barge that moves liquid asphalt throughout the Great Lakes – St. Lawrence Seaway system to the east coast of North America, I explore the social dimensions of these new technologies to uncover some of their meanings in an always-mobile environment. While technologies such as AIS and ECDIS make for more efficient and arguably safer voyages, they simultaneously render ships, their crews and cargo remarkably visible and trackable - to each other, to Vessel Traffic Services, to the companies who operate them, and to anyone with access to the internet.
Manjikian	Lalai	3832	Between mobile & immobile realities: refugee claimants' everyday life in Montreal	Refugee claimants, who occupy space as non-citizens in the city, often embody the ambiguities of belonging and inclusivity, as well as of marginalization. This paper will trace fragments of trajectories and experiences linked to everyday life in Montreal for refugee claimants, as they wait for their status to be determined. By charting everyday life routines and the circulation of refugee claimants, I will shed light on how these non-citizens narrate and navigate urban space unfamiliar to them. Fears of deportation, hostile encounters, limited access to resources, and economic hardship are some of the daily realities that refugee claimants face. On the other hand, anonymity in the city, convivial exchanges with citizens, access to certain services and the ability to move around the city, can create instances of inclusion. As refugee claimants embody such complex predicaments, how do they negotiate private and public spaces in the city, as "outsiders"? What are the ways in which they manage to create space for themselves? Informed by in-depth interviews conducted with refugees who once sought asylum in Montreal, I will outline how refugee claimants perceive city space, by integrating their own voices. Based on Michel de Certeau's (1984) theories on spatial practices, as well as Edward Soja's (1996) theories on urban space, I will demonstrate how refugee claimants carve a place for themselves in the city. Also, by adapting Fran Tonkiss' (2005) idea of city and subjectivity, which examines how individuals engage with urban spaces at the level of perception, memory and agency, I will analyze how refugees narrate their own trajectories of mobility and immobility in the city.

Last name	First name	Submission ID	Title	Abstract
Manzerolle	Vincent	3899	Communicative Capacity and Digital Labour: The Blackberry as Technological Artifact	This paper examines the recent technical, symbolic, and political economic transformation of mobile web-enabled media like smartphones. Emphasizing the Blackberry as technological artifact, it examines the conversion of mobile telephony, comprising networks and devices, into a platform technology suitable for extending and intensifying digital labour - that is, the translation of human communicative capacity into digital code - as an interrelated set of social, economic, and legal practices. Dependent upon the condition of ubiquitous connectivity enabled by mobile devices, this process of intensification applies, crucially, to both paid and unpaid forms of digital labour. Thus to use a common neologism, this paper highlights the concept of the 'prosumer' as a digital labourer par excellence; a social subject increasingly articulated in and through the evolution of mobile media from simple transmitters of voice and text into a multimedia platform technology. To clarify, a platform technology refers not only to a specific set of uses, technical capacities, or social values, but also to an evolutionary path in which a new ecology of information is created. This new ecology is one in which the contextual identity of the user - their specific orientation in space and time - becomes an organizing principle for future mobile strategies and policies. A platform in this sense reflects an emerging index of potentiality, and therefore a new medium for developing future uses and applications. Focusing on Research In Motion's Blackberry, this paper situates the evolution of mobile telephony into a ubiquitous platform technology within broader social narratives expressing the empowerment of individual users and the valorization of user-generated content (for example, 'Web 2.0' and 'prosumption'). The shifting identity of the Blackberry therefore tracks the migration and expansion of ubiquitous digital interactivity, in its technical, symbolic, and political economic components, from the relatively closed confines of the corporate-enterprise sphere deep into the very sinews of social life itself. In the context of Research In Motion, this evolutionary process provides a case study in which digital labour is not only a set of multifarious social practices, but a tacit narrative shaping the technical development, marketing, and adoption of these media as indispensable tools of everyday life.
Mason	Corinne	3647	Foreign Aid as Gift: The Canadian Broadcasting Corporation's Response to the Haitian Earthquake	This presentation will explore the racialized construction of Canada as a benevolent nation through the distribution of aid as a 'gift.' By analysing news media reports by the Canadian Broadcasting Corporation (CBC) during the period in which the Canadian government matched citizen donations (January 12 to February 12, 2010), I argue that Canada represents itself as a generous giver, and Haiti as (sometimes ungrateful) receiver of the 'gift.' Understanding the gesture of gift giving as a project of self-construction, I argue that the media representations of Canada giving foreign aid made Haitians hyper-visible as poor, desolate, and violent while simultaneously rendering Canada's imperial project in Haiti invisible.
Massicotte	Claudie	3910	Cinema and the Philosophy of History: the Impossible Space of Trauma and the Failure to See the Past in Michael Haneke's film Caché	Michael Haneke's recent film Caché (2005) narrates the story of two bourgeois Parisians, Georges and Anne, who receive videotapes suggesting that they are being watched. As the film progresses, these videotapes force Georges to revisit his long forgotten childhood cruelties: when he was six years old, he deliberately sabotaged his parents' plan to adopt Majid, the orphaned son of two workers killed by the French police during the pro-Algerian demonstration of October 1961. My presentation will focus on Haneke's treatment of images in Caché, in relation to Cathy Caruth's text "Traumatic Awakenings" and its reflection on trauma as a failure to see the past. Questioning the invisibility of Georges' anonymous observer and the impossible angles from which the images of the latter's videotapes are captured, I propose that Haneke's film offers a reflection on the traumatic past as a haunting presence which cannot be seen (or represented) in an original, designated site. As an inherently belated, inassimilable experience, the traumatic past (in Haneke's film: that of Georges, but also, allegorically, that of the 1961 French massacre of the Algerian demonstrators) exceeds the boundaries of its own reality. Its haunting, or its address to the present, therefore calls for a responsibility which both recognizes and exceeds its specific context. In that sense, I suggest that Haneke's film addresses the theoretical apparatus of philosophy to reframe the understanding of the historical past through the organization of violent cinematographic images.
Mathur	Ayumi	3882	The Troubled Witness: Understanding Settler-Indigenous Relations in the Dwellings of Traumatic Memory	The act of witnessing and what it entails is made ever more complicated by the burdens of a traumatic past. In this paper, I wish to present a personal case study, which explores a return to my childhood home, a place that contains memories of physical violence both in the privacy of our house and in the larger social public of my father's mushroom business. My father owned a mushroom farm in rural southern Alberta for over twenty years. In an otherwise historically European settled area my sisters and I grew up surrounded by families from Vietnam, Cambodia, China, and Japan, that had been hired to work at the mushroom farm. In 2007, just over two years after my father had sold the farm to a Vietnamese Canadian agriculturalist, the business fell into immediate ruin following the tragic accidental death of a Vietnamese man with landed immigrant status, who had recently arrived to serve as the new employer's ground manager. I will explore how personal and public spaces of memory are intimately interwoven. By videotaping my return to the abandoned mushroom farm I wish to demonstrate both the private and public nature of this investigation. Ultimately I argue that in these interstices of existence we may come to have insights regarding settler-Indigenous relations in Canada. In my analysis I will be drawing on Walter Benjamin's notion of the artistic aura, Vivian Sobchack's negotiations between embodied and political memories, and Emmanuel Levinas' articulation of the relationship between the Self and Other.
Matrix	Sidneyeve	3720	"Got Klout? Social Scoring and New Metrics of Influence and Impact on the Social Web"	This is part of Panel Title: Twilebrity: Celebrity and Influence in Online Social Networks #3677 This presentation is an analysis of emerging metrics of relevance for individuals on social web platforms. Klout.com is the key case study, a web service that ranks users' online social success and impact according to how many engaged followers and friends they have, and the frequency with which their status updates are recirculated along the social graph. Social platforms and web popularity, or "twilebrity," are controversial measures of individuals' importance and influence, often dismissed as a popularity contest, yet still quickly mainstreaming. This study will examine the debates and the conversations around web networking, social e-presence, virtual celebrity, and online friendships. Using an analytic framework borrowed from literature in impression management and network theory, I will argue that in the age of Facebook and Google, social "reach" and skill in online community management are emergent forms of social capital essential to thought leadership. From government offices to Hollywood sets, from higher ed lecture halls to publishers' bestseller lists, social scoring matters in the computation of an individuals' "digital IQ" and "personal brand." The next generation of web-powered celebrity will be constructed with tools of social connectivity and multimedia communication, and this presentation will highlight trends indicative of this cultural shift. I will demonstrate that social scoring is not just a concern for entertainers, politicians, and public figures however, by pointing to trends in social recruiting and HR 2.0---online screening designed to attract "top talent" via Facebook, LinkedIn, and Twitter.
McAllister	Kirsten	3964	Spaces of Exclusion: Critical Art and Visualizing the Presence of Unwanted Bodies	This paper is concerned with the spaces of exclusion within national territories where asylum seekers are segregated from the rest of the population, for example, through legal mechanisms and systems of surveillance that reduce their ability to integrate with the resident population (Pratt 2005). But rather than simply examining how asylum seekers are excluded from the nation's social body and reduced to "bare life" (Agamben 1998; Walters 2008) or the "waste of globalization" (Bauman 2004) the paper seeks to examine how art practices visualize the manner in which people seeking asylum inhabit and transform these spaces. The paper will focus on art practices that give testimony to the bodies in -- or the bodies that have been removed from these spaces that focus on the temporal nature of their presence, looking at the variety of ways art projects mark the absence of those who have been deported, the traumatic losses their bodies carry from their homelands to the countries where they seek asylum as well as the transformations to the marginal zones where they are forced to live while they wait for their claims to be assessed (Rotter forthcoming). While this paper draws primarily on recent art projects and exhibits in Scotland, whether by Iseult Timmermans or GoMA (the Gallery of Modern Art), it will also consider Canadian examples dealing with the persecution racialized subjects. The paper will focus on theorizing critical art practices that visualize the spaces of exclusion which asylum seekers and other racialized subjects temporarily occupy.

Last name	First name	Submission ID	Title	Abstract
McCutcheon	Mark	3945	For the record, the DJ is a critic	This paper counters popular and romantic representations of the disc jockey (DJ)--as author (Herman 22), rock star (Reynolds 275), or even shaman (Hutson 32)--by arguing that the DJ is better understood as a critic. Building on analyses by Simon Reynolds, and Bill Brewster and Frank Broughton, as well as my own DJ practice and teaching, this paper reads in the appropriative and improvised modes of DJ practice a trans-media mode of critique, with ancient literary precedents, now deployed to criticize musical form, media culture, and social issues. The paper theorizes the main criteria of DJ technique--playback, mixing, remixing, sampling, cueing, and amplification--as processes of evaluative selection and judicious organization that represent a Foucauldian model of commentary and critique (see Foucault 56-58). DJ Z-Trip's <i>Uneasy Listening</i> (1999) offers an exemplary case of formal and social critique in DJ practice: this set's iconoclastic mix of artists as different as Run DMC, Madonna, and Glen Campbell criticizes the very principle of music genre as a means of racialized and gender-coded social segregation. Z-Trip's recent performances have become emphatically political: from the 2003 Anti-War mix, to 2008 work for the Obama campaign. The paper closes with contextual reflections: on the Romantic ideology that has privileged artistry and mysticism as hegemonic figures for interpreting popular cultural forms; and on the cultural economic crises posed by DJ practice for intellectual property institutions, whose perennial repressions of it have only helped to sharpen its critical edge. Works Cited Brewster, Bill and Frank Broughton. Last Night a DJ Saved My Life: The History of the Disc Jockey. 2nd ed. London: Hodder Headline, 2006. DJ Z-Trip [Zach Sciacca]. Party for Change. 2008 <http://www.djztrip.com/obama/index.html>. ---. Uneasy Listening. 2001 <http://www.djztrip.com/downloads.html>. Foucault, Michel. "The Order of Discourse." <i>Untying the Text</i> . Ed. Robert Young. Trans. Ian McLeod. London: Routledge, 1981. 48-78. Herman, Bill D. "Scratching Out Authorship: Representations of the Electronic Music DJ at the Turn of the 21st Century." <i>Popular Communication</i> 4.1 (2006): 21-38. Hutson, Scott. "The Rave: Spiritual Healing in Modern Western Subcultures." <i>Anthropological Quarterly</i> 73.1 (2000): 35-49. Reynolds, Simon. <i>Generation Ecstasy: Into the World of Techno and Rave Culture</i> . New York: Little, Brown & Company, 1998.
McKelvey	Fenwick	3755	Inception Point: Questioning Internet Time	Strangers doze mid flight as a van plunges into a river as an elevator tumbles down its shaft as a winter fortress explodes as an imagined city dissolves – all these dreams collide at the climax of the film <i>Inception</i> . The film's narrative moves between these simultaneous dreams, each with their own time. <i>Inception</i> offers an analogy to unravel the multiple temporalities woven together as the Internet. The Net stitches multiple times together as it stitches together multiple media. Internet users stream videos in real-time, but also share files over long periods of time using peer-to-peer. The temporalities of media above differ in how they economize time. Media create and repeat senses of time. These senses produce and re-produce value. In doing so, they create temporal economies. While temporal economies have tremendous value, they also conflict once brought into contact. For example, the early computer networks that focused on real-time defense chafed with academic time-sharing computer networks. Where real-time networks created value by synchronizing complex and diverse systems, time-sharing systems worked to permit asynchronous usage by its students. Media studies offers a lens to understand the specific times of these media. The paper, then, applies these insights to understand the role of temporal economies in the political economy of the Internet. By exploring various temporal economies online, the paper offers a means to understand the tensions latent in the inception of the Internet which, in turn, help evaluate the network management policies proposed for its governance.
McKinney	Caitlin	3808	"It Gets Better," promised the Internet: online information flows and sexual minority political movements	Launched in 2010 in response to a perceived increase in suicides among gay and lesbian teenagers in the United States, the "It Gets Better" video project is an archive of online videos in which sexual minority adults address queer and questioning young people. The project's specific political mandate is to show marginalized youth, by example, that "if they can just get through their teen years…it will get better." Viewers of the project have critiqued its exclusions based on class, race, gender and its urban values regarding visibility; however, a fulsome critical analysis of the project must also be situated in a broader understanding of the relationship between online communication technologies and political movements under late capitalism. Using methods of discourse analysis and theories of network politics, this paper argues that the mandate and videos archived through "It Gets Better" construct online information flows as instrumental in mainstream, rights-based gay and lesbian political movements. In this equation, better access to more information acts as a "magic bullet" solution to structural issues of marginalization and violence. This research brings together work in queer studies that has theorized a dehistoricizing, rights-based turn in sexual minority politics (David Eng, Lisa Duggan), and scholarship in media studies that considers the "Net Generation" thesis in the context of queer youth (Mary Bryson, Mary Gray). The paper presents preliminary research from the author's PhD research, which investigates the ways in which network information technologies shape postwar sexual minority political movements in the United States and Canada.
McLean	James	3787	Not Just Drunks and Rapsallions: The Other Faces of the Montreal Press Club	The role of the press club in Canada remains virtually unexamined. This is partly because of the reputation of these once ubiquitous organizations as exclusive after-hours watering holes for journalists, but also because traditional press clubs quickly and quietly exited the media landscape before much of their work could be documented by scholars. This paper takes the position that press clubs, in their heyday, were vital centres of influence: places where powerful and influential interests were invited to share space and conversation with reporters. They were places where ranges of representation were hammered out for inclusion in newspaper (and later radio and television news) accounts. This hypothesis is based on a preliminary study of the archive of the Montreal Press Club, now in possession of the Department of Journalism at Concordia University. The archive comprises a full range of materials from photographs to front pages of newspapers to the minutes of executive meetings from the 1950s forward. In and of themselves the minutes represent a map of the internal discussions of an organization that at one point could count former governors-general among its honorary membership, and at another juncture heavily resisted the entry of female journalists into full club membership. In between are snippets of everyday routine that acknowledge the comings and goings of average people, visiting dignitaries, and local luminaries such as Mordecai Richler. This paper opens the door to a broader study of Canadian press clubs. It seeks to understand their rise and general decline and to capture their substantial and generally unsung contribution to the creation of contemporary Canadian media culture.
McMahon	Rob	3785	Digital Divides and the 'First Mile': Framing First Nations Broadband Development in Canada	This paper situates the findings of a recently completed national research project on rural and remote First Nations and Inuit broadband development in Canada (McMahon et al, 2010) in the theoretical framework of Community Informatics. The project combined a literature review and interviews with 23 individuals involved in First Nations and Inuit broadband development, with a participatory research process involving partners with several First Nations organizations. To date there has been relatively little attention paid to the ways that First Nations and Inuit communities are developing and using broadband technologies, despite many examples of community-designed, administered, and in some cases, owned, broadband projects (exceptions include Fiser, 2010; Mignone & Henley, 2009; O'Donnell et al, 2010). Many of these projects succeeded in spite of challenges including: limited, short-term government funding and a lack of private-sector economic incentives for network development and administration; limited access to and amounts of bandwidth; and a lack of local capacity in network management. As described by proponents of Community Informatics, broadband networks and information and communication technologies (ICTs) are linked to innovation and cultural, economic and community development (Gurstein, 2000). This paper considers how First Nations and Inuit communities and their partners are developing and using broadband technologies to support “digital' self-determination (McMahon, forthcoming). This involves their efforts to re-frame ICT development and use at the “First mile' to build and support a local infrastructure capable of enabling broader community development goals. Co-authors: Dr. Richard Smith; Dr. Susan O'Donnell; Brian Walmark; Jason Woodman Simmonds

