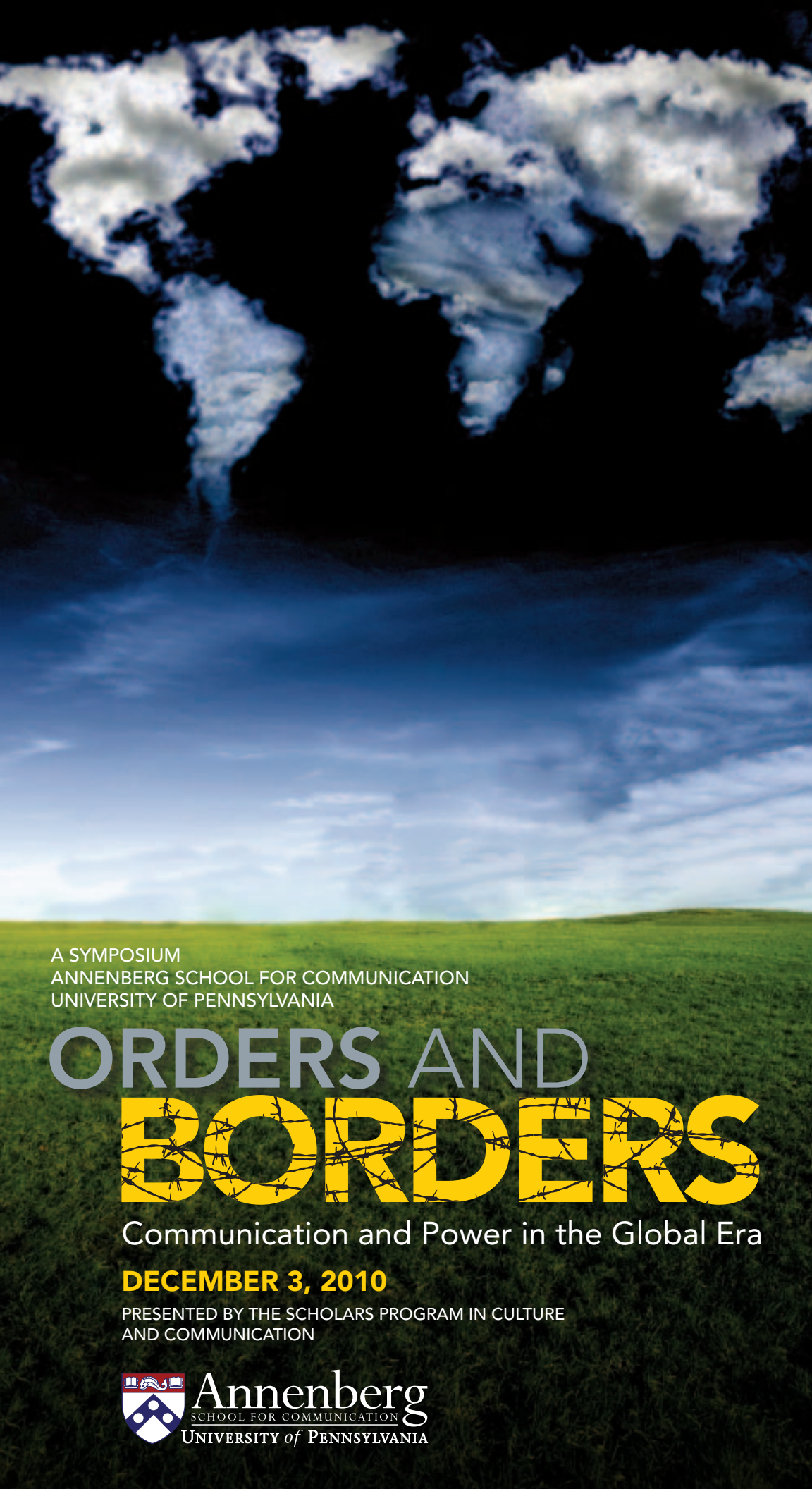


PROGRAM

9:00 a.m. – 9:40 a.m.	Coffee and Breakfast
9:40 a.m. – 10:00 a.m.	Welcome and Introductory Remarks Michael X. Delli Carpini, <i>Annenberg School Dean</i> Barbie Zelizer, <i>Director of the Scholars Program</i> Marwan Kraidy, <i>Associate Professor of Communication</i>
10:00 a.m. – 11:00 a.m.	ORDERING BORDERS: THE TRANSNATIONAL MANAGEMENT OF SUBJECTIVITY Hector Amaya Myria Georgiou MODERATOR: Le Han, <i>Annenberg Ph.D. Candidate</i>
11:00 a.m. – 11:15 a.m.	Refreshments
11:15 a.m. – 12:30 p.m.	BRANDING NATIONS: RE-IMAGINING COMMUNITIES IN NEO-LIBERAL STATES Paula Chakravartty Aniko Imre Koichi Iwabuchi MODERATOR: Andrew Crocco, <i>Annenberg Ph.D. Candidate</i>
12:30 p.m. – 2:00 p.m.	Lunch
2:00 p.m. – 3:00 p.m.	BEING MODERN: SITUATING THE GRAND NARRATIVE Tarik Sabry Paddy Scannell MODERATOR: Piotr Szpunar, <i>Annenberg Ph.D. Candidate</i>
3:00 p.m. – 3:15 p.m.	REFRESHMENTS
3:15 p.m. – 4:30 p.m.	DESTABILIZING ORDERS: RESISTANCE AND SOCIAL TRANSFORMATION Antonio La Pastina Patrick Murphy Guobin Yang MODERATOR: Sara Mourad, <i>Annenberg Ph.D. Candidate</i>
4:30 p.m. – 5:00 p.m.	Conclusion Marwan Kraidy, <i>Associate Professor of Communication</i>
5:00 p.m. – 7:00 p.m.	Reception

Scholars Program in Culture & Communication
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

www.scholars.asc.upenn.edu



ORDERS AND
BORDERS

Communication and Power in the Global Era

