

Comparative Media Systems: Media Cultures as Cultures of Mediatization

Postgraduate course & research conference

Inter University Center, Dubrovnik, 13-17 April 2015

AGENDA GRID

Monday, 13 April 2015

09:30-09:45 Welcome, introduction to the course by the course directors

09:45-10:15 Introductions of the participants

10:15-12:00 **Sašo Slaček & Maja Turnšek Hančič**

Some critical notes on the concept of mediatization

Lunch break

15:00 – 17.30 Workshop. Maja Turnšek Hančič and Sašo Slaček Brlek

Researching mediatization: incorporating the critical notes of the concept

Tuesday, 14 April 2015

10:00-11.30 **Nada Švob-Đokić**

Concepts of mediatization: Open issues, interactions, controversies

11.30-12:00 *Coffee break*

12:00-13:30 **Steffen Lepa**

The mediatization of everyday music listening in Germany: a mixed-method approach on generation-specific audio technology adoption

Lunch break

16:30-17:00 **Antonija Čuvalo**

'Dailiness' in The Multimedia Environment: Youth Media Practices and The Temporal Structure of The Life-World

17:00-17:30 **Dina Vozab**

Patterns of cross-media news consumption and types of news consumers in Croatia

Wednesday, 15 April 2015

10:00-14:30 **Steffen Lepa**

Methodological workshop – latent class analysis

(Coffee break will be taken around noon)

Guided city tour – time tba

Thursday, 16 April 2015

10:00-11:30 **Stig Hjarvard**

Mediatization: Comparative perspectives on media and culture

11:30-12:00 *Coffee break*

12:00-13.30 **Snježana Milivojević**

Mediatization of the past: notes on Media Archeology

Lunch break

16:30-17:00 **Nanette Hoogslag**

Media systems and the Image as Visual Language. A Case Study of Obama Hope

17:00-17:30 **Jan Miessler**

Chinese and Czech Media Developments after 1989: Conflicts, Choices and Comparisons

Friday, 17 April 2015

10:00-11.30 **Paolo Mancini**

The Partisans, the Technocrats and the Watchdogs. Media cultures in a Globalized World

11:30-12:00 *Coffee break*

12:00-13:30 **Zrinjka Peruško**

Digital mediascapes – comparing media systems beyond political journalism

13:30 – 14:15 Closing ceremony, course evaluation, certificates

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Course directors:

Carmen Ciller, Universidad Carlos III de Madrid

Steffen Lepa, Technische Universität Berlin

Paolo Mancini, Università di Perugia

Snježana Milivojević, University of Belgrade

Zrinjka Peruško, University of Zagreb

Slavko Splichal, University of Ljubljana

Lecturers:

Stig Hjarvard, University of Copenhagen

Steffen Lepa, Technische Universität Berlin

Paolo Mancini, Università di Perugia

Snježana Milivojević, University of Belgrade

Zrinjka Peruško, University of Zagreb

Sašo Slaček, University of Ljubljana

Nada Švob-Đokić, Institute for International Relations, Zagreb

Maja Turnšek Hančič, University of Ljubljana

Course Description:

In 2015, the IUC-CMS postgraduate course and research conference will be focusing on works that regard different media systems across Europe as expressions of historically developed and steadily transforming media cultures (Jansson 2003). By comparing long-term change in empirical articulations of different “cultures whose primary meaning resources are mediated through technical communications media” (Hepp 2014) we want to enrich the European media research discourse by a cross-national perspective on Mediatization.

Central Topics of Interest:

- How do the media cultures of different countries transform as part of Mediatization?
- Do Mediatization processes take place at different speeds in different media cultures?
- To which extent are media systems still determined by national governance, legislation, culture and language barriers, to which extent are they already forming trans-local global figurations?

- What kind of changes in different media cultures may be observed alongside digitalization?
- How are production, distribution and reception in the cultural worlds of popular arts (cinema, tv-series, music, literature) affected by Mediatization?
- How are media legislation and overall politics reacting to media cultural change?

Course Organization:

The IUC-CMS is an interdisciplinary research conference open to doctoral and post-doctoral students in media, communication and related fields. Each year the topic of the course will focus on one or a combination of areas which define media systems from a comparative perspective. In 2015, we will center on research that adopts a media culture perspective on media systems and refer to the Mediatization concept. Course attendees will have extended opportunity to present and discuss their current own works with the course directors and other participants in seminar form (English language) and in further informal meetings around the beautiful old-town of Dubrovnik (UNESCO World Heritage).

While a comparative perspective across Europe will be foreground of the general course discussion, individually presented works may also adopt a comparative perspective on specific media cultures in single countries across time (i.e. media generations / biographies). A complementary methodological workshop will introduce selected qualitative and quantitative research methods that may be useful when adopting a media culture oriented approach to media system comparison, whether in time or space.

Venue Information:

The Inter-University Centre was founded in Dubrovnik in 1972 as an independent, autonomous academic institution with the aim of promoting international co-operation between academic institutions throughout the world. Courses are held in all scientific disciplines around the year, with participation of member and affiliated universities.

Additional Information and Application:

For further information, please contact the course director:

Professor Zrinjka Peruško, Centre for Media and Communication Research,
Faculty of Political Science, University of Zagreb. Email: zperusko@fpzg.hr

To apply for the course, please visit the IUC website: <http://www.iuc.hr/course-details.php?id=875>