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McNally	Michael	3841	Supporting Alternative Incentives Mechanisms for Digital Content: A Comparison of Canadian and US Policy	This paper compares the Government of Canada's copyright focused approach for encouraging the production of digital content with the U.S. Government's adoption of a range of incentive systems for the production of content through a content analysis of government policy papers. The first part of the paper examines Canadian policy outlined in the Improving Canada's Digital Advantage consultation paper and the proposed amendments to the Copyright Act (Bill C-32). The paper argues the government is overly reliant on copyright to encourage the production of creative digital content. Though Bill C-32 would expand the definition of fair dealing and create a user generated content exception, the effectiveness of these measures is severely limited by through the proposed protections for technological protection measures. The second part of the paper examines innovative alternatives to copyright that are being promoted by the U.S. government. The Obama Administration's Open Government Directive not only provides citizens with access to government data, but also calls on federal departments to use prizes to encourage innovative uses of the data. The U.S. National Institutes of Health has taken a leading role in promoting open access publication of research funded with federal monies by requiring deposit of publications resulting from research in the open access repository PubMed Central. The paper concludes by positing that Canada's digital economy strategy would be strengthened by providing federal support for alternatives to intellectual property such as open data and open access and lessening the focus on copyright as an incentive digital content production.
Mickiewicz	Paulina	3752	Knowledge Experiments: Technology and the Library	In April of 2005, the Grande Bibliothèque du Québec opened in Montreal, a library project of unprecedented scale in the city. The Grande Bibliothèque project unfolded during a significant moment in the cultural history of Quebec, in which contemporary technological changes were and are still exerting transformative pressures on traditional models of the library. These same technologies have come to play an increasingly important role in the formation, circulation and reproduction of cultural practices and identities more broadly. This paper seeks to focus on the programming and technologies of the Grande Bibliothèque. One of the main reasons for the creation of the Grande Bibliothèque was to offer Montreal citizens a public library that was capable of not only hosting and managing emergent media technologies but that would provide free and equal access to these new media. In addition to being a highly digitized and networked facility, the Grande Bibliothèque is also a site that offers the most advanced methods of storage, search and retrieval of a multiplicity of collections, be they referential, digital or archival. This paper will serve to explore the so-called "technologization" of the traditional library, how this has transformed the ways in which we use and understand the library as a public space as well as what this may mean for the future of libraries, and how well equipped the Grande Bibliothèque is in adapting to the constant flow of newer and faster technologies.
Middleton	Catherine	3951	Seeing the Forest for the Trees: The Need for Broadband Policy in Canada	As this abstract is submitted, public anger is growing over a CRTC decision (CRTC 2011-44) to allow wholesale broadband providers to impose usage-based billing (UBB) on their customers. A campaign led by OpenMedia.ca (http://openmedia.ca/meter) has been successful in convincing Canadians that this policy will result in severe limits to their internet use and vastly increased internet access fees. While this will be the case for some Canadians, in the short term there will be no impact on the vast majority of internet users in Canada who do not watch TV online or download large volumes of data. It is likely though that enormous effort will go into trying to overturn this policy, without broader consideration for, or understanding of the real challenges in improving broadband infrastructure in Canada. The dispute over UBB focuses on access to existing DSL and cable infrastructure while governments around the world are implementing plans to abandon this infrastructure in favour of 'next generation' fibre broadband networks. The development of 'nextgen' broadband infrastructure in Canada has been stalled by a lack of competition in the industry, enabled in part by unclear policy objectives for broadband development. This paper will discuss the reasons for transitioning to nextgen networks, and identify policy issues that must be addressed to ensure that Canadians have reliable broadband infrastructure, offered on a competitive basis, to enable us to participate in a digital society without restrictions. This paper contributes to scholarship on communications policy in Canada, and builds on the author's extensive work in this area.
Moldes	Marcos	3847	Public Policy, Affect, and the Regulation of 2nd Generation Canadians	** Please note: This paper is part of the panel: "Threats to the Nation: Canadian policy and the regulation of citizens." ** Increasingly theories of affect are being linked to biopolitics in order to examine how populations have been marked either as valuable or valueless. Perhaps not surprisingly these determinations have replicated pre-existing inequalities on marginalized communities on the basis gender, ethnicity, race, sexuality, class and nation. Like older models of discipline and governmentality new biopolitical frameworks have remained concerned with unruly bodies and their affects both of which cannot be contained within simplistic categories of identity. The relationship between these two fields allows us to see how the intensified control over biological life on the part of the state has had impacts on the body at the affective level. Affect is becoming a source of interest for the state: policy documents and government research is increasingly focusing on the affects of bodies. Feelings of displacement, isolation and alienation, for example, are perceived potential threats to security and national unity that need to be managed and contained. The migrant, the queer, the feminist with their unruly bodies that do not or can not conform become sites of potential disruption and unrest: they are bodies that must be contained and integrated or ejected. Drawing on the Canadian Policy Research Initiative's Multicultural Diversity in 21st Century Canada this paper will examine the relationship between public policy and affect. I argue that policy is not merely managing affects but is affective in its attempt at harnessing and integrating bodies within the biopolitical framework of the nation-state.
Molyneux	Heather	2715	Communicating Health Information with Online Videos	Videos can create learning communities, increase communication richness, empower users and encourage identity formation. Online sites like YouTube share both professionally-produced videos and user-generated videos. Low-budget user-generated videos could offer new opportunities for promotion and awareness of health issues. Our study explores how a broad spectrum of people living in a small Canadian city engages with online videos for health information. A sample of adults who watch online videos participated in a survey with multi-media content. The study focus was to determine if they were seeking health information via online videos and to assess their responses to online videos on mental health issues. While 44% of participants never or rarely watched online videos containing health information, 90% believed that viewing short videos online produced by health professionals is a good way for people to access information about health. Participants then viewed, in random order, two short videos on mental health posted on YouTube— one user-generated, and the other professionally-developed by a mental health organization. After viewing the videos, participants reported high levels of interest and learning, being influenced by the video, and acceptance for the use of online video for increasing their awareness and knowledge of health information. Our results suggest that both short user-generated and professional online videos are potentially of interest to a wide range of people and are an influential medium of health information that can positively influence the viewers' awareness, interest and learning on health issues.

Last name	First name	Submission ID	Title	Abstract
Moniz	Tracy	3691	Women in the Margins: Comparative Media Representations of Women's Labour in the Canadian Press, 1939-1945	During the Second World War, women's participation in the Canadian labour force more than doubled in size and so became an 'issue' for discussion in the public sphere. Yet it appears that there were marked differences between newspaper coverage: where the 'women's pages' focused almost exclusively on volunteer and domestic labour, women's wage labour was front and centre in the male-dominated commercial editorials and in the working-class labour press. Through a comparative content analysis, this paper contrasts the representation of women's labour in Canada's largest city, as published during the war in (the daily) Toronto Star and (the bi-monthly) Labour Leader, to identify how gendered roles were constructed and negotiated. Using a stratified random sample methodology, the paper compares the sort of media coverage (women's pages and editorials), with the type of newspaper (commercial and alternative press), with the gender of the journalist writing about women's labour, to identify correlations and differences among and between them. In doing so, the paper considers the theoretical and methodological issues involved in the historical study of media representations of women regarding the media source, including the gender of the journalist, the placement in the paper, and the type of media accessed by scholars. The paper also seeks to contribute to feminist media and media history scholarship in that it offers a way of thinking of women's history beyond dominant constructions of the consumer or domestic, as primarily represented in commercial media, to understand women's wage labour as a provocation to such historical divisions.
Moore	Paul	3827	Mixed Signals: the indistinct form of Radio-newspaper pages and Newspaper-radio broadcasts in 1922	With the widespread licensing and commercial broadcasting of radio in North America in 1922, newspapers promptly featured relevant content - many newspapers even created and operated their own radio stations as a form of diversification and cross-promotion. Yet, especially in the first months of radio-news and news-radio, newspaper editors apparently struggled to grasp what cultural authority radio would have. Some newspaper-owned stations aimed for highbrow tastes by broadcasting operatic or symphonic concerts, others more quickly cast their lot with popular music and comedic sketches. Even more than programming, the editorial content of radio pages in weekend newspapers demonstrates the range of cultural distinction open to the emergent broadcast medium. One paper, one weekend, flattering ladies' cultural aspirations with attention to classical musicians, the next amusing children with a contest or give-away, and yet again appealing to men's technological know-how with continued focus on the appliance's electrical engineering. Considered altogether this gendered and inter-generational bridging across the brows illustrates how the radio - as a domestic appliance - was part of creating an indistinct middlebrow space of cultural consumption: the family at leisure. The new community of radio listeners soon resembled the mass readership of weekend newspapers, each member of the family addressed within a single form but in sequence, with latitude to select which program to listen to, as if selecting which section of the Sunday paper to read. Grounding the emergence of radio's middlebrow amusement in newspaper forms and leisure reading defines broadcasting within an initially intermedial cultural series, as opposed to an alternative lineage from amateur or military wireless that comes with a strictly practical or technological focus. In adding variety and flow to the sequential address of distinct audiences, radio's middlebrow domesticity can be seen as a reassemblage of the weekend newspaper reading.
Morris	Jeremy	3658	You Can Patent That? Technology and the Business of Patents	Business method patents (BMPs) are a special class of patents that allow companies to assert ownership over technologies and the ways in which those technologies are put to use. Relatively rare before the 1990s, BMPs flourished during the high tech boom at the end of the millennium. Amazon's one-click-to-purchase patent, Priceline's "name your own price" reverse auction system, and SightSound's patents around the digital downloading of audio and video are all examples of companies that argued that certain combinations of software and Internet use were proprietary parts of their business, no matter how broad the practices they claimed the patents covered. Ostensibly designed to foster and protect innovation, BMPs act as a quiet quest for control over information and cultural practices. They are prime examples of how certain actors use moments of technological change to secure economic and cultural advantages through law and regulation. As an increasing variety of cultural goods (e.g. books, music, film) migrate into digital formats, BMPs have significant implications for the circulation and use of these digital commodities. The rise and proliferation of this class of patent offers an opportune moment to reflect upon what is at stake during the digitization of culture. Accordingly, this paper presents a case study of Amazon.ca's attempt to patent the company's "one-click" technology in Canada. Approved in the U.S., the one-click patent has been at the center of a 12-year legal battle in this country. The Amazon case thus reveals differences in Canadian and U.S. patent law and it highlights how - compared to physical goods - the ways in which digital goods are governed by law, by commerce, and by technology affect how culture circulates.
Morris	Martin	3775	On the communicative power of 'something greater' in music	In A Secular Age, Charles Taylor notes an important affinity between religious festivals and events of a clearly "nonreligious" festive character. He cites rock concerts and raves as examples of such nonreligious festivals. One may readily see the community-affirming nature of the religious festival reflected in the rock concert. Taylor, however, goes further and observes that these kinds of experiences also transcend the everyday and bring participants into contact with "something beyond," the awareness of an unperceived presence that cannot be fully derived from or subsumed under the empirically observable relations that the festival enacts, but he does not offer an explanation. In this paper, I would like to offer the beginnings of an explanation of this continuing communicative power of music listening and the rock concert to connect with "something greater," although my critical perspective is different from Taylor's. I want to focus on Adorno's analysis of the social imaginary in music experience and the connection this has with what I argue we must recognize as the sublime. I will contrast the political-economic context of Fordism in which Adorno's sociology of music is to be understood with that of the context of post-Fordism or postmodernity. Such a comparison is necessary to clarify Adorno's contribution and to register the transformed conditions that constitute music listening and the rock concert today. This leads to a critical consideration of the music sociology of Tia DeNora, who seeks to address limitations in Adorno's approach and provide new methodological means to advance one of his central claims, namely, that music operates as a social force. I contest this post-Adorno sociology of music's analysis because it abandons Adorno's normative commitment to becoming aware of the musical experience of "something greater" and it fails to register the political-economic communicative context of its own critique.

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Moumouni	Charles	3933	La participation des organisations de la société civile À la formulation des politiques de développement en Afrique : les déterminants sociopolitiques et communicationnels	L'Accord de Cotonou du 23 juin 2000, la Déclaration de Paris du 2 mars 2005 et le Programme d'action d'Accra du 4 septembre 2008, qui marquent un tournant dans le discours sur l'aide au développement, invitent les organismes de coopération internationale et les pays partenaires à impliquer les organisations de la société civile dans le dialogue sur la politique de développement. La société civile est comprise au sens large comme la sphère d'expression de l'ensemble des acteurs sociaux qui ne relèvent pas des pouvoirs publics. Mais comment cette société interagit-elle avec les acteurs gouvernementaux en Afrique? Dans quelle mesure participe-t-elle à la formulation des politiques publiques de développement? Quelles stratégies discursives et communicationnelles met-elle en oeuvre? S'inscrivant dans une perspective sociologique et communicationnelle, cette communication part de l'hypothèse que les organisations de la société africaine ne participent que de façon marginale à la formulation des politiques publiques. Cette situation s'expliquerait notamment par quatre facteurs qui conjuguent leurs effets : 1. ces organisations ont un problème d'accès à l'information gouvernementale et plus spécifiquement aux politiques de développement, en raison de leur instrumentalisation et des contraintes sociopolitiques et institutionnelles auxquelles elles sont soumises; 2. outre leur insertion dans des rapports sociaux et relations de pouvoir complexes, elles ne disposent pas des compétences techniques qui leur permettent de comprendre et d'analyser lesdites politiques; 3. elles ne disposent pas non plus des compétences communicationnelles, notamment en matière de relations de presse stratégiques, qui donneraient plus d'influence à leurs pratiques discursives sur le développement; 4. le nouveau paradigme de l'aide au développement consacre en réalité, sous une autre forme, la logique unidirectionnelle et les injonctions des partenaires occidentaux, qui n'encouragent pas une vraie participation des acteurs locaux. Une analyse approfondie de la documentation pertinente tend à confirmer ces hypothèses. Elle devra toutefois être complétée par une enquête qualitative dans trois pays africains qui connaissent, en particulier, une explosion d'organisations de la société civile depuis les années 1990 : le Bénin, le Ghana et le Sénégal. Une série d'entretiens seront menés, dans chacun de ces pays, avec une vingtaine d'informateurs clé relevant des organisations de la société civile, des organes de presse, des organismes gouvernementaux responsables de la formulation de politiques publiques et des bailleurs de fonds ou partenaires techniques et financiers.
Munksgaard	Jane	3949	Knifing Orlan's Mask: Grotesque Aesthetics as Visceral Resistance to Commodification	Orlan is a French multimedia performance artist and the first person to use plastic surgery as a medium of artistic expression. Her project, The Reincarnation of Saint Orlan, was composed of a series of 12 surgeries the artist started to resemble well-known Western paintings and sculptures. By playing with technologized medicine, the means privileged narcissists' use in attempts to achieve an idealized body; Orlan's hideous appearance performs an otherness not understood within normative representations of the body. A conscious Orlan begins her performances reciting poetry, personal manifestos, and musings from Jacques Lacan, Julia Kristeva, and Antonin Artaud about the female body, medicine, and psychoanalysis. The purpose of starting with these texts was Orlan's means of displaying her fidelity to move from the reading of a text to performing another text with her own body. Instead of simply rereading these theories, Orlan juxtaposes the text with the act of deconstructing her own body. This paper will argue this juxtaposition embodies the potential for articulations of productive rhetorical excess. To facilitate this analysis, I draw on Bakhtin's discussions of the grotesque and Butler's theory of performativity. The second major theoretical component of this project deals with the rise of new media and technology in performance art and the implications increased access and popularity entails. Specifically, can the avant-garde avoid popular cooption and derails the revolutionary potential of her mind-boggling work.
Musial	Jennifer	3835	"Dermography, 'Skin-Tight Politics' and the Hyper-Maternal Body"	In their introduction to Thinking Through the Skin, Sara Ahmed and Jackie Stacey call for "skin tight politics" that reconceptualizes the skin as a boundary between interior physiology and exterior sociality. Building on scholarship put forward by Sarah Ahmed, Claudia Benthien, Elspeth Probyn, Sander Gilman, Didier Anzieu and Jay Prosser as well as my previous research on the "cultural work" of pregnant bodies, my talk explores how "Octomom" Nadya Suleman became a loci for national disgust. Using gossip magazines and television talk shows, I will consider Suleman's skin using psychoanalytically-informed body studies and critical race theory. Initially, Suleman's pregnancy marked her as grotesque (Russo 1995), her abdominal skin stretched to its limit over octuplet fetuses. Her abject body threatened the acceptable limits of pregnancy and reproduction. Suleman's skin signified more than transgressive pregnancy. Suleman's biracial body, and her multiracial children, disrupt categories of racialization and identity, and mark them as a family of colour subject to white racist discourses. The sensationalism of a too-pregnant biracial woman became even more scandalous with claims that she had breast augmentation, rhinoplasty, lip and cheek injections. It is as though indiscretion was read on/through Suleman's pregnant, biracial, altered skin. One must ask, what does the disgust (Ahmed 2004) directed towards Suleman tell us about skin and the boundaries of abjection (Kristeva 1982), as seen through the lens of racialization, class, gender, heterosexuality, dis/ability and the family? In short, why did Suleman "get under the skin" of the national public?
Musial	Jennifer	3938	Skin as Text	PANEL: In Space, Time, Perversion: Essays on the Politics of the Body (1995), Elizabeth Grosz presents the "inscriptive approach" to body studies. This approach posits skin is marked, scarred, constructed, written upon, and ultimately read by various forms of power. Rather than being a blank canvas, which implies gendered and racialized purity as well as colonial terra nullius, skin is a palimpsest where "ordinary inscriptions show through the overwriting…" (Young 102). Skin is a protective yet malleable boundary. It defines interior and exterior; skin holds muscle, bones, tissue inside and keeps dirt, water, contagion out. However, skin is permeable – it tears, opens, breaks and emits and absorbs simultaneously. Skin is simultaneously physical, psychological, discursive and social. Our panel expands the epistemology of "communication" by looking at how skin is a text that communicates norms, values and discourses; in short, the skin does "cultural work" (Lauter) and hence offers an opportunity to analyze knowledge formation, discursive practices and power. Our panel brings together interdisciplinary scholars who investigate the ways in which various skins challenge normative ideas of respectability, boundedness and a public/private binary because they are too grotesque, pornographic, indecipherably racialized, hybrid or obscene. Influenced by skin theorists, political economists, critical race theorists and feminists alike, this panel contributes to skin theory and dermatography (skin writing) (Ahmed and Stacey 15) by offering new sites of study (hyper-reproductive skin, naked skin, biracial skin and artistic skin) as represented in gossip magazines/television talk shows, new media, political rhetoric and performance art. PARTICIPANTS: Jennifer Musial, Adjunct Assistant Professor Queen's University – Gender Studies (Panel Chair), "Dermography, “Skin-Tight Politics' and the Hyper-Maternal Body" Jessica Wurster, PhD Candidate McGill University – Communication Studies, "What Price Exposure? Showing Skin as a Labor Market Strategy in SuicideGirls.com" Nathan Rambukkana, FQRSC Postdoctoral Fellow York University – Communication & Culture", From Mutt to Melting Pot: Mixed-Race Metaphors for Obama's Hybrid Body as Intertextual Dermographia" Jane Munksgaard, PhD Student University of Iowa – Communication Studies, "Knifing Orlan's Mask: Grotesque Aesthetics as Visceral Resistance to Commodification"