The state of global communication scholarship remains in flux more than half a century after the emergence of international communication as a field of study. This symposium uses the trope of “orders and borders” to re-visit how we think about communication and power in the global era, to take stock of the last fifty years of scholarship in that field, to map key patterns and concepts, and to set an agenda for theory and research. Questions we will address include: How do we capture the important social and political implications of global market forces while eschewing a monolithic understanding of neo-liberalism that flattens contextual specificity and cultural difference? How are national and cultural identities re-fashioned and expressed in the global era? How can we best understand the emergence of multiple and sometimes antagonistic modernities worldwide? How are political struggles fought and communicated on the local-national-global nexus? How do we integrate emerging media environments in global communication studies?

SPEAKERS

HECTOR AMAYA <i>University of Virginia</i>	ANTONIO LA PASTINA <i>Texas A&M University</i>
PAULA CHAKRAVARTTY <i>University of Massachusetts Amherst</i>	PATRICK MURPHY <i>Temple University</i>
MYRIA GEORGIOU <i>The London School of Economics</i>	TARIK SABRY <i>University of Westminster</i>
ANIKO IMRE <i>University of Southern California</i>	PADDY SCANNELL <i>University of Michigan</i>
KOICHI IWABUCHI <i>Waseda University</i>	GUOBIN YANG <i>Barnard College, Columbia University</i>

STUDENT COMMITTEE

ANDREW CROCCO	SARA MOURAD
LE HAN	PIOTR SZPUNAR
ANGELA LEE	KEREN TENENBOIM-WEINBLATT

ABSTRACTS

HECTOR AMAYA

The Pastoral Power of Language Policy: Spanish Language Media, Commodification, and Nativist Liberalism