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Musleh-Motut	Nawal	3842	Re-visitation of Personal Memory and Intercultural Dialogue through Visual Media	This panel presents three distinct case studies which employ visual media to revisit sites of personal memory that challenge larger social and/or national narratives of cultural belonging. Each of the three papers relies on the use of visual media to facilitate, with sensitivity and intimacy, difficult conversations about intercultural relations that otherwise go unnoticed in more generalized representations of cultural identity. It is the shared position of the authors that the study and presentation of ongoing cultural negotiations require creative methods that challenge and transform habituated scripts of intercultural dialogue. In "The Troubled Witness: Understanding Settler-Indigenous Relations in the Dwellings of Traumatic Memory" Ayumi Mathur returns to her childhood home in rural southern Alberta to critically investigate how traumatic memories of personal domestic violence may impact her capacity to witness the cultural Other in regard to settler-Indigenous and settler-settler relations in Canada. In "Negotiating Palestine Through the Familial Gaze: A Photographic (Post)Memory Project" Nawal Musleh-Motut interrogates her own investment in a childhood photograph of her father taken in Jerusalem in 1947 and is forced to address her notions of belonging as mediated by both her burdensome Palestinian and ill-fitting Canadian identities. In "Reciprocal Resources: Photographs as Points of Exchange and Development in Liberia '77" Megan Robertson discusses Canadian filmmaker Jeffrey Topham's return to Liberia, where he lived as a child in the 1970s, with the intention of retracing his familial history and in doing so is confronted with the complex socio-political climate of Liberia after decades of civil war.
Musleh-Motut	Nawal	3881	Negotiating Palestine Through the Familial Gaze: A Photographic (Post)memory Project	This paper presents the findings of a familial (post)memory project in which the author interrogates her investment in a photograph of her father as a young boy in Jerusalem Palestine. Taken in approximately 1947 during the British Mandate and the inter-communal wars that led to the creation of Israel in 1948, the photograph has fascinated the author since childhood. But why has this been? What does the photograph demand of her and what does she desire from it? As this paper illustrates, answering these questions ultimately becomes an exercise in intergenerational and intercultural understanding and dialogue, as she is forced to negotiate both the burdensome Palestinian identity conferred onto her by her parents and her ill-fitting Canadian identity which she developed being born and raised in Canada. Ultimately the author realizes that this photograph mediates her current reality. Not only does it provide photographic evidence of the traumatic historical moments which her father experienced in Palestine, but it also strikes her with conflicting dual familial gazes – one of loss and absence, the other of mirroring and self-recognition. By applying the theoretical concepts presented by W.J.T. Mitchell, Roland Barthes and Marianne Hirsch, the author shows that this photograph functions both as an object of her father's memory and a mnemonic device of her postmemory. This paper relates to the author's PhD dissertation in which she analyzes postmemory projects concerning the Jewish Holocaust and Palestinian Nakba and their potential contribution to peace and reconciliation efforts in the Palestinian/Israeli conflict.
Nair	Meera	3727	Fair Duty: Copyright Resolution across Coasts and Continents	The last two years were tumultuous in terms of Canadian copyright discourse. In 2009 the Federal Government sought public input on the subject of copyright, on a scale previously unseen in Canadian public affairs. 2010 saw amendments proposed, which unleashed an equally unprecedented level of vitriol. In the name of copyright deep divisions have set in; creators feel pitted against consumers, educators, and users. Yet, emotion obscures the real state of affairs. The most contentious proposed change – including education within fair dealing – is benign and will not dramatically alter the income received by creators for educational uses of their works. The larger challenge for Canada is to overcome the public battle and heal the divisions. Lost in the heated rhetoric is the unique approach Canada could enjoy in setting a copyright standard that is viable not only coast to coast, but across continents. Our legal heritage draws from common and civil law. The distinction between the two legal traditions lies in their development: common law begins from practice and civil law asserts legitimacy through principle. Through its dual titles, Copyright Act and Loi sur le droit d'auteur, the common law implementation of copyright as a means of social utility mingles with the natural rights inclination of the civil law tradition. Where the two traditions overlap is in a shared appreciation for creativity. Creativity rests in no small part on fair dealing – the only component within copyright law that explicitly supports creative effort. This right of each creator can only exist as a duty shared by all creators. However, fair dealing is not license to copy and all sundry; it requires careful thought and execution. The academy is the ideal place to foster such thought; Canadian communication schools are well positioned to play a role in the much-needed healing process.
Narine	Neil	3952	Cinema and Social Networks: "Life in a Day," the YouTube Movie	This paper examines the Life in a Day film project, the first feature film produced through the video-sharing and social networking site YouTube. The call for short films went out in late 2009. Producers Ridley Scott and Kevin MacDonald sponsored the project, which solicited films from around the world, even giving special consideration and equipment support to regions where production technologies are scarce. The central idea of the film (which is not complete) is to utilize YouTube's massive reach and easy interface to compile a feature-length film depicting one day on earth. It attracted more than 18 thousand submissions as of Fall 2010. Technological problems plagued the project, including the predictable differences in the various video formats used worldwide. And MacDonald remains in the editing room, assembling a film that may be a failure or a triumph--but will be a first. Of course, there are competing compilation films in the works, but none compares with Life in a Day in terms of its (perhaps now angst-inducing) prominence due to the international partners involved.
Nazar	Holly	3950	The Subaltern Counterpublic and the Struggle for Patriotism in the Appeal to Reason, 1907-1912	The huge influence and circulation of radical working-class newspapers in the United States in the late nineteenth and early twentieth centuries is hard to imagine today. In 1912 a much smaller population supported around 323 radical publications in the United States, and a single newspaper, the Appeal to Reason, had a subscription membership of 760,000 by 1913 (Conlin 6). Although radical publications existed in opposition to mainstream media, they were not marginal either; the circulations of the most successful radical publications rivaled and surpassed mainstream papers. They offered an outlook and mode of address that was not provided by other publications. The unique characteristics of these radical publications, and the Appeal to Reason in particular, have been overlooked in theories of the public sphere. They complicate the historical timeline of journalism associated with these theories, and add to the understanding of the effects of subaltern counterpublics on individual subjectivity. I will work with three theorists of the public sphere: Jurgen Habermas (1989), Nancy Fraser (1990), and Michael Warner (2002). All publics address a non-specific group of people who are not necessarily otherwise affiliated with each other, but the subaltern counterpublic is somewhat different in that it assumes that those it is addressing know that some aspect of their identity is viewed as undesirable by those outside of the group, and it exists in opposition to a dominant public (Warner 120). It would be difficult to find sections of the Appeal that are not rife with the awareness that the working class, and their public in particular, existed in opposition to the dominant public. For example, the Appeal narrated an obstinately contrarian version of American history in which Lincoln was a Socialist hero and the abolition of slavery was a founding myth. The particular Americanism of the Appeal's approach was a challenge to dominant discourses that labeled Socialism as un-American, and that seemed to exclude working-class people from key national myths. This paper will present a preliminary discourse analysis of this particular aspect of the Appeal to Reason's subaltern narrative, focusing on articles between 1907 and 1912, the heyday of the publication. How prominent was this discourse of socialist patriotism? What purpose did it serve? How did it aim to position the Appeal's audience and what does this say about the effects of a subaltern counterpublic on individual subjectivity? This analysis will eventually be incorporated into my thesis as one case study illustrating aspects of the Appeal's interaction with its public that set it apart from newspapers of the dominant public. My personal interest is in the history of anticapitalist movements in North America and their changing methods of mobilization. In particular, I am interested in how popular memory of labour and working-class political movements has been shaped. I am in the second year of the MA Media Studies program at Concordia and have finished my coursework. I plan to complete my thesis by the summer of 2011.

Last name	First name	Submission ID	Title	Abstract
Neil	Janice	3885	A PROPOSAL FOR A MATRIX NARRATIVE STRUCTURE FOR BROADCAST NEWS STORIES	While numerous studies have found poor audience recall of the content of television and radio news stories, only a few critics have examined the narrative format of broadcast stories. Evolving from and building on the conventions of print news media and the “inverted-pyramid' story structure, broadcast (particularly television) news stories have attempted to develop a distinctive style by employing narrative strategies and techniques common in drama and fiction, such as scene-setting, foreshadowing, conflict, character and resolution. However, if practitioners agree that these ingredients are essential to produce 'memorable' broadcast news narratives, there's no consensus as to the ordering of the elements. Consequently, broadcast textbooks offer little guidance for students, suggesting "there is no single acceptable format for broadcast news stories (Carroll). For journalism educators who are teaching, as has been suggested, without a "generally accepted evaluative framework"(Shapiro) the lack of a broadcast narrative matrix becomes even more problematic. In my paper, I introduce a model for such a matrix for broadcast journalism stories. It draws not from print news traditions but from theories about chronological ordering of events (Lang), and, linguistic research examining aspects of oral storytelling among Native Canadian societies (Tait, 1996). The narrative structure matrix structure consists of the orderly unfolding of six elements (Hook, Setting, Character, Change, Response, and, Resolution). For journalism educators, this matrix provides well-defined criteria for student journalists in both television and radio news courses, to conduct their research, reporting, interviewing, shooting visuals, collecting audio, writing and editing, to produce a common standard of quality journalism.
Nelson	Wade	3955	Bad Eyed Dear? Alotta Chutzpah? Alluya R. Doomed?: Mediating Women's Roller Derby	A surprise to many first-time spectators, the most recent incarnation of Roller Derby is not the professional-wrestling-flavoured spectacle that it was in the 1970s. Reclaimed, refashioned and reconstructed by a dedicated few in Texas during the last decade, this grass-roots, DIY, punk-rock, feminist "movement" has managed to spread to many large (and not-so-large) cities around the world. Building on my own previous research on the mediation of subcultural sports, my paper focuses on two special interest publications that work to "spread the news" regarding the Women's Flat-Track Roller Derby culture. Five on Five, the official magazine of the Women's Flat-Track Derby Association (WFTDA), is a quarterly print-magazine that covers the North American scene, and has international distribution. Greenwheelsmag.com is a web-based publication run by a group of geographically-separated Canadian Roller Derby enthusiasts and that claims to be a response to an assumed "need" of the women (and men) involved in the forty leagues (representing two-thousand skaters) currently operating in Canada. In part, my analysis of the two publications compares and contrasts the media themselves (print versus digital). Employing textual / discourse analysis, I examine the differences between the regional-and yet-international WFTDA print publication and the Canadian-focused (and yet more widely available) web-based publication. It should be noted that I have infiltrated the subculture myself, and that I serve as a referee.
Odartey-Wellington	Felix	3744	From "Islamic Terrorism" to "Homegrown Terrorism": Post-9/11 Counter-Terrorism Discourse in Canada	This paper regards terrorism and counter-terrorism as political communication or discourse. Post-9/11, the Canadian state apparatus has deployed various discursive strategies in mass mediating counter-terrorism operations. I contend that a close examination of media coverage of counter-terrorism operations offers insight into these discursive strategies. In this paper, I critically examine these discursive strategies as they were articulated in the mass media coverage of three post-9/11 counter-terrorism operations in Canada: Operations Thread (2003), O'Sage (2006), and Samossa (2010). As part of my research, I specifically focus on Canada's shift from the discourse of "Islamic terrorism" to the discourse of "homegrown terrorism." Drawing on Laclau and Mouffe's discourse theory, I engage in a discourse analysis of news coverage of the three operations in The Globe and Mail, National Post, and Toronto Star, all newspapers with wide circulation in Canada, but adhering to different ideological positions. Operation Thread, articulated by the state security apparatus and the mass media as the neutralisation of an Al-Qaeda sleeper cell, subsequently unravelled as a moral panic over "Islamic terrorism." Operation O'Sage, on the other hand, resulted in a number of terrorism convictions. Operation Samossa, has also resulted in ongoing prosecutions. I interrogate the extent to which negative ramifications of Operation Thread might have informed state security media discursive strategies regarding (and Canadian media responses to) Operations O'Sage and Samossa. I also consider the extent to which the discourse of "homegrown terrorism" disarticulates and re-articulates the discourse of "Islamic terrorism."
O'Donnell	Susan	3751	Panel: New Research on ICT and Aboriginal Communities	Abstract: This panel brings together new and original SSHRC-funded research conducted in partnership and collaboration with First Nations and Inuit communities and organizations, exploring how they are engaging with broadband networks and information and communication technologies (ICT). The panel begins with a national overview – a recent investigation of rural and remote First Nations and Inuit broadband development in Canada (Paper 1). Next, on a regional level, a study from the Atlantic region looks at how best to use ICT to engage First Nations community members in post-secondary education (Paper 2). Finally, on a community level are two studies from Northwestern Ontario. The first is an overview of how Mishkeegogamang First Nation community members are engaging with ICT (Paper 3). The final paper presents research on the Keewaytinook Mobile service, how Fort Severn First Nation community members are using it, and issues for the future (Paper 4).**Paper 1: Community Informatics as a Frame for First Nations and Inuit Broadband Development in Canada. Lead author: Rob McMahon, SFU**Paper 2: Engaging post-secondary distance education learners in remote and rural First Nations communities. Lead author: Jason Woodman Simmonds, UNB**Paper 3: Mishkeegogamang First Nation Community Members Engage with ICT. Lead author: Kerri Gibson, UNB**Paper 4: Keewaytinook Mobile in Fort Severn First Nation. Lead author: Susan O'Donnell, NRC and UNB
O'Donnell	Susan	3768	Keewaytinook Mobile in Fort Severn First Nation	Research project website: http://videocom.firstnation.ca Community website: http://fortsevern.firstnation.ca/Keewaytinook Mobile website: http://mobile.knet.ca/ Abstract: Fort Severn First Nation is a remote fly-in Cree community on Hudson Bay. About 400 people live in the community, and their lifestyle reflects a deep respect for and connection to the land. In November 2009, Fort Severn and its tribal council, Keewaytinook Okimakanak, established Keewaytinook Mobile (KM) service in the community. KM, an innovative community-owned and managed GSM cellular and data service, is an example of self-determination applied to telecommunications. It is also the result of a number of strategic partnerships that came together to address local needs and priorities. This paper includes a review of the history of Keewaytinook Mobile and its implementation in Fort Severn First Nation, and a study of how and why community members are using or not using the service. The analysis is based on interviews with 42 community members conducted in March 2010 and a follow-up discussion with community members in November 2010. The paper discusses the challenges, opportunities and ways forward for KM in Fort Severn.Co authors: George Kakekaskan, Fort Severn First Nation; Brian Walmark, Keewaytinook Okimakanak; Raymond Mason, Keewaytinook Okimakanak; Michael Mak, McMaster University.

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O'Kane	Josh	3970	Subjectivity in the Uses of News Genres: User-Generated Typologies of Source and Genre in Online News	To assess the significance of ongoing digital transformations in the news industry for news reception and public discourse, this project analyzes user-generated typologies of news sources and news genres. The examination of how different audiences decode the news and make relevance criteria judgments of sources and genres determines how their interpretive work leads to specific news search and consumption processes. Previous research has examined the differences in the content and reception of 'traditional' news media such as newspapers and television. Online news typically combines the attributes of these sources in having the ability to be continuously updated, to include video and other multimedia content, and to provide extensive background information. In the popular imagination, however, the shift to online news is seen to reduce the conditions of trust and reliability. Similarly, the ongoing proliferation of celebrity gossip and news parody television shows and websites have led some to suggest an increasing audience desire for 'soft news'. However, an analysis of how audiences discern the difference between hard news and soft news online, or how they turn from one to the other over the course of a news event, has yet to be investigated. This experiment will focus on the differing consumption habits of digital news consumers using a QSort method. This technique provides a way to measure participants' subjective interpretations of a concept. After reporting their news consumption habits by way of a survey, participants were asked to rank a set of statements about online news along a continuum, measuring perceptions of trustworthiness, utility, enjoyment, currency and comprehensiveness of various online sources. The resulting factor analysis allows us to gain insight into individuals' thought processes, revealing prevalent ideas, mindsets and feelings across the group, and determining which sources audience trust, use and enjoy and according to what criteria.
Orr	Amanda	3773	Planet of the Living Dead: Zombie Epidemic and Global Flu Anxieties	Please accept the following proposal for admittance to the Graduate Masters Session of the 2011 Canadian Communication Association Conference. In this paper I argue that the zombie narrative represents current fears and anxieties surrounding the real possibilities of a global flu epidemic. Zombies have become popular narrative devices, generally portraying a post apocalyptic world where the living dead terrorize and threaten humanity. Zombie narratives are especially pertinent in the context of a global society, where everything and everyone is connected. Zombie infections and flu infections are often described using the same language, patterns and maps, especially within the media. Using Max Brooks' popular novel, World War Z (2006) as a cultural example, I will display the similarities between the discourses about a global epidemic and the zombie narrative. While zombies have been studied from a variety of perspectives, an examination of zombies as devices for exploring narratives of infection has been overlooked within the field of communication studies. In zombie narratives the outbreaks are generally on a global scale, representing hidden anxieties about living in a global society. The fear of a transnational flow of people across borders parallels the panic of zombie illness and its global spread. Zombie narratives represent unease, fear, and concern about contemporary global diseases, specifically unstoppable viruses, such as the flu. This paper will draw from Beck's theories of risk communication to situate zombies within a global framework, connecting disease discourses related to the flu to the representation of zombies in popular culture. With the current concern about global flu epidemics the disease narratives in popular culture have become especially relevant. Whether in the form of comedy or horror, people have become obsessed with watching, reading and hearing about life on the brink of extinction. Through discourse analysis I will examine flu discourses within zombie literature and its relationship to popular culture. I will demonstrate the importance of the zombie narrative in contemporary popular culture and its connections to fears of a global epidemic. I am currently studying at Wilfrid Laurier University in their Master of Arts Communication Studies program. My interest in researching zombie narratives is due to the recent surge of zombies in popular culture and the way zombie infection mirrors the discourses surrounding flu epidemics. This paper will provide the global context for my major research paper entitled: "Outbreak, Infection, Panic: Zombie Narratives and Flu Anxieties". I will consider the two prevalent genres of zombie narratives – comedy and horror, as these represent different ways of dealing with epidemic anxieties. To explore these genres I will consider two popular books, The Zombie Survival Guide (2003), and World War Z (2006), both by Max Brooks. I will analyse the larger picture of disease narratives and fears surrounding the flu virus and the role zombies play as representations of these anxieties. However, for this paper, I will focus on the role of the zombie narrative to the discourses of global disease.
oumlil	kenza	3820	Performing Alternatives: Embodied Deployments of Identity	This paper examines the performative aspects of counter-hegemonic discourses. The principal focus will be Suheir Hammad's poetry performance on March 30, 2009 at Club Lombi in Montreal, although I will also refer to some of her poetry performances circulated on YouTube videos. A Palestinian from Brooklyn, New York, Hammad is the recipient of several writing, poetry, and book awards. Shortly after 9/11, Hammad wrote a piece (First Writing Since) articulating her reactions to the September 11 attacks. Hip-hop entrepreneur Russell Simmons came across it and signed her onto a deal with HBO's Def Poetry Jam. Today she performs her poetry around the world. This paper explores how Hammad enacts her identity on stage in this particular alternative and activist space. Does she discursively de-naturalize its defining features? How does she respond to the current political and cultural climate, particularly to dominant representations of Arab, Palestinian, and Muslim women in the dominant media? This panel mobilizes Taylor's paradigm of scenario because it facilitates paying attention to the milieu of the performance – to both space and narrative.
oumlil	kenza	3821	Time, Space, and Cultural Struggles	Cultural workers, particularly those situated at the margins of society, often struggle for access to a public sphere to showcase their work as well as with issues of storage. For example, performance, as a form of orality, has been dismissed as "ephemeral" (in opposition to other cultural materials that can be more readily archived). When one looks at a different media genre such as cinema, it appears however, that it has been able to secure its place in the archives of history. This panel explores cultural struggles over issues of time and space at three divergent sites. Winton's paper examines the second largest film festival in the world (Hot Docs) as an international space of art, culture, and politics. It analyzes the historical development of the tensions that operate at this site (in particular, political and activist manifestations). Oumlil's paper examines counter-hegemonic constructions of identity in the poetry performances of Suheir Hammad in a particular alternative and activist space. This paper mobilizes the paradigm of scenario in order to reflect on the milieu of the performance – both space and narrative. Hogan's paper presents a methodological reflection on time travel within the online database, providing a grounded reflection on Chun's notion of the "enduring ephemeral" through the use of the Internet Archive Wayback Machine.

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Owen	Karen	3830	Who is producing the news; a struggle for power	The Liberation Treatment, a scientifically unproven medical treatment for Multiple Sclerosis, has received a great deal of attention from Canada's news media. This news coverage has relied heavily on patients and patient advocacy groups as the primary sources of the stories, and patients' perspectives of the benefits of the treatment dominate news coverage. Traditionally medical authorities in news coverage have been medical doctors, government officials and well-established patient advocacy groups, in this case, the M.S. Society. The ongoing news coverage of this hotly debated treatment is an example of the participatory culture which shifts the news audience from passive consumers to active participants, as they influence control over the content of television news. I propose research that will focus on traditional news media and its struggle to maintain its role as a gatekeeper of information; a gatekeeper that often relies on traditional authoritative sources. The popularity of citizen journalism has empowered the audience, they are no longer passive consumers and as such, the journalism profession has an obligation to examine the way the news media works to maintain and negotiate power in relation to the rise of participatory citizen journalism (Bowman & Willis, 2003; Keen, 2007; Poster, 2001). The television news coverage of the Liberation Treatment is an example of the democratization of the news media, and offers an ideal case study into the institution of journalism. References Bowman, S., & Willis, C. (2003). We media; How audiences are shaping the future of news and information. The Media Center at the American Press Institute, Reston, VA. Keen, A. (2007). The culture of the amateur. New York City, NY: Doubleday. Poster, M. (2001). Chapter 5: Authors analogue and digital, and related notes. In What's the Matter with the Internet?, (pp. 78-100). Minneapolis, MN: University of Minnesota Press.
Palacios	Lena	3889	Who Pays for the Neoliberal Crisis in Higher Education at McGill University? "Non-traditional" Graduate Students and Contingent Labor Speak Out	Drawing on my work as scholar-activist and "non-traditional" graduate student at McGill University involved with anti-racist activism, on-campus contingent labor unionization, and transnational student movements, this presentation will attempt to address the following questions: How do neoliberal economic policies affect the ways that non-traditional graduate students teach, learn, and produce knowledge? What are some of the new student- and labor-led coalitions or movements that are emerging from both on- and off-campus and how do these new formations constitute a radical transnational response to the international crisis in higher education? This cursory research will explain some of the roles neoliberalism plays in supporting institutional racism, elitism and sexism as it has historically existed at McGill University, as well as the growing precarious academic labor force that is currently struggling to unionize on campus. This research uncovers the links between historical racial and class-based exclusionary policies, a renewed attack on academic freedom, and the alarming rise of precarious academic labor in higher education. I will incorporate informal and semi-structured interviews with and multi-media produced by McGill graduate students who both labor and organize on-campus. I will gear the paper and presentation to other graduate students, especially those who are from economically and racially marginalized backgrounds and contingent academic laborers so that they can share their reflections on how they perceive of the present economic policies as they relate to the university, and to consider how these policies are re-shaping their present and their futures, post-PhD.
Paradis	Kenneth	3848	Faith and the Fantastic: Typological realism in The Shack.	There are over 10 million copies of William Paul Young's homiletic novel The Shack in print, and it has been on the New York Times bestseller list since 2007. Its story of self-help and healing through an experiential encounter with Christian doctrine exemplifies a mode of representation that I'll characterize as "typological realism." Prominent in contemporary evangelical homiletic narrative and fiction, typological realism is a rhetorical form that naturalizes a countersecular vision of reality that has become normative in American evangelical thinking over the past forty years or so through the influence of what is often called "Christian worldview theory." The novel's narrative, which mixes techniques associated with discursive realism with conventions associated with romance genres and pop cultural texts generates a response in readers grounded in this kind of Christian thought akin to that of "fantastic" literature: it rhetorically produces a hesitation around the nature of the reality it describes, except that where, in fantastic literature, this hesitation is terminal the Shack's rhetorical invocation of undecidability creates an epistemological opening for evangelical faith. This paper engages a relatively new area of research. Though its method is primarily rhetorical analysis and it draws heavily on certain traditions of literary criticism and cultural studies, it is grounded in church history, the sociology of American religion and the history of evangelical homiletics and hermeneutics. It complements work on evangelical rhetoric done by scholars such as Stephen O'Leary and extends ideas worked out with regard to different historical periods by scholars such as Greg Jackson, and with different methodologies, such as Lynn Neal and Amy Frykholm-Johnson.
Parker	Felan	3745	An Artworld for Artgames	According to Shyon Baumann, the legitimation of cultural products as art is a process driven by three factors: changes outside the field in question establish the necessary preconditions for it to be conceived of in aesthetic terms, creating an "opportunity space"; institutional shifts and transformations within the field recontextualize the production, distribution and consumption of the product; and the emergence of a critical discourse around the product. Baumann argues that these three factors collectively produce an "artworld" that frames and constructs the cultural product as art. Digital games are in the midst of such a process of legitimation. In this paper, I will mobilize Baumann's conceptual framework to examine the legitimation of one specific area of video game culture: the so-called "artgames" movement, exemplified by such critically-acclaimed small, independently produced games as Passage (2007) Braid (2008) and The Graveyard (2008). What pre-existing structures created an opportunity space for artgames? What institutional changes allowed these creators to produce works deemed art rather than entertainment? How have artgames been intellectualized as an aesthetically worthy cultural field by critics? Understanding a heterogeneous process such as the cultural legitimation of digital games demands granular analyses of specific contexts (including the artgames movement) in which processes of legitimation are taking place. I contend that Baumann's concept of the legitimation framework is an effective analytical tool for illuminating these discrete contexts, and can supplement existing formal and aesthetic work, which offers only a partial view of the complex relationship between games and art.
Peekhaus	Wilhelm	3666	Communicating to Resist Agricultural Biotechnology: Lessons from Canada and South Africa	Drawing upon empirical research conducted in Canada and South Africa, this paper seeks to illustrate some of the ways that various civil society organizations are attempting to engage with and counter the discourses being constructed by both the State and capital in respect of agricultural biotechnology in these two countries. For example, government regulators and biotechnology companies actively invoke information dissemination practices that predominantly emphasize the favourable and sanitized aspects of this new technology and its applications in order to promote their product lines and deflate opposition. By contrast, many of the citizens contesting capitalist-controlled biotechnology believe that the success of their actions hinges upon the ability to inject broader knowledge issues into the public debate surrounding biotechnology. In response, many biotech activists are engaging in research and rigorous analysis to ensure that those most affected by biotechnology are adequately informed so that they may make their own reasoned decisions. That is, these activists perceive the need to respond to substantial information and communication gaps in respect of biotechnology. Many of these groups are therefore engaging in communication campaigns designed to correct misinformation and to offer more balanced accounts of biotech issues that advance beyond the typical one-sided, celebratory content propagated by biotechnology proponents in industry and government. In general, members of oppositional groups attribute much of the power of resistance to communication and the ability to disseminate information through common networks and strategies designed to alert the broader public about what is going on in respect of multinational agribusiness.

Last name	First name	Submission ID	Title	Abstract
Peyton	Tamara	2714	Putting political economy in play for Canadian communications	Canada's digital economy is a prominent area of concern for government, employment, education and entertainment. The production, export and consumption of digital games stands out as a major part of this economy. The Canadian gaming industry is the third largest in the world, and contributes \$1.7 billion annually to the Canadian economy, making it one of Canada's fastest growing private sectors (CESA, 2010). Yet, in looking at the work done in Canadian communications scholarship, the study of digital games seems curiously subdued. Most of the scholarly work being done around the Canadian gaming industry appears to reside in education, with smaller groupings in film studies, sociology and comparative literature. Considering that the twinning political economy with cultural studies is a key aspect of the Canadian communications context, we find it surprising to note the the general paucity of communications research being done around the politics, policy and culture of digital games as a capitalist cultural force. We see critical political economy as stressing the importance of space, institutions and personal subjectivity, all areas that directly intersect and intertwine with digital games production and consumption. Within this context, our paper highlights political economy as a desirable approach to understanding the people, places and boundaries affected by digital games. Continuing the political economy and digital games work pioneered by Canadian academics Mosco (2009) and Dyer-Witthoford & de Peuter (2009), our paper presents an argument for including a communication-focused political economy approach to digital games, applied within the boundaries of Canadian communications scholarship. References: Dyer-Witthoford, N., & de Peuter, G. (2009). Games of empire: Global capitalism and video games. Minneapolis: University of Minnesota Press. Entertainment Software Association of Canada. (2010). 2010 Essential facts about the Canadian computer and video game industry. Accessed January 14, 2011 at http://www.theesa.ca/documents/essential_facts_2010.pdf Mosco, V. (2009). The political economy of communication, Los Angeles: Sage Publications.
Pham	Trang	3694	Vietnam Internet Policy through the Lens of Actor Network Theory	Vietnam now has about 26.8 million Internet users out of its population of 87 million people and has posted an increase of 21 percent of the users compared with a year earlier. However, just 17 years ago when Internet was first introduced in Vietnam, only an abroad educated engineer was able to grasp the new technology to initiate the first email account ever for the Vietnamese Prime Minister then. How has Internet policy been shaped in the country amidst this expansion of Internet users? The researcher traces different actors and their interests in various stages of Internet policy making in Vietnam from the early 1990s up to now. The materials for the analysis are the communist party's resolutions, government regulations and degrees, press coverage of the policy making process, and an interview with the top influential figure in Internet introduction and expansion in the country. The three main actors: 1-the public and society, 2-the Internet Service Providers, and 3-the Communist Party and the government have aligned their interests in shaping the Internet policy in Vietnam in three distinctive periods marked by the government's changing philosophy in managing the Internet and shifts in number of Internet users in the country. Since few studies focus on Internet policy and its impact on diffusion rate in Vietnam, the research is important to fill the gap in the literature. The author plans to develop the research into a chapter in her dissertation about Internet use in the Southeast Asian country.
Pope	Richard	3957	News Seeking Behaviour Online: An Information Science Approach to the Study of News Media	Analyzing the ways in which individuals interpret the news has been of long-standing interest to communication studies. Where communication studies intersects with cultural studies, news reception has been investigated in terms of how different audiences read specific news content in relation to dominant ideologies (Hall, 1973; Hall et al, 1981; Brunsdon and Morley, 1978; Deacon et al, 1999; Jensen, 2002). Although the analysis of how individuals interpret the news is only an emergent concern within information science, the "relevance criteria" by which individuals access information via digital platforms has been extensively researched within this field (Gunter et al, 2007; Ovadia, 2007). Thus, this paper proposes to bridge the fields of communication studies, cultural studies and information science in order to assess how individuals and different social groups are, in an era of digital and media convergence, accessing and interpreting the news across media sources and genres. Focusing on news genres, how do audiences discern, within an increasingly immersive news environment that appears to blend celebrity gossip with disaster reporting, the differences between "hard" and "soft" news? Assuming that not everyone reads news genres in the same way, what are the sociopolitical ramifications of the varying heuristics and tactics by and through which different audiences interpret the news? The results of focus groups and interviews held with a demographically diverse sample of the Canadian population will be presented, along with a survey of literature which demonstrates the value of approaching the study of new media through the lens of information science.
Poyntz	Stuart	3781	Youth citizenship discourses and the problem of the stranger	Within studies of youth culture, youth citizenship and youth agency in the Global North, the category of the stranger occupies a peculiar, tension-laden position. On the one hand, youthful belonging, agency and well-being are typically framed in relation to the way young people can be protected from the unknown and the uncertain, that which is strange and unpredictable. This is especially true where girl culture is concerned (Kenway and Bullen, 2008), but the sentiment resonates throughout the literature on youth media culture, in particular, work that focuses on the threats posed to young people by online predators, cyber-bullies, and youth marketers (i.e., those engaged in guerilla or immersive advertising). On the other hand, the very willingness and ability of young people to countenance and be at home with the unknown, to welcome the plurality and difference of others is central to the kind of sociality Hannah Arendt (1958) and others (Warner, 2002; Silverstone, 2007) suggest is crucial for constructing a shared world. Indeed, stranger sociality can act as a bulwark against thoughtlessness because it counters the forces of oblivion that can blind young people to the reality of others. In this paper, I examine how the category of the stranger operates in relation to discourses about youth citizenship (in online spaces, in schooling environments, and in relationship to state policy about the "good youth citizen), paying particular attention to the gendered nature of this category and the way this gendered discourse shapes conceptions of youth belonging and agency today.
Rambukkana	Nathan	3916	From Mutt to Melting Pot: Mixed-Race Metaphors for Obama's Hybrid Body as Intertextual Dermographia	Much has been said about Barack Obama's body. Even before his presidency, Obama was often discussed in a highly metaphorical manner in the public sphere. His mixed-race, mixed-ethnicity and mixed-religious heritage positioned him as a hybrid figure. Coverage on Obama collects the full range of charged metaphor and imagery that prehend to hybridity: that of the monstrous chimera, insidious half-breed, or untrustworthy mongrel on the one hand, and of the global-citizen, multiculturalism, bridge, and melting-pot America on the other. But this dense layering of tropes cannot be divided into "good" hybridity metaphor and bad, for the positive tropes that attach to hybridity generally and modern mixed-race identities specifically are discursively implicated with ideologies such as top-down globalization (Kraidy), the ideals of a post-racial or race-blind society and even colonial narratives such as "the American Dream." One commentator, for example, refers to Obama's family and heritage as "unusual in the extent of its continent-crossing, religion-melding, color-fusing richness," and speaks of how his multi-ethnic family connections "[mirror] a world in flux" (Cohen). What is the space between the exoticification of difference (Said) and the appraisal of potential strengths a US leader of a non ethnically-dominant heritage might have? And how do negative portrayals of Obama's hybridity by those who want to use his biracial heritage to discredit him add to this intertextual dermographia (Ahmed & Stacey)? This paper will read the intertextual narrative inscribed on the surface of Obama's skin during the 2008 Presidential run, and beyond.

Last name	First name	Submission ID	Title	Abstract
Reilly	Ian	3772	Theorizing the Fifth Estate in Canada	Theories of the fifth estate have surfaced in a number of different guises, at once describing the efforts of media pundits (Nimmo and Combs 1992), nongovernmental organizations (Eizenstat 2004), political satirists (Hayes 2008), networked social groups (Cooper 2006; Dutton 2009), and Web 2.0 media practitioners (Collins 2009). As an emergent theory within political communication and media studies, the fifth estate is most commonly described in relation to the everyday practices of computational networking on the Internet and through the deployment of ICTs. These networks, comprised of citizen journalists, bloggers, politicians, researchers, and media organizations, serve an important role in offering independent and alternative views not usually found in the mainstream press. More than this, these networks are said to be "enhancing citizens' communicative power" and enabling the creation of social networks that fulfill a public benefit (Dutton 3). Media and communication scholars seem to agree that this emerging critical mass of users is significant within the realm of mass media precisely because the expansion of these networked communities contributes positively to the amplification of public discourse and democratic deliberation. What's missing from these accounts, however, is an analytic framework for examining the politics of the fifth estate from the perspective of the practitioners, stakeholders, organizations, and institutions based in Canada. This paper situates Canada's fifth estate within broader political and economic structures to consider the impact that corporate ownership and new legal structures have on the fifth estate's proper functioning in the Canadian public sphere. Thus this essay explores the role that media consolidation plays in curbing the fifth estate's larger critical project, examines how copyright and intellectual property law place restrictions on fifth estate modes of critique, and investigates how the potential dismantling of network neutrality could severely compromise a burgeoning culture of media critique.
Renzi	Alessandra	3836	From the Factory to the Network: the legacy of Autonomist co-research for activist media scholars	Since the 1970's, Autonomist/Workerist researchers have undertaken conricerca [co-research] to understand the shifts in movements' needs and practices of resistance. While using traditional methods like interviews and questionnaires, conricerca undoes the separation between researcher and objects of study, relying on collaboration to determine the questions and tools of the research process. Because of this co-involvement, the production of knowledge simultaneously functions as a mode of subjectivation and of political organization (Conti et al., 2007). This paper introduces some key concepts of conricerca to media activism scholars seeking to carry out radical research within/for social movements. Inspired by Romano Alquati's interest in silent social justice struggles that appropriate or sabotage old and new technologies (2003), I discuss the political import of conricerca to the fields of media and communication studies. As activist-scholars increasingly attempt to move political research away from representational paradigms towards practices that articulate alternative models of social organization, co-research offers possible frameworks for experimental inquiry that engage cognitive capitalism and use academic labour as a mode of resistance. Such experiments use media both as an entry point into sociological analysis and as tools for collaborative social inquiries. Ultimately, during the process of unpacking existing relationships between technology and activism, co-research can engender productive relations among researchers and communities that are based on reciprocity, accountability and mutual respect.
Richardson	Gemma	3690	The Great Bear Media Battle: How the Forest was Finally Won	This paper explores the struggle for environmental protection of the Great Bear Rainforest in British Columbia and how this decade-long battle was covered in the media. By analyzing how the media covered the efforts to protect the Great Bear Rainforest, this research seeks to determine whether the media treated those involved as would be expected according to Douglas McLeod and James Hertog's protest paradigm, or if mass media were fair or even sympathetic to this particular cause. This paper provides a brief history of the battle over the Great Bear Rainforest, and reviews existing literature on social movements and the media within a political economy framework. Literature on Greenpeace, one of the key actors in the battle over the forest, is also reviewed to highlight the media tactics the group employs. A critical discourse analysis is then conducted on a sample of articles that explicitly used the term 'Great Bear Rainforest' from the Globe and Mail and the Vancouver Sun from 1995 to 2007. The analysis reveals that the coverage matched the expectations set out by McLeod and Hertog's protest paradigm theory, as the environmentalists were portrayed in marginalizing frames until an official agreement with the provincial government was reached on the Great Bear Rainforest. This paper provides insight into how the environmental groups were still able to win over public opinion, despite the uncongenial ways in which the media framed the argument to protect the forest ecosystem.
Richardson	Chris	3931	What We Talk About When We Talk About Gangs: Covering Crime in Canadian Journalism	While often used to describe criminal groups, the term "gang" is not a legal one in Canada and does not appear in the Criminal Code. In 2010, however, journalists employed the word more than 4,000 times in Canada's top newspapers. Sometimes it described violent youth groups, other times it referred to organized crime syndicates, while on other occasions it denoted groups of friends or colleagues. As Malcolm Klein recently observed after spending four decades researching gangs, there has never been a commonly-held definition among scholars, journalists, or the general public. My paper does not purport to solve this fundamental issue. Rather, it traces how Canadian journalists currently use the word, unravelling the layers of meanings and connotations it holds. In the last decade, crime reporters have argued that Toronto's "elementary school grounds, shopping mall parking lots and playgrounds" have turned into "nighttime killing fields" (Leeder & Powell, 2005, p. A1) and that Vancouver is now "Canada's gang capital" (Stuek & Hyslop, 2009, p. A1). Until journalists agree about what they are discussing, however, they will continue to confound readers rather than inform them. As the concept of gangs becomes ubiquitous in contemporary journalism, appearing with increasing regularity, it is crucial that communication scholars begin to ask what the term actually means to those who inform us regularly about crime and violence around the county.
Rideout	Vanda	3749	NB High-tech work: highly skilled jobs or digital Taylorization?	The business, economic and public policy research that has been conducted on the information and communication technology sector in New Brunswick relies on a knowledge-based economic cluster development model to enhance global competitive advantage. Of significant importance to the cluster is access to and retention of a critical mass of well educated, highly talented and skilled labour force. This paper analyses and assesses the scholarship in the field of communication that focuses on occupational categories of knowledge work, and changes in skill, complexity, and autonomy of highly skilled knowledge jobs. Questions that guide the paper included: What are the identifying characteristics of the highly-skilled jobs of New Brunswick's knowledge workers? What are the degrees of skills complexity for high-skilled ICT jobs? How much individual control do high-skilled workers have over their knowledge work? It begins with the contrasting views of Bell (1973) and Braverman (1974) and the shift to an information society, the development of new occupations and changes in the skill content of service work. The second section investigates the research on new knowledge occupational categories ranging from analyzers, symbolic analysts, to a creative class, and Castells hierarchical stratification by occupation and labour polarization. The third section examines the research on knowledge work deskilling and upskilling, and skill/knowledge transfer to digital scientific management systems. The paper concludes with an evaluation of immaterial labour and the autonomous school and new developments in knowledge labour resistance.