This paper argues for a more direct engagement with language, particularly in studies of immigrant, ethnic, or transnational media consumption. Too often language is a peripheral issue, a social fact that behaves as a retardant or accelerator to processes of cosmopolitanism and immigrant assimilation. But language should be more than peripheral. Language is a prism through which we can study how nation-states plan, control, and regulate minorities. Language is central to market differentiation in media, creating linguistic niches that often rely on transnational programming to support the cultural integrity and difference of ethnic communities and their relationships to national and transnational advertising systems and markets. Lastly, language is a symbolic border and part of political struggles between competing ethnonationalisms. To exemplify these research approaches, this paper examines Spanish and Spanish language media in the United States as interlocking technologies of power that sit at the intersection of nativism, immigration, and corporate transculturalism.

PAULA CHAKRAVARTTY

Poverty and Mobility: Media, Democracy and India Inc.

The Indian government brands itself as the “fastest growing free-market democracy” despite what are truly astonishing rates of extreme poverty and growing inequality; conservative estimates put the figure at 42 percent of 1.15 billion citizens. In a vibrant democratic political culture, the celebration of global India’s achievements must always confront questions of poverty whether for the global audience of potential investors and tourists or for the national arena of consumer-citizens. This paper examines how the pivotal problem of economic inequality is represented in India’s expanding commercial media field and ultimately resolved in the parallel technocratic policy field. In assessing the specific history of debates about media, technology and development in a postcolonial democracy, the larger objective of the paper is to raise questions about the significance of the profound shifts in institutional power across Africa, Asia and Latin America.

MYRIA GEORGIU

Between Strategic Nostalgia and Banal Nomadism: Transnational Strategies of Presence

This paper discusses a bipolar and highly politicized set of positions adopted by Arab speakers in Europe, as they attempt to articulate their sense of belonging, especially through their media consumption. The paper draws from focus group research in three European capitals (London, Madrid, Nicosia). Findings show that media consumption among Arab speaking audiences takes a particular political twist and contributes to defining meanings and boundaries of identity within

this group. In trying to find a place between different cultural spaces and also between (or beyond) conflicting political spheres and systems of citizenships, participants adopt a number of strategic positions. This paper focuses on two of the most often recurring positions, referred to as ‘strategic nostalgia’ and ‘banal nomadism’. These two positions are interlinked and represent different versions of a diasporic strategy to manage transnational subjectivity within contesting systems of cultural and political representation.

ANIKO IMRE

Old Nations, New Brands: Marketing Intimacy in the New Europe

This paper offers a critical look at the phenomenon of nation branding as a site of interaction between nostalgic nationalism and consumerist identity-construction within the expanding post-Cold War European media sphere. In the aftermath of socialism, nation-states of the New Europe have been forced to reinvent themselves as market-friendly and democratic places and shed the identity damage caused by socialism. State governments have widely embraced corporate nation-branding practices, often creating chaotic messages that have been met by cynical responses among their populations. This paper investigates the political implications of the permeability between the emotional attachment to brands and products and the love of the nation. My case study is the plight of Romania, whose recent rebranding campaigns to revitalize tourism and direct capital investment have been countered by a powerful Western investment in Brand Dracula as the country’s essential symbol. The paper concludes that the paradoxical, “postnational” remapping of the world as a series of competing nation brands tends to reinforce neo-imperial inequalities among nation-states. In the case of small post-socialist nations, branding is promoted, paradoxically, in the guise of a post-national order that relieves one of nationalism’s ideological burdens and converts its pleasures into a platform for consumer identification.

KOICHI IWABUCHI

Culture and National Border Administration in 21st Century Japan

Focusing on contemporary Japan, this paper examines the recent development of Japan’s administration of its national and cultural borders. We have witnessed the increase over the last decade in the flows of people, media cultures and capital across national borders. However, what has become apparent is the countervailing tendency of re-solidifying the national borders by the interplay of the market-driven inter-nationalization of media culture flows and the state policies to regulate these flows. The explicitly promotional out-going media cultural flows in an international arena eventually work together with a vector of cross-border administration that controls incoming ethno-flows and the multicultural questions raised by these incoming flows. These competing influences are mutually constitutive of Japan’s re-imagining of itself as an organic cultural entity.

ANTONIO LA PASTINA

Reshaping Belonging: The Internet in Rural Brazil

Based on ongoing ethnographic work in a rural community in northeast Brazil, this paper shows that the recent access to the Internet has rearticulated the ideas of local, regional and national and the sense of belonging to these distinct levels of social organization. This rearticulation has occurred primarily through chatting, a favored activity of many local youngsters, shopping for goods that were not locally available before, following local news blogs and downloading movies, television shows and music. This perceived proximity to the outside world has led to changes in their sense of local and national belonging from what earlier fieldwork in the 1990s documented. In this process, the local values and ideas of what is right and wrong also seemed to be shifting to encompass perceived urban/global values. These findings, however, can only be understood in a broader context of changing economic conditions and growing economic and cultural stratification in rural Brazil.

PATRICK D. MURPHY

Resuscitating ‘Resistance’ in the Age of Global Climate Change: Notes on Media, Culture and Environmental Discourse in Latin America

In an age when the powerful nations of the global North fail to treat climate change as anything other than an economic issue (e.g., the Copenhagen Climate Change Accord), and in the face of commercial media systems designed to cultivate commodity hunger, how do media audiences learn to live environmentally responsible lives? This paper examines this question by looking at how community media producers in Latin America have quietly established environmental discourses that work, in different ways, against the grain of commercial interests and state agendas. As a site of counter-hegemonic activity, the article argues that these community-based, localized efforts suggest “resistance,” a construct associated with the reception studies of the 1980s and 1990s, is alive and well. However, as the cases detailed in the paper show, it is an articulation of resistance much more purposeful and goal oriented than the “pleasure” based version found in the earlier literature. As such, the author calls for a reconsideration of the notion of resistance, recasting it as a more politically deliberate and culturally resonate part of media networked communities in the global South.

TARIK SABRY

Towards a Vertical Hermeneutic of the Modern or On Modernness

This paper utilizes Heidegger’s “dasein” (an entity that is able to make an issue out of being in the world) to think through “being-modern” and “modernity.” This requires that “modernness,” or dasein’s state of being-modern-in-the-world, must not only be examined as an ontological question, but also be objectified as a phenomenological category. Modernness, though related to modernity

and modernisation, is a distinct category. “Modernisation” describes a process while modernness describes a state of being-in-the-world. The signifier “modern,” and its utterance, has only an arbitrary relation to the signified (the essence of being-modern). “Modernness,” as defined here, is an attempt to reconcile the signifier (semantics) and the signified (being) more meaningfully: it reflects on the very being, the very “thing,” we call “modern.” This paper argues that any investigation into the concept “modern” requires an empirical study of “being-modern” in order to unravel not only the semantics of modernity or the underlying mechanisms of modernisation (local or exported) but, most importantly, what being-modern means to the anthropological subject. Through ontologically positing the modern as a phenomenon and a reality, the meanings of modernity and modernisation become clearer and more useful in thinking through questions regarding media, culture, society and sociality.

PADDY SCANNELL

Being in the Time of the Media

The output of global media today makes visible an unfolding world history, disclosed day by day in the contents and concerns of newspapers, radios and televisions all over the world. This totality is in principle and practice beyond the grasp of any particular point of view in any particular place at any particular time. We can begin to understand it, however, the more we know about and understand how others, elsewhere, all over the world, bear witness to this grand narrative from the only vantage point that is in fact available to any of us—our own situation and how we deal with it in the places where we live. This paper offers brief reflections on how current work by younger scholars (especially outside North America and Europe) reveals the workings of world history in the time of globalized media.