Last name	First name	Submission ID	Title	Abstract
Roberts	Gillian	3728	Cross-Border Policing and the Anxieties of Citizenship on Canadian Television	This paper examines three Canadian television dramas about cross-border policing, Bordertown (CTV, 1989-1991), Due South (CTV, 1994-1999), and The Border (CBC, 2008-2010), analyzing their Canada-US cultural comparisons in relation to the political contexts in which they were produced. As Russ Castronovo argues, borders "figure as occasions to imagine, often aggressively, fixed and unrelenting standards of citizenship and belonging" (1997: 196). Although North American border studies has prioritized the US-Mexico border and the violence associated with clandestine crossings, Canadian culture features countless texts that probe the significance of the Canada-US border in determining distinctions between Canada and its neighbour to the south. These three border policing dramas emerged amidst significant reconfigurations of Canada-US relations: Bordertown began airing the year the Free Trade Agreement (1989) was ratified; Due South's first season appeared in 1994, coinciding with the ratification of the North American Free Trade Agreement; and The Border reflects on Canada-US relations in a post-9/11 context. Given that "[a]ll concern with English Canadian identity, formulated abstractly, is engaged in maintaining a border between us and the United States" (Angus 1997: 47), these Canadian policing dramas clearly test Canada-US cultural relations and Canadian cultural sovereignty in the face of challenges to Canadian economic and political sovereignty. Part of a larger study of Canadian representations of the Canada-US border, this paper argues that the fact these anxieties are played out through policing dramas illustrates a desire to infuse the Canadian state apparatus with a meaningful, discernible, and essential national identity.
Robertson	Megan	3883	Reciprocal Resources: Family Photographs as Points of Exchange and Development in Liberia '77	This paper discusses the recent work of Canadian filmmaker Jeff Topham as a case study of how contemporary artists attempt to establish reciprocal relationships of exchange rather than echo patterns of exploitive extraction, which reify cultural imbalances. Drawing on the work of Howard Becker and Jay Ruby, this paper seeks to highlight the tensions between the expression of personal memory and the ethical challenges of post-colonial representation within a sociological and ethnographic framework. Topham grew up in Liberia in the 1970s. His father created hundreds of photographs of their lives in the West African nation. In 2010, after decades of civil war, Topham returned to Liberia, hoping to recreate images from the family collection, and document his attempt to find James Morris, the housekeeper who cared for Jeff and his brother. As he completes his documentary film, Topham negotiates how to give back to Liberia in respectful, constructive ways. One effort is to establish a photograph repatriation project facilitated through Topham's project website, where Liberian residents can contribute to a virtual archive as a means to address Liberia's photographic deficit, which resulted from the civil war, when cultural institutions were looted; people often destroyed images to save their lives. Employment identification cards, some of the few images to survive the conflict, were kept with the belief that they signified an enduring contract with overseas companies. This work is part of the author's ongoing research into the processes involved in artistic memory work and the mediating forces that shape memory products.
Robinson	Sandra	3958	Smart Homes: Autonomously-enabled Spaces for Living	In this paper, I explore the proliferation of 'smart' communications and information technology (CITs) in and of the home. While the home can be populated with smart devices and media systems that connect through a home network to an ISP and content providers, the home can also be engineered as an 'intelligent space', or iSpace (Steventon and Wright, 2006). An iSpace integrates sensor and camera systems to monitor behaviour and provide a sentient, code-filled space which senses activities, location, choices, and so on to provide in-home monitoring. The 'smartness' in/of these emerging systems lies in their autonomous capabilities, that is, self-capable communications routines that can collect, respond, enact, send, and receive data in communication with external venues such as health services, security service centres, or personal monitoring systems, and more. The computationally-intensive environment of the 'smart home', and the continuous monitoring of the domestic sphere it entails, is a fundamental challenge to personal privacy, however, I argue here that as we struggle to design privacy into systems that are inherently communicative, we are distracted from the characteristics of the communicative platforms necessary for smart homes. Such systems are combining emerging artificial intelligence capabilities in software with advanced sensor technology resulting in self-capable, autonomously-enabled systems which create sentient, code-filled space, attuned to providing social control by algorithm. These newly enabled technologies satisfy neoliberalism's requirement for governance at-a-distance through the rational calculus of if/when scenarios as a regimen for living.
Romanow	Paula	3966	"A part of me is always 'there'" ¹ Mental and Emotional Health, ICT Use and Circular Work-Related Mobility	Mobility has become a central metaphor for life in contemporary societies; we are "on the move" in all facets of our lives. This has become particularly true of our work life, as globalization and shifting regional economic factors have changed both our working lives and the places in which we work. Employment-related mobility (ERM) is a core and under-studied form of this phenomenon, and occurs when workers regularly and repeatedly cross national, provincial or municipal boundaries to get to and from their place of employment, sometimes working at multiple worksites (eg., construction, home health care workers) or in workplaces that are themselves mobile (eg., ships, aircrafts, trucks). Although many commentators have framed ERM as a relatively new phenomenon (Baumann, 2001; Castells, 1996; Urry, 2000), in reality, it has existed for almost as long as humans have exchanged their labour for a wage. What has changed over the last 50 years, with the increased availability of the automobile and air travel, is the ability to not only travel some distance to where the work is, but to be able to return to the "homeplace" on a regular basis. The effects of such circular mobility on the worker, and his/her family have been well documented in the literature. The stress of leaving home and family for extended periods of time in order to work contributes to occupational health and safety issues for the worker (e.g., addictions, fatigue, lack of social supports, etc.), and strain within familial relationships (e.g. infidelity, absentee parenting, communication breakdowns). It has been argued that some of the challenges to family life which result from being physically absent for prolonged periods of time may be mitigated through the use of new information and communication technologies (ICTs) such as Skype, Facebook, and e-mail / texting, which allow the absent parent/spouse greater access to and involvement in activities in the homeplace. This is certainly a trope which has been seized upon by marketers and service providers. However, this paper will explore the growing evidence that other mental and emotional health issues begin to surface through the paradox of being "there/not-there"; the reality of such "split personalities" is that one is always torn between the two places, and rarely feels successful in either.
Rose	Ellen	3669	Continuous Partial Attention: Communicating, Thinking, and Learning in the Age of Interruption	part of panel submitted by Rose: "Is Google Making Us Stupid? Media Ecology Perspectives" According to Thomas Friedman, we have moved from the Age of Information to the Age of Interruption. "All we do now," he says, "is interrupt each other or ourselves with instant messages, e-mail, spam or cellphone rings." One hallmark of the Age of Interruption is a new mode of thought that has been variously labeled media multitasking or, more appropriately, continuous partial attention. Commentary on the phenomenon has thus far taken the form of a debate between those who view continuous partial attention as a dysfunctional state of distraction and those who regard it as offering an evolutionary advantage. Drawing on recent research, including my own, I ask, are habits of mind really changing? And if so, what are the implications for human communication, thought, and learning?
Rose	Ellen	3670	"Is Google Making Us Stupid?" ² Media Ecology Perspectives	Nicholas Carr's controversial 2008 Atlantic article, "Is Google Making Us Stupid?" was just one of a host of recent publications (e.g., iBrain: Surviving the Technological Alteration of the Modern Mind; The Dumbest Generation, How the Digital Age Stupefies Young Americans and Jeopardizes Our Future) that speculate about the long-term effects of computer use on our cognitive processes and even on the way our brain is wired. The purpose of this panel is to consider the contemporary zeitgeist through the lens of media ecology. As the study of how media environments shape human understanding and perception, media ecology is well-positioned to offer insight into the effects of digital technologies on human habits of mind and to stimulate a discussion about the role of media and technologies, analog and digital, past and present, in constructing our psychic world. Panel Papers: "The Phaedrus Effect: Writing Already Made Us Stupid" "It's a Jungle Out There: Visual Information, Social Networks, and Rapid Processing" "Continuous Partial Attention: Communicating, Thinking, and Learning in the Age of Interruption"

Last name	First name	Submission ID	Title	Abstract
Rosen	Joseph	3874	Trauma & Self-Critique in Israeli & Palestinian Cinema: Paradise Now & Waltz with Bashir	This presentation, part of a larger project on the role of cultural memory in the Israeli-Palestinian conflict, juxtaposes two films - one Israeli and one Palestinian - that address the cyclical repetition of traumatic violence across generations. Paradise Now (2005; Hany Abu-Assad) provides a depiction and analysis of Palestinian suicide bombing from a Palestinian perspective. From an Israeli perspective, Waltz with Bashir (2008; Ari Folman) investigates Israeli culpability in the 1982 Sabra and Shatila massacres that occurring during Israel's invasion of Lebanon. Both of these films avoid representing the other side's violence and instead focus on their own perpetration of violence. Each film simultaneously situates violence as a form of trauma whose repetition is inextricable from inter-generational cultural memory. Using a sociological approach to cultural memory, I argue that these films attempt to interrupt the traumatic memory discourses that are complicit with the repetition of violence. The theoretical goal of my analysis is to argue that these films illustrate a form of ethical self-critique that I define by drawing upon the work of Emmanuel Levinas. These self-critiques, I argue, sidestep the moral binary of self and other, and therefore provide a vital contribution to critical perspectives on the Israeli-Palestinian conflict. Both of these films prompted heated debates in international media and across diasporic communities. By looking at the critical reception these films received, I conclude with the political goal of my analysis: to assess the possibilities of ethical self-critique within transnational media and diasporic discourses about the Israeli-Palestinian conflict.
Rueff	Julien	3914	L'expérience de la réification dans les mondes numériques	La promesse de la socialisation est, à n'en pas douter, l'un des attraits majeurs des mondes numériques (Second Life, World of Warcraft, etc.). S'appuyant sur Internet, ces dispositifs techniques (les «univers virtuels» dans le langage courant) offrent aux usagers la possibilité d'interagir entre eux dans des environnements médiatiques extrêmement sophistiqués. Dans le cadre de cette communication, nous aimerions adopter un point de vue critique sur ces relations sociales, en interrogeant l'existence de phénomènes de réification en ligne. Bien que nous ne soyons pas à l'idée selon laquelle la socialisation dans les mondes numériques serait une forme atrophée et inauthentique de la socialisation, nous croyons pertinent d'analyser les processus par lesquels les utilisateurs en viennent à se considérer «comme des objets» et non «comme des sujets». Cette présentation s'appuiera empiriquement sur une enquête de terrain, effectuée en 2008 et en 2009, portant sur un collectif en ligne (que nous nommerons, par souci d'anonymat, «XYZ») dans le monde de Warhammer Online. Après un exposé de nos présupposés théoriques - la théorie honnethienne de la reconnaissance, nous reviendrons sur la logique de fonctionnement de cet univers virtuel. Partant de là, nous serons en mesure d'examiner plusieurs phénomènes de réification se déployant dans les rapports intersubjectifs des membres appartenant à cette communauté virtuelle.
Ruiz	Rafico	3798	Sites of Communication: The Grenfell Mission of Newfoundland and Labrador	Wilfred Grenfell (1865-1940) was an English medical missionary who began traveling to the outports along the coast of Labrador in 1892 aboard the medical ship <i>Albert</i> , sent by the Royal National Mission to Deep Sea Fishermen. In the popular Canadian imagination, Grenfell is a well-known if ambiguous figure: doctor, pseudo-saint, author, fundraiser, and missionary. Yet, in recent literature, Grenfell is seen to an ever-greater extent as a social reformer who, for better or for worse, "intervened to change the patterns of living" in northern Newfoundland and Labrador (Ronald Rompkey, <i>Grenfell of Labrador, A Biography</i> , xiv). The mission he worked to establish, culminating in the incorporation of the International Grenfell Association (IGA) in 1914, was an organization that would eventually oversee the construction and operation of hospitals, nursing stations, schools, orphanages, cooperative stores, and light industries, amongst other institutional types, becoming a vast northern health network that the IGA ran until it was finally transferred over to provincial control in 1981. Grenfell's efforts at social reform in the region were made manifest through the discourses, techniques, institutions and architectural forms in and through which the mission was materialized. This paper seeks to examine the intricate relationship between architecture and site as a question of mediation. In so doing, it will make a theoretical claim within emerging currents in media theory that touches on space, time, and what could be thought of as "sites of communication' that ask: how can the near absence of mediation create a site of need?
Saari	Maija	3809	Barriers, Boundaries and Borderlands: A pragmatic conceptual framework mapping relations of ruling governing the journalist for predicting institutional change in journalism education	Who owns and controls journalism knowledge? Can a site traditionally dedicated to professional training of future practitioners be re-imagined as a site of knowledge creation and scientific inquiry? Where within the academy will journalism practice innovation appear? And what will journalists have to do with it? These central questions of concern to contemporary journalism educators and media scholars are dominating conference agendas of late as the academy confronts these times of industrial and technological flux. Seeking to address the last of these questions, this paper sketches a typology of institutional subcultures that cooperate to construct what we know as "J-school" and institutional relations of ruling that have formed to govern them. The author posits that the race to determine journalism's future can be constructed as both an inter-professional and inter-cultural struggle for power. Using an analysis grounded in examples drawn from the Canadian landscape, this paper conceptualizes a transcendent framework, mapping the cultural, ontological and epistemological implications to journalists of re-imagining journalism as a site of knowledge production and practice innovation within the wider academy. The traditional professional-turned-educator, it argues, faces the highest risk of rapid extinction if located – by choice or by chance – in setting in which they are either unable or unwilling to embrace evolution.
Salamon	Errol	3908	Discursive Intervention and Canadian Broadcasting Policy: Working the 2005 Public Service Media Labour Dispute	In this paper, I explain the ways in which media workers intervene in broadcasting policy debates during a significant labour dispute. The public service mandate of Canadian broadcasting policy illuminates nationalistic and democratic imperatives. This mandate was challenged in 2005 when executives of the Canadian Broadcasting Corporation (CBC), Canada's national public service broadcaster, failed to reach an agreement regarding job security for temporary workers with the Canadian Media Guild, a CBC labour union; the Corporation then locked out some of its English-language employees (Ferguson, 2007). I adopt a critical discourse analysis approach to examine "discursive intervention" (Fairclough, 1992; Lentz, 2011) in the Broadcasting Act (1991) during this lockout. I study as policy the radio programs of CBC Unplugged, a collective network of locked out CBC employees. These programs were broadcast nationally on community radio stations, on the Internet, and through podcasts. I build on the media policy literature, which reveals that, since the 1990s, state support for public service media has declined (Raboy & Taras, 2007). I argue that the CBC lockout is a conjunctural moment at which media workers deploy their own community media. These alternative media not only temporarily redress the public service media crisis but also problematize the public service media ethos. These practices of media workers have implications for Canadian broadcasting policy. They rupture the lines between Canada's three broadcasting sectors: public, private, and community. They also suggest ways in which media workers around the world could recommit to democratic media.

Last name	First name	Submission ID	Title	Abstract
Savage	Philip	3937	CANADIAN QUESTION PERIOD: CONTENT ANALYSIS RESULTS	Question Period (QP), an event that occurs in the House of Commons of Canada every day that the House is in session, is generally regarded as an important component of parliamentary democracy, since it provides a venue for Members of Parliament (MPs) to seek information of the Government while benefitting from parliamentary immunity. In the Canadian parliamentary system, much political debate and decision-making happens in closed meetings of cabinet or caucus. QP remains one of the most publicly available parts of the political process (Harris, 2001). This talk will present a unique quantitative and qualitative content analysis of QP sessions from the first session of the 40th Parliament focusing on issues of coverage, gender, racial identity, profession and other metrics. These data are analysed from the perspective of the joint process of meaning construction that MPs engage in as they interact during question period, as well as how different power relationships play out in the arena as evidenced by various concepts such as civility, politeness and tonality. This analysis constitutes the first step toward a pragmatically and discursively sophisticated theorization of how QP functions based on a systematic analysis of content. A description of the theoretical basis of QP coding and pilot analysis were presented at last year's Canadian Communication Association (CCA) and Linguistics Association of Canada and the United States (LACUS) meetings. The 2011 presentation provides a larger sample of preliminary analysis of the content of the 40th Session of Parliament (adding 2010 episodes to those in the existing 2009 corpus); providing new preliminary results. References Harris, S. (2001) Being Politically Impolite: Extending Politeness Theory to Adversarial Political Discourse. <i>Discourse & Society</i> . 12 (4), 451-472.
Sawchuk	Kim	3756	1. Mobile Media Ecologies	Evan Light, Université du Québec à Montréal, Montreal, PQ. The Spectrum as Life Media Michael Longford: York University Marconi's Towers: Uncovering the Early History of Wireless Telegraphy in Canada Owen Chapman, Concordia University Soundwalking Mobility: Fredericton Heather Maguire, York/Ryerson Universities Tracking Victorious: Technologies of visibility in a mobile world
Sawchuk	Kim	3757	2. Embodying the Mobile Subject	Jagrís Hodson, York University, Toronto Ont. Mobilities in cyber places Paula Romanow, Atlantic Health Promotion Research Centre/ Mount Saint Vincent University "A part of me is always "there" mental and emotional health, ICT use and circular work-related mobility Gordon Gow, University of Alberta, Edmonton. Mobile Phones for Health in rural India and Sri Lanka: Findings from the Real-time Biosurveillance Pilot Project in Sri Lanka and India Barbara Crow, York University (Toronto) and Kim Sawchuk, Concordia University (Montreal) Always Already Old: aging the mobile subject
Sawchuk	Kim	3758	3. Politics, Art and Mobility	Mary Elizabeth Luka, Concordia University, Montreal, PQ. Practical mobility in the arts? Indiegogo.com and Kickstarter.com Nicholas Balais, OCAD, Toronto, Ont. Mobility, Modernity, Transnationalism: Cuban Mobile Cinema in the 1960s Andrea Zeffiro, School for Arts and Technology, SFU Spaces of Dissent: The Politics of Mobile Activism
Sawchuk	Kim	3759	4. Materialities and Mobilities	Steven Logan, York University In the environment of the automobile Phil Vannini, Royal Roads University, Victoria BC Mobility and ferries Constellations of Ferry (Im)Mobility: Islandness as the Performance and Politics of Insulation and Isolation Kim Sawchuk, Concordia University, Montreal Virtual Daylighting: mobile technologies and the lost rivers of Montreal Darin Barney, McGill University, Montreal "That's no way to run a railroad." The Battle River branchline and the politics of technology in rural Alberta"
Sawchuk	Kim	3760	Virtual Daylighting: mobile technologies and the lost rivers of Montreal	Virtual Daylighting (V-Day) is a creative investigation, and iphone application (in development) that allows users to explore the "lost rivers" that once traversed the island of Montreal (Canada) initiated by Montreal filmmaker Katarina Soukup. Put simply, daylighting is the process in which a river that has been buried is brought back to the surface to create new urban green spaces. One hundred and fifty years ago, as Montreal and other cities were entering the industrial era, urban rivers were used as conduits for waste, pestilence and deadly water-borne diseases. In the fight against epidemics, these waterways were considered dangerous and expendable. Over the course of the 20th century, sewer systems and roadways were built to accommodate and support dense urban populations. As consciousness of the "environment,' "viability,' and "bio-diversity' infiltrated our modern lexicon, experts have attempted to reshape cities that have been marked by the industrial past in order to better respond to the needs of the future. Environmental practices, such as daylighting, have been proposed as one pathway towards a rejuvenation of cities. Using the capabilities of a 4G mobile phone, the Virtual Daylighting project gives users access to the trajectories of these river systems used geo-localized tagging. As one meanders along a trajectory, the small screen of your cell phone becomes a portal to fictional images and sounds that meld with the surrounding landscape also depicted on screen creating a compelling virtual museum or gallery-without-walls, in synch with a local environment. This paper will discuss the feminist ecological and aesthetic principals informing the production of the V-Day project (Merchant; Haraway; Bennet), as well as the support of this project by the First Person Digital initiative launched in 2010 by Montreal's feminist media lab, studioXX.
Secko	David	3929	The scholarly view on science journalism in Canada: A qualitative interview study	As modern science has grown in complexity and social importance, critical discussion of science journalism in Canada has lagged behind. To date, there has been little effort at synthesizing a scholarly perspective on Canadian science journalism beyond the views expressed in individual studies. This is despite a tension between theoretical views of science journalism as an important source of information for non-specialists and practice-based critiques of science journalism as inaccurate, uncritical and complicit in the production of cycles of hype [1]. This theory-practice divide has been inherently difficult to close and subject to wide variations in stakeholder expectations [2], suggesting the need for future consensus-building that respects differences in perspective. In this paper, we approach this need through 20 in-depth qualitative interviews with Canadian media scholars on their perceptions of science journalism. Interviews were analyzed with Given and Olson's knowledge organization model [3] to give a summative, thematic analysis. As "researchers studying researchers', this paper provides a unique and self-reflective view of 20 scholars on three aspects of Canadian science journalism: (a) the current (practical) methods of producing science journalism; (b) alternative (theoretical) methods of producing of science journalism; and (c) the proper role of the science journalism in Canada. While respecting divergence, particular consideration is given to consensus on what would constitute "better" science journalism. References Bubela et al. 2009. <i>Nature Biotechnology</i> 27: 514-518. Secko, Smith. 2010. <i>Canadian Journal of Communication</i> 35 : 265-274. Given, Olson. 2003. <i>Library & Information Science Research</i> 25: 157–176.
Serpereau	Antonin	3767	Société civile et communication au Québec.	Comment les composantes de la société civile québécoise intègrent-elles la communication dans leurs activités? Est-ce essentiellement un moyen, ou au contraire une cause à part entière des luttes sociales? Soulever cette problématique, c'est interroger la place et le rôle de la société civile organisée dans le développement et l'organisation de l'espace médiatique au Canada et au Québec, dans un contexte où le système médiatique est caractérisé par la libéralisation des marchés, la domination des entreprises privées et la concentration du capital. Les processus d'industrialisation et de marchandisation sont renforcés, tandis que l'existence même des secteurs public et communautaire est fortement remise en question. Il devient par conséquent urgent d'interroger la capacité réelle de la société civile à s'approprier les moyens de communication de façon à participer à l'espace public médiatique. L'Observatoire de la recherche sur la communication alternative (ORCA), créé par le Groupe de recherche interdisciplinaire sur l'information, la communication et la société (GRICIS) de l'Université du Québec à Montréal (UQAM) a lancé une vaste enquête auprès de plus de 1500 organismes afin de répondre à ces questions. Cette présentation porte sur la problématique et la méthodologie employée afin d'analyser les dynamiques à l'œuvre en matière de pratiques de communication développées au sein de la société civile organisée au Québec.

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Shtern	Jeremy	3856	Creative Labour, Media Professionals and Cultural Industries	Overall Panel Abstract Discussions about the production of communication and the associated political economies are preoccupying various literatures as diverse as new media studies, creative industries, creative cities and audience studies. Communication scholarship into the questions related to media production has also been reinvigorated by the emergence of user-generated content practices. This panel takes a cross-cutting and multi-faceted look at the linkages between labour, creativity, work and industry. In a context where lines between professional and amateur media production are fuzzy and traditional communication industry models are being undermined, this panel asks: How should we understand creative labour? Who are Canada's media professionals? How effective are cultural industries at present and how is their management, organization and governance responding to current trends? Part I of this three-part panel will focus on "creative labour". Part II examines "media professionals". Part III looks at "cultural industries". The aim of this three-part panel is to bring to together scholars working within various distinct frameworks to compare cases and conclusions and to reflect on the emerging research agenda. Panel Participant Summary (Detailed Descriptions Below). Panel 1: "Creative Labour" -Savage -Mosurinjohn, Murray, Robertson -Lowry Panel 2: "Media Professionals" -Shtern and Davis -Vincent -Davis et al. Panel 3: "Cultural Industries" -Coles -Mills -Stahl Panel 1: Creative Labour, Media Professionals, Cultural Industries Part I Chair: Shtern Paper 1: Dr. Phillip Savage, (Assistant Professor, Department of Communication Studies and Multimedia, McMaster University) Title "Audience labour in the transition from broadcasting to digital media in Canada"Abstract:This presentation draws on the work of three separate cases studies of the intersection of audience research and cultural policy development in the period of 1980-2010: CanCon regulations based on "consumer demand" instituted by the CRTC and CTF, public broadcasting key performance indicators (KPI's), and Listener and Viewer Associations' (LVA's) lobbying campaigns. It re-examines the discourse around "audience massage" in the context of the transformation of the audience labour involved in "cybernetic commodities" discussed by Canadian political-economist Dallas Smythe (1981) as it evolved in Canadian media, and re-positions it within the recent re-conceptualizations of audience self-commodification and "prosumer" tendencies of consumer-generated digital A/V and social media sites that begin to displace traditional ratings-based institutional audience research in Canada and abroad (Napoli, 2011).In essence, my own audience massage model that demonstrated limits on the audience discourse in broadcasting policy formation (Savage 2007) is tweaked to make some initial projections about the further subversion of audience autonomy in a digital media era. The paper explores key new dynamics in the political economy resulting from further consolidation of Canadian telecom-media firms and internationalized public relations-advertising-research conglomerates. It looks at an evolving audience discourse in which institutions use new techniques of control over audience self-production and self-research with attendant constraints on process contribute to the incubation of a new social movement around global communication governance? Based on extensive participant observation and analysis of policy documents and email list communications, this paper examines the distinct players, structures and themes of the second phase of the UN WSIS, with a particular focus on the issues raised and roles played by civil society. It includes discussion of the Internet Governance Forum - the new multi-stakeholder organization created as the most tangible output of the WSIS - as well as discussion of how the process of civil society self-organization has continued post-WSIS to reflect on the WSIS experience and what it tells us about the challenges and opportunities embedded in the notion of multi-stakeholder governance. We conclude that mobilization around global communication, is still below the threshold of a social movement at present. At the same time, we reflect on the significance of the fact that a series of grassroots groups came together around global communication governance issues in an unprecedented manner. The openness of the WSIS process to civil society participation has greatly enhanced the number of civil society activists with policy knowledge, experience and interest in working on issues of global communication governance. In this sense, we argue that the WSIS was crucial moment in the evolution of the place of civil society within the global governance of communication.
Shtern	Jeremy	3876	Civil society and the global governance of communication: The legacy of the World Summit of the Information Society	This paper asks: did the inclusion of civil society in the UN World Summit on the Information Society policy development process contribute to the incubation of a new social movement around global communication governance? Based on extensive participant observation and analysis of policy documents and email list communications, this paper examines the distinct players, structures and themes of the second phase of the UN WSIS, with a particular focus on the issues raised and roles played by civil society. It includes discussion of the Internet Governance Forum - the new multi-stakeholder organization created as the most tangible output of the WSIS - as well as discussion of how the process of civil society self-organization has continued post-WSIS to reflect on the WSIS experience and what it tells us about the challenges and opportunities embedded in the notion of multi-stakeholder governance. We conclude that mobilization around global communication, is still below the threshold of a social movement at present. At the same time, we reflect on the significance of the fact that a series of grassroots groups came together around global communication governance issues in an unprecedented manner. The openness of the WSIS process to civil society participation has greatly enhanced the number of civil society activists with policy knowledge, experience and interest in working on issues of global communication governance. In this sense, we argue that the WSIS was crucial moment in the evolution of the place of civil society within the global governance of communication.
Simcoe	Luke	3939	4chan as Carnival: The Embryonic Politics of the Lulz	4CHAN AS CARNIVAL: THE EMBRYONIC POLITICS OF THE LULZA proposal for the Graduate Masters Session (GMS) of the Canadian Communication Association Annual Conference 2011Luke SimcoeMA Candidate (Year 2), Communication & CultureRyerson Universitylsimcoe@ryerson.caThe online image and message board known as 4chan.org attracts 11 million unique visitors per month and generates nearly one million posts per day, making it one of the most active internet forums in the English-speaking world. It is also one of the remaining vestiges of true anonymity on the internet; 4chan requires no login or password, and roughly 90 percent of all messages on the site are posted anonymously -- lacking even so much as a pseudonym. As both a text and a culture, 4chan is highly polysemic, while the site is a puerile haven for pornography, hate speech and cyber-bullying, it is also a wellspring of popular internet culture and home to Anonymous, a distributed collective of users known for staging online disruptions and protests. My thesis asks how 4chan, regarded by some as the online equivalent to "a high-school bathroom stall or obscene telephone party line" (Schwartz, 2008), has come to be such a highly generative political and cultural force on the internet. Theoretically, my work finds its basis in Russian literary theorist Mikhail Bakhtin's notion of the carnivalesque -- a cultural and textual mode that that subverts and liberates dominant assumptions through humour, spectacle and obscenity. By harnessing the comic energy of the carnival, 4chan provides a cathartic and irreverent alternative to the increasingly constrained experience of the internet. However, like Stallybrass and White (1986), I believe the carnivalesque is not inherently subversive, but rather becomes so only in the presence of a sharpened antagonism. Consequently, my work seeks to identify the specific conditions under which the irreverence of 4chan erupts into more overt political action. I analyze a number of instances ranging from Anonymous' protracted battle against the Church of Scientology to more recent campaigns in support of both WikiLeaks and The Pirate Bay in order to show how such antagonisms mobilized the carnivalesque potential of the 4chan community.Since September, 2010, I have been conducting a virtual ethnography (Hine, 2000; Beaulieu, 2004; Kozinets, 2010) of 4chan. My presentation at the GMS will relay my findings thus far, and focus on close readings of pertinent textual productions encountered during participant observation. The aim will be to make manifest some of the cultural and communicative norms of 4chan and assess the extent to which these norms conform to or deviate from Bakhtin's conception of the carnival.Not one to give credence to moral panics or condemn nascent communities on the basis of their maturity, I see tremendous value in 4chan. In a world where the technologies of the internet are actively reconfiguring the social, 4chan is one of the most potent forces -- for both good and ill -- in online culture and thus it demands further study. The opportunity to present my work at this year's GMS will allow me to hone both my theoretical and methodological frameworks as I work towards the completion of my thesis -- a document that I hope will form the foundation for future

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Singh	Milan	3893	Terrorism, Perjury and the Canadian Legal System	The bombing of Air India Flight 182 in 1985 marks the first aircraft related act of terrorism planned and executed primarily on Canadian soil; it also remains the greatest loss of Canadians at the hands of terrorists (Major, 2008). In 2010, twenty-five years after the bombing two important events surrounding the Air India tragedy occurred. First, the publication of Air India Flight 182: A Canadian Tragedy (Major, 2010) was released based on the findings and recommendations from the Commission of Inquiry into the Investigation of the Bombing of Air India Flight 182. Second, in September 2010, the perjury trial for Inderjit Singh Reyat, the only man convicted for the bombings of Air India began and in January 2011, Reyat was given one of the stiffest sentences for perjury in Canada's legal history. The aim of this paper is to present an analysis of the Canadian court system and legal process by detailing my attendance of the Air India perjury trial at the Supreme Court of British Columbia. Informed by three layers of research, my paper draws on participant observation at the trial, public material and transcripts of the proceedings, and local media coverage. My paper will discuss the legal procedures of this high profile court case by explaining the severity of the perjury charge, the uniqueness of evidence used to convict Reyat, and the case's impact on anti-terrorism strategies in Canada. Using ethnographic research, I will also touch on the challenges of accessing the courtroom and the code of conduct required in the courtroom setting, as well as my observations of the Crown and Defence Counsel, judge, and others in the gallery.
Singh	Milan	3894	Threats to the Nation: Canadian policy and the regulation of citizens	This panel is concerned with multi-layered national identities and the ways in which the Canadian state attempts to manage and regulate those identities that have been constructed as a threat to the security, cultural cohesion and national unity of the state. Using a variety of case studies each panelist examines how racialized threats are regulated through mechanisms of public policy. The first paper, drawing on theories of affect and policy studies, examines the Canadian Policy Research Initiative's Understanding Canada's 3M Generation. This analysis focuses on how public policy has identified second generation Canadians as risky subjects instead of acknowledging the complexity in their negotiated position as racialized citizens. The second paper is a theoretical examination of how critical art practices visualize the spaces of exclusion that asylum seekers and other racialized subjects temporarily occupy while they are waiting for their status to be determined. The third paper places Quebec's Bill-94, which denies Muslim women who wear a face-veil access to public services, within the context of other such moral panics over Muslim women's bodies in western societies; at the core of each of which was a question about the place of Muslim women in the nation. The final paper examines the perjury trial of Inderjit Singh Reyat as part of the larger Air India tragedy. It analyses the complexity of legal procedures in Canada by integrating ethnographic research, court transcripts and media responses of the trial to draw out concerns associated with terrorism in Canada. In each of these cases, racialized bodies become the sites of risk and/or threats through which the Canadian state exerts its power and defines its territoriality. Together, they offer insights into the shifting discourse on nation, citizenship and the multicultural 'other'.
Smeltzer	Sandra	3840	Ethical Research: The politics of studying politically contentious social movements in restricted media environments	In this paper presentation, I will critically examine the ethics of studying social movements and activist media in restricted communication environments. As a communication scholar engaged in on the ground research in areas of the world with little freedoms of speech, press, expression, my work focuses on politically contentious forms of media and the communicative practices of social movements seeking democratic change. The two key themes of the paper are: The ethics of asking members of social movements / critical media practitioners to give of their time and energy to openly discuss their work, successes and setbacks, hopes and concerns. In terms of the "politics of knowledge production" (Speed 2006: 71), this type of research attracts funding and is particularly attractive to a university eager to demonstrate its commitment to the local and international "community". What, however, are some of the ethical implications of faculty benefiting from such activist research, and how do my "findings" actually benefit the people I interview? These concerns are exacerbated in environments where government officials have a history of harassing (or worse) citizens that challenge the status quo. The complex ethics of critiquing activist media and social movements, predominantly composed of citizens dedicated to their work and who put a lot on the line personally and professionally to champion democratic action. It can, therefore, often be difficult to walk the line between support and critical / theoretical examination of their activities.
Smith Fullerton	Romayne	3718	Should Mothers Suck up to the 'Boss(es)': Canadian Media Coverage of Human Milk Sharing and Eats on Feets	In July 2010, an Arizona midwife launched a Facebook site called "Eats on Feets" (a play on "Meals on Wheels") and began to connect families with surplus breast milk with those in need. Emma Kwasnica, a Montreal mother, initiated several Canadian chapters of the group at the beginning of November 2010, with fan bases quickly numbering in the hundreds. While milk sharing itself is not new, the scale and number of those involved, because of this technology, is. On November 25, Health Canada issued a stern warning against sharing human milk. Eats on Feets, however, asserts "that women are capable of making informed choices and of sharing human milk with one another in a safe and ethical manner." With the issuing of the Health Canada warning, the amount of Canadian media coverage spiked dramatically. In this paper, we analyze Canadian print and CBC radio media coverage of breastfeeding beginning in July 2010. We use discourse analysis (Potter 1996) to identify the perspectives taken by the news media, consider the manner in which the issues were framed, evaluate the sources of information used, and make observations about the cases made. Our analysis will contribute to scholarship on media coverage of women, health, child well-being, and new technologies. Specifically, we analyze the ways in which concepts like risk, technology, nature, and choice are constructed and mobilized around and through this issue in current Canadian media. We contend that coverage of breast milk sharing is as much about politics as it is about health. Potter, Jonathan. 1996. Representing Reality: Discourse, Rhetoric and Social Construction. Thousand Oaks, CA: Sage.
Snowden	Collette	3714	On the Pornography of Exaggeration: Information lust, misleading headlines and the corruption of news.	This paper uses content analysis of English language online news sites to examine aspects of the misrepresentation of news and information. Using a range of examples it argues that in the online news environment headlines increasingly misrepresent the associated story and content. It examines the use of exaggeration and misrepresentation in headlines as a device to stimulate and attract the attention of audiences to increase desire, curiosity and lust for information. It examines this practice in a "borderless" news environment, particularly in relation to traditional notions of news hierarchies in which location was considered significant. It discusses this practice in the context of the increasing physical distance between professional media producers and the news and information that they produce i.e. "the battery hen model of journalism," and in the application of various forms of technology to measure and assess audience response and reaction. It also assesses the implications for the production and dissemination of news and information, and the potential consequences for media producers and educators.

Last name	First name	Submission ID	Title	Abstract
Stahl	Matt	3746	The US Music Industry and the Contractual Capture of Creative Labour at the Turn of the 21st Century	In 1979, singer and blossoming film star Olivia Newton-John lost her lawsuit against MCA Records. Not only would she be prevented from voiding her contract with MCA, she would be enjoined from recording for any other company until the remaining years on her MCA contract had elapsed. However, Newton-John's individual loss turned out to be a major gain for recording artists. MCA's victory? Pyrrhic in the extreme. While the appellate court affirmed the injunction, it also hedged to an absolute reading of California's seven-year limitation on the enforceability of employment contracts: recording artists could now be certain of free agency at the seventh anniversary of their contract. Soon afterward, the RIAA pressed the California legislature to change the 'seven year rule', arguing that artists were using state law as a 'weapon', forcing labels into 'renegotiating contracts under circumstances in which the record company is not even sure it will get the benefit of the new bargain'. These 'inequities' would be corrected by a 1987 law which excluded recording artists (alone) from the seven year rule's protection. Drawing mainly on court and legislative documents, this paper presents an account of Olivia Newton-John's struggle with MCA and the RIAA's subsequent successful effort to alter state labor law in its members' favor. Through an analysis rooted in the standpoint of (musical) labor, this paper explains how and why recording contract conventions shifted in the early 1980s from a focus on 'time' (years under contract) to 'deliverables' (albums enumerated in contracts). It concludes with a consideration of how the logics underpinning this 1980s transformation may or may not themselves be changing under the burgeoning digital-era regime of the '360 deal'.
Svec	Henry	3826	Alan Lomax's Digital Utopianism	The concepts of mediation, documentation, and archivization in American folk music discourse have gone underexplored. Much of the scholarship on folk and authenticity in popular music studies considers the phenomenon from the point of view of rock culture (e.g. Frith, 1981; Keightley, 2001), whereas work that does concentrate on the folk and protest-song movements tends to romanticize either the political subversiveness or the inherent aesthetic value of the genres (e.g. Cantwell, 1997; Denisoff, 1971). How did celebrity song collectors conceive of the shift from textual transcriptions to sound recordings to television broadcasts to multimedia databases? My paper will explore, in particular, Alan Lomax's discursive engagement with the various media he deployed in his quest to collect the totality of the globe's folk culture. I will be particularly interested in contrasting Lomax's rendering of the Dictaphone in the 1930s with his thoughts on the computer later in his life. In the seventies, in collaboration with International Business Machines, Lomax worked on a thoroughly digital method of analyzing large amounts of ethnographic data. His "Cantometrics" system of coding constitutes an attempt to rationalize and digitize performance itself; the text of the song no longer important, Lomax sought to abstract away from the rich complexity of embodied ritual. Drawing on medium theorists Marshall McLuhan and Friedrich Kittler, my paper will explore the ways in which the machine is discursively positioned in Lomax's texts, methodological writings, and popular performances. What performative and archival possibilities are opened up by the machine? What does utopia sound like?
Syed	Itrath	3868	Muslim Women, Face-veils and the Panicked Nation	Since 2001, in multiple western nation-states, there have been acute moments of national crises in which Muslim bodies, especially female bodies, have been the sites of contestation and panic. In Canada, these moments included multiple moral panics from the "Shariah" debate in Ontario, through the furor over the Herouxville Declaration, and in every incarnation of the debate over headscarves and face veils. At the core of each of these media moments is a concern over how Muslim women will or will not fit into the nation. The very bodies of Muslim women become sites where the borders of the nation are demarcated and modernity itself is inscribed. This intimate association of the Muslim body with danger, threat and fear is gendered. The Muslim female body, particularly when it is veiled, is rendered most inassimilable in the moment that it claims rights of citizenship. The fear and danger, that the headscarf is seen to represent, is activated when it is worn in the sites associated with modernity, secularism and progress. Hence, it is the school, the university, the government building, the sports field, the voting booth, that are catalytic sites for the crises that surface in repeated moments of national moral panic. In this paper, I will explore Quebec's Bill 94, which proposed to deny women wearing face-veils access to health, social and educational services. I will situate the discourse surrounding this Bill within the context of similar moral panics and within larger discourses of citizenship, multiculturalism, secularism and modernity.
Talpalaru	Margrit	3699	Happy Giving! Charity and Philanthropy in the Age of Immanent Corporatism	This paper seeks to illuminate the connections between giving - a handy concept encompassing charity, philanthropy, volunteering, and fundraising - , human affects or desires, and contemporary corporate capitalism. Giving, my paper argues, finds itself at the centre of a nexus of crucial social elements that not only influence people's lives, but also are definitive of the tendencies of our globalized world. In short, my project will show how giving works within the framework of our immanent corporatist global system to sustain neoliberal measures and undermine essential government social services, all the while promoting people's positive desires such as giving. The imbrication between economic activity and human affects and life constitutes a hallmark of contemporary capitalism. Methodologically, "Happy Giving!" relies on the theory of immanent capitalism as developed by Gilles Deleuze and Félix Guattari in the two-volume Capitalism and Schizophrenia. The latest stage of capitalism, corporatism designates the appropriation of biopower by corporations, which have been gaining an increasing stronghold on all aspects of existence. One of the defining aspect of corporatism is its immanence: a plane in which any and all of the interconnected aspects that make it up can influence, determine, and change the system. The positioning of giving at the intersection of economic activity (e.g., money and spending) and human affect (e.g., happiness) make it not only an important research candidate for anyone interested in the present moment, but also a potential game-changer within a system whose hallmark is the very combination between production and desire.
Taylor	Gregory	3784	Re-Farming the Spectrum	Canadian Communication Association 2011 Dr. Gregory Taylor Postdoctoral Fellow Ryerson University Re-Farming the Spectrum In a November 2010 speech, Industry Minister Tony Clement referred to the electromagnetic spectrum as the "oil of the 21st Century", and announced a major Canadian spectrum auction for late 2012. The scheduled auction is for the 700 MHz region of the spectrum, the "digital dividend" freed by television's switch from analogue to digital in 2011. The licenses up for sale are for 20 year periods, therefore this auction will establish much of the economic power structure in Canadian communications for decades to come. Canadian Communication Studies has thus far offered little critical analysis on the repurposing of this valuable public-owned resource. Re-Farming the Spectrum offers a critical political economic analysis of the recent history of spectrum auctions from an international and Canadian perspective, and asks how the Canadian public can benefit from the repurposing of this resource beyond a one-time infusion of government capital. Despite the value of this publicly-owned resource, there seems to be little plan for Canada beyond selling spectrum space to mobile telephone providers. Re-farming the Spectrum assesses the potential economic value of spectrum usage in Canada using criteria established in recent international studies, analyzes how spectrum development intersects with traditional notions of the public interest in communications, and explores other options for spectrum use beyond mobile telephone development. Re-farming the Spectrum continues Gregory Taylor's research trajectory on the political and economic implications of the digital television transition. This work has been generously supported by the Canadian Broadband Research Project at Ryerson University.
Terzic	Marilyn	3953	Beyond the wit, wisdom, and no-nonsense tactics: Courting viewers to televised justice	

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Thibault	Simon	3736	L'apport des théories normatives des médias pour éclaircir les divergences entre donateurs internationaux dans la réforme du secteur médiatique d'États fragiles.	Depuis le milieu des années 1990, des donateurs internationaux encouragent la réforme du secteur médiatique de pays en reconstruction comme la Bosnie-Herzégovine et le Kosovo. Or, dans ces deux pays, le processus de réforme a mis en lumière les divergences entre donateurs américains et européens (Nikoltschev, 2007). Nous postulons que ces divergences émanent des philosophies différentes des donateurs quant au modèle médiatique à implanter au sein d'États fragiles. De fait, les donateurs américains favorisent généralement l'essor de médias privés et un laisser-faire dans le marché médiatique. Les donateurs européens, en revanche, sont plus interventionnistes. Ils encouragent notamment la mise sur pied de télédiffuseurs publics et d'organes d'autoréglementation des médias. En réalité, les choix des donateurs sont le reflet de traditions médiatiques qui s'ancrent dans des cultures politiques et sociales distinctes (Christians et al, 2009). La philosophie des donateurs américains, par exemple, s'inscrit dans une tradition médiatique libérale où le libre marché et la non-intervention de l'État sont des normes dominantes (Hallin et Mancini, 2004). Les donateurs européens promeuvent plutôt l'implantation d'un modèle médiatique mixte où l'État joue un rôle important; un modèle qui s'inscrit dans la tradition des théories de la responsabilité sociale et de la sphère publique, entre autres. Ainsi, à l'aide de la méthode de l'idéal-type de Weber et d'une revue documentaire, nous proposons d'éclaircir les fondements des divergences idéologiques des donateurs américains et européens. Cette réflexion théorique, en lien avec notre projet doctoral, s'avère importante pour avancer la recherche sur un enjeu peu abordé dans la littérature scientifique.
Thom	Jessica	3660	"Daddy Lets Me Shop on Ebay" & The Changing Nature of Kids' Culture Online	British media regulator Ofcom reports that one in five children as young as five-years-old use the internet without adult supervision (2009). While attempts have been made to create "safe zones" for kids online, protecting them from marketers and predators while also providing educational resources (Montgomery, 2000), there is no recent data available about the ways in which Canadian children actually use and navigate the web. This study sought to create a typology of the way kids interact online, and found in the process that children's use of the Internet is dissimilar from that outlined in the existing body of research. Far from a desire for passive gameplay and bold colours, a cultural shift has taken place in which children are increasingly the users of ostensibly adult-oriented websites. While conducting six focus groups with children ages 6-13, it became clear that in addition to playing games, kids are also navigating social networking sites, privacy settings and garnering high levels of media literacy. Listing favourite sites such Facebook, Google, Wikipedia and YouTube, these young users indicate an evolution in the way Canadian kids are thinking about, using and applying Online culture. With application both to the design of sites for kids, as well as to our knowledge of the ways that children develop and interact with the Internet as a cultural text, this research fills a significant gap in our understanding of Canadian children's online behaviour.
Thomas	Neal	3932	The Return of the Human Computer	Thanks to the 2007 publication of David Alan Grier's When Computers Were Human, scholars now have a much better understanding of the early prehistory of computing. Since the mid-18th century, the precise mathematical measurement of change using calculus has been a keystone for rationalizing science, industry and government. Celestial navigation and civil engineering are just two examples of practices that necessitated exhaustive logarithmic and trigonometric reference tables, drawn up in the service of this rationalization. Long before the advent of the digital computer, people were employed to perform this computation. More often than not they were organized according to Adam Smith's division of labour. Against this backdrop, the paper develops a contemporary view of human computation, as it is made possible by global "crowdsourcing" marketplaces. Compared to what human computation meant then, what does it mean today? The forces of a highly-mediated network economy bring a different set of expectations to the constitution of computational "grunt work". Services like CAPTCHAs and Amazon's Mechanical Turk put human computers on the receiving end of deskilled intellectual work that computers are not quite able to perform. Correcting text, evaluating photographs, and writing short articles for software and research companies, the low wages on offer make the work palatable only to those in poorer countries. The irony is palpable: where in the past human computers were employed for rote calculation, today they are paid to feed that calculation with its opposite, the rote human perception of salience. This paper explores the changing, but ever-persistent connections between intellectual and immaterial labour, the feminization of work, and the computational needs of science and industry.
thorburn	elise	3880	Circuits of Crisis, Circuits of Resistance Within the University	Across Europe in late 2010 popular movements of resistance from within universities exploded. From France to Portugal, Italy to the UK and beyond, students have aligned with precarious workers, the unemployed and immigrants to fight for a shared future, placing themselves on the front lines against the austerity measures now sweeping the world. Within the education movement some have called the current situation we find ourselves in a "double crisis" referring to disciplinary crises within the university and economic crises without; crises that themselves circulate through the institution. The responses from student-worker movements across Europe to these crises and the austerity measures governments have imposed have been swift and fierce. Street demonstrations in the UK in December made headlines across the globe. Much is to be learned from the alliances and movements in Europe for Canadian students, researchers and educators. This paper will seek, then, to understand the theory of the "double crisis" in relation to the Canadian university and forward suggestions for Canadian education worker movements from the European examples. Much of the European education activism turns around the Autonomist notion of a circulation of struggles, and this paper will seek to answer: how can we circulate struggles here in Canada? Where can the nodal points of resistance in the circulation of struggles be here? What can we learn from Europe?
Thorn	Michael	3789	Confessing Commercialized Identity: the Commodification of Ex-gay Psychology and Theology	In 1998 the New York Times ran a series of ads financed by evangelical Christian organizations offering "freedom from homosexuality." These ads introduced the Ex-gay Movement - a loosely organized phenomenon mixing ancient spiritual practices rooted in confession, prayer, and Bible study with modern psychological techniques rooted in psychotherapy and psychoanalysis - to the secular world. Since then, several ads have appeared in magazines, newspapers, and on television; even, very briefly, on Canada's CTV Network in 2008. Furthermore, Ex-gay leaders have been the focus of a Newsweek cover story, they've appeared on talk shows and current affairs programs in both the U.S. and Canada, and scandalized preachers such as Ted Haggard and George Alan Rekers have publicly entered the movement and testified to its success. An unintended consequence of this campaign, however, has been the movement's regular depiction as an object of contempt in popular film and television. And yet, prior to 1998, the Ex-gay Movement was kept hidden in the shadows of Christianity, an embarrassment to "average" Christians and to fundamentalist "family values" crusades. Although officially existing in the U.S. since 1973 (and in Canada since 1986) this paper will argue the Ex-gay Movement only became a coherent (albeit extremely conflicted) discursive formation recognizable in the public sphere after it began advertising itself nationally and internationally, thus commercializing its notions of psychological health and religious truth. Drawing on several analyses of commercialized LGBTQ identity from political economy, I will analyze the commercialized discourse surrounding this movement using a Foucauldian governmental approach.

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Tlalka	Stephany	3851	Constructing the illegitimate refugee: divergences between online reader comments and the editorial voice in Canadian newspapers	In August 2009, Brandon Huntley, a white man from South Africa, obtained refugee status in Canada on the grounds that he was persecuted in his home country because of his skin colour. Within a week of the ruling, South Africa's diplomat to Canada publicly voiced his outrage, and the federal government appealed the ruling. In the Canadian media, the few newspaper editorials and columns regarding Huntley published in favour of the appeal. However, a very different conversation was taking place between online commenters on the websites of Canada's major newspapers. This research analyzes how the agenda-setting function of newspaper editorials and news articles is challenged by online commentary, an area of study where literature remains sparse. To do so, it explores the following question: how do online reader responses about the Huntley case differ from editorial coverage, and what does this say about the relationship between media coverage and reader response? The paper employs a critical discourse analysis of editorials and columns in selected Canadian newspapers, and a quantitative analysis of online comments collected from The Toronto Star, The National Post and The Globe and Mail. Whereas newspaper editorials published in a unified voice, commenters vigorously debated whether a white person could claim persecution based on the colour of their skin. It concludes that while the commentary section showed a nuanced range of arguments in support of Huntley, its challenge to the agenda-setting function of the newspaper remains minimal, as comments were secondary to the newspaper article, and some were even deleted a few months later.
Toughill	Kelly	3901	Journalism Jobs in New Media	This paper is a survey of journalism jobs and contracts created in 2009 and 2010 in non-traditional media in Canada. The survey will also delve into the specific skills of those hired into non-traditional media. Flagger fortunes at Canadian newspapers, television and broadcast operations have dominated discussion for half a decade, with considerable emphasis on the loss of jobs in Canadian newsrooms. At the same time, there has been anecdotal evidence of an upswing in "new media" jobs related to journalism. This survey will offer a glimpse into the relative significance of new media in the journalism job market. Methodology is to review job listings, contact media organizations and comb databases of labour statistics and job placements, supplemented with interviews of managers and job seekers.
Trudel	Dominique	3705	Walter Lippmann et la Fabian Society	L'historiographie lippmannienne est caractérisée par une forte dissension quant aux influences intellectuelles de Walter Lippmann. Elle oppose couramment l'influence de William James à celle de George Santayana, deux de ses professeurs à l'Université Harvard. Pourtant, le platonisme et la fascination pour les vérités éternelles de Santayana semblent difficilement compatibles avec le pragmatisme de James, pour qui la vérité est un événement - voire un accident - qui arrive à l'idée. Cette réduction de la question des influences intellectuelles de Lippmann à une alternative impossible – James, Santayana ou l'impuissance herméneutique – doit beaucoup à ce qu'il convient maintenant d'appeler le « débat Dewey-Lippmann » et en poursuit l'absurde logique. Tandis que les partisans de Dewey mettent l'accent sur l'influence de Santayana sur Lippmann (dès lors, un pragmatiste de pacotille), le clan Lippmann souligne l'ascendant exercé par James et son appartenance à la grande famille pragmatiste. Cette présentation pose l'hypothèse d'une influence majeure de la Fabian Society sur les idées et le parcours de Walter Lippmann; influence à partir de laquelle il est possible de reconsidérer l'ensemble de son parcours intellectuel ainsi que son rapport schizophrénique aux philosophies de James et de Santayana.
van der Veen	Jon	3909	Listing the Facts: Lists in Reference Works from L'Encyclopédie to Wikipedia	As part of a larger exploration of genres of lists on the Web, this presentation examines lists and list-making in Wikipedia and other reference works such as those by Diderot, Murray, and Thoreau. I contrast list-making from other types of reference writing, as well as from other sites of collaborative writing, relaying the symbiosis between lists and reference works as assemblages of 'scattered' knowledge and facts. Especially important are issues of authority, notability, sourcing, and the concept of a 'fact,' as evidenced in the literature surrounding the production and reception of these works and in the primary texts themselves. Reference works collect relevant knowledges to meet the totalizing aims of the genre, but the multiplicity inherent in such collections also undermines the rhetoric of totalization. This multiplicity is particularly evident in passages that take the form of lists. Entries in list form can ambiguously represent collections of encyclopedically-relevant facts gathered and authorized by the reference work, collections recognized outside the reference work as such and represented as encyclopedic content, or, in the case of indexes and other content listings, collections offered for the purpose of navigational aid through the reference work. The ambiguities among these positions of encyclopedic authority are compounded in Wikipedia, where navigation is built into the content of the encyclopedia more ubiquitously than it was with Diderot's 'renvois,' and where amateur writers are free to gather novel compilations of facts.
vannini	phillip	3724	Mobility and ferries Constellations of Ferry (Im)Mobility: Islandness as the Performance and Politics of Insulation and Isolation	Drawing from three years of fieldwork - including over 250 journeys and about 400 interviews - conducted in ferry-dependent coastal and insular communities of British Columbia, this paper extends the concept of constellation of mobility and provides empirical evidence to argue for its relevance. Coined by Creswell (2010), the concept of constellations of mobility refers to historically and geographically specific formations of movement inclusive of relational experiences, practices, and politics. By focusing on two of the constitutive parts indicated by Creswell (experience and route) and a third one originally developed here (remove) ethnographic data description and analysis show how ferry (im)mobility in ferry-dependent communities contributes to spatializing dynamics of insulation and isolation. Positive affective aspects of these spatializations, such as uniqueness and distinction, place-attachment, sense of place, place-identity, safety, connection, and remoteness, as well as negative aspects, such as marginalization, divisiveness, disconnection, fear, and confinement are outlined.
Virginie	Soulier	3747	Les expositions plurivocales: les divers partis pris inscrits dans les textes	Une enquête exploratoire, nous a permis de remarquer que les institutions muséales canadiennes collaborent généralement avec les Autochtones quand elles mettent en &oeuv; une exposition sur ces derniers (recherches conduites au Musée de la Civilisation de Québec et au Musée des Civilisations de Gatineau). La prise en considération des voix des peuples d'origine du patrimoine leur permet d'élaborer ce que l'on nomme, en contexte professionnel, des expositions « plurivocales ». Cette procédure collaborative a pour dessein de produire un discours d'exposition plus consensuel et ainsi acceptable par tout le monde. En prenant appui sur des recherches sur la polyphonie (Genette, Rabatel, Perrin), nous mettrons en évidence qu'en dépit de l'évidente bonne volonté des acteurs, de multiples traces et marques des différents points de vue apparaissent dans un dispositif muséographique qui prétend pourtant satisfaire tous les visiteurs quelle que soit leur culture d'appartenance. La recherche est délibérément focalisée sur un seul registre médiatique : le texte d'exposition. Il oriente les visiteurs, mais il est aussi orienté. Les points de vue mis en scène proposent du sens et s'en jouent. Le texte renferme des partis pris (Jacobi, Poli). Il est possible, à l'aide de ces marques de dévoiler les postures idéologiques implicites du concepteur-muséographe dans le contenu exposé (Jacobi). À l'aide de l'analyse des catégories de positionnements énonciatifs, nous nous proposons de faire émerger les mécanismes de prise en compte de différents points de vue et au-delà la nature de l'engagement de l'instance auctoriale. Références bibliographiques : COLAS-BLAISE, Marion, Mohamed KARA, Laurent PERRIN et André PETITJEAN, La question polyphonique ou dialogique en sciences du langage, Actes du colloque Metz-Luxembourg 2008, Université Paul Verlaine, Metz, 2010, 400p. GENETTE, Gérard, Nouveau discours du récit, Éditions du Seuil, Paris, 1983, 119p. JACOBI, Daniel, « Les faces cachées du point de vue dans les discours d'exposition », La Lettre de l'OCIM, n. 100, Juillet-août 2005, p. 44-53. POLI, Marie-Sylvie, Le texte au musée: Une approche sémiotique, L'Harmattan, Sémiotiques, Paris, 2002, 130p. RABATEL, Alain, Homo Narrans, Pour une analyse énonciative et interactionnelle du récit, Lambert-Lucas, Limoges, 2008, 2 Tomes.

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Wallace	Barry	3872	Green Communication: Bring the Environment into Media Ecology!	A review of literature concerning "sustainability" (and related terms) and "communication" indicates that much work has been done in regard to communicating sustainability, but little exists about the sustainability of communication, itself. This paper introduces the concept of green communication – the selection and use of environmentally sustainable practices for communication. Further, the supposed environmental friendliness of digital media is challenged and problematized, based upon two axes: the environmental impact of digital media, and the proliferation of digital media. Finally, with a focus on praxis, it is proposed that the framing and dissemination of the concept of green communication – vis a vis the notion of the "terministic screen" of Kenneth Burke, the relationship of habitus/field of Pierre Bourdieu, and more broadly, systems thinking and social marketing – can effect, potentially, two impacts: communication practices that actively consider environmental sustainability; and, increased realization of our relationship with the physical environment, as a reflexive concomitant result of green communication.
Whalen	Ryan	2709	The CBC and Online Interactivity: An Empirical Investigation of User Generated Content at CBC.CA	This paper deals with two issues: the trend towards more and more public discourse online, and the process of digitization as public broadcasters like the CBC seek to redefine themselves within the context of the new media environment. These two issues intersect at the CBC's website, where public discourse is facilitated by Canada's national broadcaster. This intersection raises questions about how effective the CBC is at facilitating interaction, how well the CBC's current role accords with its history and mission, and what the potential for future developments are. Following an exploration of the CBC's history and role in Canadian society, this paper offers an empirical examination of user generated content (UGC) at cbc.ca measuring the comment type, interactive exchange level, address features and national identity relevance of user comments. The entire comment threads of eleven stories are sampled and content analyzed. Results demonstrate that the majority of UGC at cbc.ca is one-way as opposed to two-way in nature and that – contrary to the CBC's historic role – the national discussion is divisive as opposed to unifying. Finally, this paper presents a discussion of how the CBC could improve its interactive functionality. Suggestions include recommending that the CBC clarify the intention for interactive functionality, that the government re-formulate the CBC's mandate and budget, and, most importantly, that the CBC consider re-designing its interactive functionality. This paper contributes to the growing bodies of research on online public broadcasters, and UGC's relationship to civic discourse and news media.
Winton	Ezra	3816	Bike Bells, Big Cars, and Content is King: The Complex Screening and Activist Spaces of the Hot Docs Film Festival	This paper will examine the academically overlooked site of the documentary film festival, a space of media consumption, cultural exchange, socio-political activism and international business. Focusing on the second largest documentary film festival in the world, Toronto's Hot Docs International Film Festival will be interrogated as a complex matrix of seemingly disparate global and local skeins of social uprising and cinematic comforts. Since its origins in 1994 Hot Docs has grown into a successful populist film festival despite its niche focus on what has historically been cinema's underdog – documentary film and video. Documentary has a precarious relationship with business as so many works are defined by political bias, anti-corporate agendas and social justice ambitions. In short, documentary can present a challenge to advertisers and marketers seeking to fit popular, inoffensive visual media between corporate logos, messages and commercial strategies – not to mention the Canadian sine qua non of government funders. With this in mind, Hot Docs's meteoric rise on the world stage of international film festivals is indeed a curiosity, one replete with contradictions and tensions. This paper will look closely at the historic and contemporary aspects of Hot Docs as a purveyor of comfortable, quality entertainment as well as facilitator of socio-political activism – oppositional or complimentary forces perhaps best captured in the festival's tagline, "Outstanding. Outspoken."
Woodman Simmonds	Jason	3778	Engaging post-secondary distance education learners who live in remote and rural First Nations communities.	Research question: How can technology be used to engage post-secondary distance education students in remote and rural First Nations communities? What are the social, technical, and organizational issues around these mediated communication processes? Argument to be developed: Effective use of communication technology requires an understanding of the social, technical, and organizational processes involved in the contexts of specific communications. Method of analysis: This paper will provide a literature review and use social presence theory (Gunawardena & Zittle, 1997; Kear, 2010; Lowenthal 2010; Short et al. 1976) to develop a qualitative analysis of interviews conducted with teachers and students in First Nations in the Atlantic region who are engaged in post-secondary distance education. Significance to existing scholarship: Much has been written on secondary distance education in remote and rural communities. First Nations post-secondary distance education has also been a research focal point, but third level-distance education has not been studied in detail. This conference paper initiates a much needed query into third-level distance education for First Nations educators and learners. Relationship with wider research interests of the author: This study is connected to the general research interests of Videocom research team to which the author belongs. Videocom researches the use of digital media and communications in remote and rural First Nations communities. Videocom is a partnership between Keewaytinook Okimakanak, Atlantic Canada's First Nations Helpdesk, the First Nations Education Council, The University of New Brunswick and The National Research Council. Co-Authors: Susan O'Donnell, Kerri Gibson, Kevin Burton
Wurster	Jessica	3803	What Price Exposure?: Showing Skin as a Labor Market Strategy in SuicideGirls.com	This paper, taken from a chapter of my dissertation, examines the labor practices of SuicideGirls.com as both a social networking site and an alternative porn site. From the point of view of the owners of this new media platform, the content produced and shared by paying site members is vital because it draws new members and keeps existing members returning. What distinguishes SuicideGirls from other social network sites is that member participation extends to posting photo sets that include nudity. My analysis focuses on the "Member Review" section of the site, in which SuicideGirls model "Hopefuls" submit photo sets to be rated by site members. If a Hopeful's set is deemed popular enough, she may be chosen to become an official SuicideGirl and be paid for her photos. The opportunity to model for SuicideGirls is presented by the site as a way to gain exposure for models' creative pursuits and talents. This exposure, it is suggested, may lead to further opportunities for paid work. The logic here fits neatly with the changing labor conditions of the new media economy where the provision of what Tiziana Terranova has termed "free labor" is a necessary condition for participation online. In return, participants may reap affective rewards ranging from a sense of community belonging to increased self-esteem, in addition to potential future economic gain. But at what cost? My paper will address what happens when the familiar cultural trope of the casting couch meets new media's reliance on free labor.
Wybert	Donna-Lee	3961	Movies that Matter: Narrative Identity, Films and Personal Hermeneutics.	Narrative identity theory suggests that our lives are given shape and meaning through narrative elements such as themes, actions and plots. The hermeneutic practices of everyday living that participate in how our resulting life-stories proceed are informed by many things, but among these are particular movies that are highly significant to specific viewers. What is the nature of these relationships between viewers and films? Following a qualitative study in which several individuals were asked to discuss at length narrative movies that mattered to them, a three-tiered typology was developed that classifies the hermeneutic contribution of films as increasingly complex interventions along the employment axis of narrative identity. This paper will present the details of this typology within the context of the case accounts of the study participants. This research revealed that for certain individuals films have provided extremely useful tools to excavate and engage the deeper concerns in their lives by fostering creativity and insight, even while they have provided pleasure and diversion. These processes demonstrated the significant role these creative texts may play in the everyday meaning-making activities of viewers' lives.

Last name	First name	Submission ID	Title	Abstract
Yates	Stephanie	3866	L'acceptabilité sociale des grands projets: À l'État de la question et pistes de recherche	Il est généralement reconnu que l'acceptabilité sociale (AS) des grands projets (autoroutes, barrages hydroélectriques, etc.) passe par la prise en compte des positions des diverses parties prenantes (Burdge et al., 1990). Ainsi, s'ajoutent aux légitimités scientifiques et de représentation de ces projets une « légitimité de proximité » (Jobert, 1998) dont se revendiquent les populations locales. Dans cette perspective, les promoteurs sont appelés à consulter les citoyens visés par leur projet et ce, en amont de la prise de décision, à travers des mécanismes de communication bidirectionnels symétriques (Grunig et al., 2002) permettant une « co-construction » de l'intérêt général. La littérature émergente sur le sujet fait d'ailleurs ressortir les grands facteurs constitutifs de l'AS (Saucier et al., 2009). Or, malgré ces avancées théoriques, force est de constater que des tensions majeures subsistent entre promoteurs de grands projets et populations concernées, que l'on pense au débat actuel sur les gaz de schiste au Québec, par exemple. Il semble ainsi que les grands principes de l'AS ne trouvent pas toujours prise dans la réalité. C'est dans ce contexte qu'il nous semble pertinent de procéder à un état de la question, par une revue de la littérature récente sur le sujet et un recensement des pratiques existantes au Québec, au Canada, et à l'étranger, ce qui nous permettra d'apporter un éclairage nouveau sur cet apparent clivage entre les préceptes théoriques de l'AS et leur mise en application. Nous nous interrogerons notamment sur le rôle des communicateurs dans l'application de ces préceptes, et identifierons les pistes de recherche que nous entendons développer lors de travaux futurs.
Yelle	François	3779	Voice from the past: Part I	In her chapter "The historiography of Canadian broadcasting" Mary Vipond writes that one of its (many) regrettable shortcomings is the "general failure to place [audience] studies within the economic, institutional, and domestic frameworks that govern the production and reception of broadcasting" (p. 245). In this two-part communication we wish to contribute to shoring up this particular shortcoming by presenting the author and the content of what is believed to be the first audience study of the French language Montreal radio stations. The study was conducted by native-born Jacques Beauchamp-Forget and was written up as his PhD thesis (doctorat d'université) at the Université de Paris, in 1948. In Part I, François Yelle will present the author: biographical notes, academic studies and professional career. The question raised is the historical and sociological significance of this "unknown" figure whose subject of his 1946 master's thesis (Université de Montréal) was the French language radio soap opera (radioroman) and the subject of his 1948 doctoral thesis, the content analysis of radio programming and a reception study of said programming. 1 VIPOND Mary (2009), "Whence and whither: The historiography of Canadian broadcasting" in Gene ALLEN and Daniel J. ROBINSON (eds.), <i>Communicating in Canada's Past. Essays in Media History</i> , Toronto, University of Toronto Press, p. 233-256
Zeffiro	Andrea	3689	Spaces of Dissent: The Politics of Mobile Activism	Mobile communication devices are tools not only for interaction but also, reaction, that is, as instruments to facilitate dissent. The expectation that mobile and participatory media is inherently democratic ignores not only the embeddedness of digital technologies in social structures and power dynamics, but also the manner in which activist practices and processes are structured by technological architecture. This favourable treatment precipitates a conflation of the communicative processes of mobile digital communication technologies as catalysts of democratic action. This paper will explore the manner in which itinerant spaces of political activity are effectuated through mobile activist practices. Analysis will center on what I have identified as two categories of mobile media activism: 1) social justice initiatives; and, 2) forms of political protest. It is my theoretical assertion that the conditions of mobile activism are contingent on regimes of mobility, engendered through both a technological and social order, which dis/avow certain forms of political embodiment. *Please note: Abstract was accepted as part of the Politics, Art and Mobility panel, within the "Mobilities and Communications" special stream.
Zivku	Sophie	3774	Seeing Red: Disciplining the Menstruating Female Through the Visual Discourse of Tampax Pearl's "Outsmart Mother Nature" Advertising Campaign	Please accept the following proposal for admittance to the Graduate Masters Session of the 2011 Canadian Communication Association's Conference. The paper seeks to expose the way in which the menstruating female has been made visible through the disciplinary discourses of the feminine hygiene industry. Michel Foucault's theories of discipline and the docile body are used in conjunction with discourse analysis to analyze the visual discourse of a series of Tampax Pearl's "Outsmart Mother Nature" Internet and television commercials. My analysis traces the historical origins of menstrual discourses, as well as the menstrual discourses of the bourgeois era of pathology, the modern era of hygiene, and postmodern or post-feminist era that claims female emancipation. From my findings it is clear that by promoting menstrual management strategies, Tampax encourages women to conceal their menses through practices of female corporeality, perpetuating the negative visual discourses of menstruation. These practices include the self-regulation and disciplinary measures of menstrual products in relation to time, space, activity and behaviour. My results conclude that while female empowerment remains a prominent theme, the body of the menstruating female continues to be visualized through the disciplinary techniques of consumption, concealment and regulation. I am currently studying in my second semester at Wilfrid Laurier University in their Master of Arts Communication Studies Program. The problematic representation of the female body in popular texts has influenced my decision to carry out a critical analysis of the discourses found in the advertising campaigns of the feminine hygiene industry. Women's relationship to and perception of their menstrual cycle are primarily mediated through the communicative discourse of the feminine hygiene industry, thereby connecting the analysis of such discourses to Communication Studies generally and to the sub-field of Gender and Communication specifically. This paper provides a foundation for understanding the historical nature and social constructs of menstrual discourses for my major research paper entitled: "Breaking the Cycle of 'Break the Cycle': A Critical Analysis of the Menstrual Discourses Within the Social Media Campaign of U by Kotex." Operating through participatory media, "Break the Cycle" has been characterized as promoting a more positive image of the menstruating female through their parody-themed commercials and interactive web site. Drawing on Foucault's theories of discipline, biopolitics and governmentality, I will conduct a discourse analysis to explore the role social media campaigns have in constructing the image of the menstruating female. It is important to note that while menstrual discourses have been studied within feminine hygiene advertisements, an analysis of these discourses within social media campaigns has yet to be completed. Although "Break the Cycle" exhibits positive discourses of menstruation, by promoting disciplinary strategies of consumption and hygienic care, the campaign, like its historical counterparts, engenders a problematic version of womanhood and femininity in which women participate in the construction of their own otherness.
Zurba	Zorianna	3844	Of Honey Bees and Telephones: Fleshing out Lady Gaga's Telephone	Lady Gaga is a cultural tour-de-force that has been receiving both critical (Halberstam, 2010; Paglia, 2010) and cultural attention. The blonde, piano playing, over designed and under dressed, sometimes electronic-staccato voiced, palpably feminine Lady reveals and conceals our everyday and fantasy relations with technology. Merging current posthuman perspectives from Donna Haraway (1985) and Cary Wolfe (2010) with the existentialist-phenomenological perspectives on technology and fantasy from Martin Heidegger (1953) and Don Ihde (1990), this paper's central interest is to uncover the sensational and sensory fantasies that Lady Gaga lives out. For Ihde (1993), our relations with and through technology open up two potential technological fantasies. Lady Gaga poses a third fantasy, a fantasy in which failed technology is renewed. Through a close reading of Lady Gaga's "Telephone" music video, we will feel our way through modes and nodes of relatedness to uncover the meatiness and transparency of technological fantasy.