GUOBIN YANG

Power and Transgression in the Global Media Age: The Strange Case of Twitter in China

The power of new communication technologies is not a matter of whether they connect or divide, but how and why they create divisions and connectivity at the same time, and how forms of division can be transformed into connectivity, and vice versa. Although blocked in China, Twitter has tens of thousands of active users there. They produce a radical and critical discourse that influences both domestic and global activism. Twitter users in China are thus connected in some ways and divided in others. How do we understand this situation? What is the respective role of state power, global media, and market forces? How do internet activists manage these complex institutional conditions? Through a case study of Twitter in China, this paper explores the dialectics of connectivity and division, state power and citizen action, in the age of global communication.

BIOGRAPHIES

Hector Amaya is Assistant Professor of Media Studies at the University of Virginia. He researches in the areas of global media, Latin American film, and Latina/o media studies. His book *Screening Cuba: Film Criticism as Political Performance During the Cold War* (University of Illinois Press) is a comparative study of film reception of Cuban film, cultural criticism, and citizenship in Cuba and the USA from the 1960s to 1985. Dr. Amaya is finishing a second book, titled *Citizenship Excess: Latinas/os, Media, and the Ethics of Nation*, in which he investigates neoliberalism on American citizenship, Latinas/os, and media.

Paula Chakravartty is Associate Professor of Communication at University of Massachusetts Amherst. Her teaching and research cover global media and technology studies, political economy of media and postcolonial cultural studies. She is the co-author of *Media Policy and Globalization* and the co-editor of *Global Communications: Towards a Transcultural Political Economy*. Her recent publications include research on economic journalism and the global financial crisis, the corporatization of development and the postcolonial history of global media governance in the *International Journal of Communication, Television and New Media* and various edited volumes. She is currently completing a manuscript on the political culture of exclusion, access and citizenship across India’s fractured information societies.

Michael X. Delli Carpini is Dean of the Annenberg School for Communication at the University of Pennsylvania. Prior to joining the University of Pennsylvania faculty in July of 2003, Professor Delli Carpini was Director of the Public Policy Program of the Pew Charitable Trusts (1999-2003), and member of the Political Science Department at Barnard College and graduate faculty of Columbia University (1987-2002), serving as chair of the Barnard department from 1995 to 1999. His research explores the role of the citizen in American politics, with particular emphasis on the impact of the mass media on public opinion, political knowledge and political participation. His most recent book is *Talking Together: Public Deliberation and Political Participation in America* with Lawrence R. Jacobs and Fay Lomax Cook (2009).

Myria Georgiou teaches at the Department of Media and Communications, The London School of Economics (LSE). Her research focuses on the study of diaspora, transnationalism and the media, as well as on the city as a space of contact, communication, and conflict. She is currently conducting cross-European research with Arab audiences of transnational television. The project investigates patterns of television use among Arab speakers and their sense of cultural and political belonging. She is also writing a book, titled *Media and the City* (forthcoming, Polity Press).

Anikó Imre is an Assistant Professor of Critical Studies at the School of Cinematic Arts of the University of Southern California. Her publications on media globalization, media education, consumption, gender, race, and East European identities have appeared in

Screen, Camera Obscura, Framework, Third Text, CineAction, Signs, The European Journal of Cultural Studies, Feminist Media Studies, Media International Australia, and many book collections. She is the author of *Identity Games: Globalization and the Transformation of Post-Communist Media Cultures* (MIT Press, 2009), editor of *East European Cinemas* (AFI Film Readers, Routledge, 2005), co-editor of *Transnational Feminism in Film and Media* (Palgrave, 2007), a special issue of the *European Journal of Cultural Studies on Media Globalization and Post-Socialist Identities* (May 2009), and a special issue of *Feminist Media Studies*, entitled *Transcultural Feminist Mediations* (December 2009). She is on the editorial board of the journal *Studies in East European Cinema*.

Koichi Iwabuchi is Professor of Media and Cultural Studies at the School of International Liberal Studies of Waseda University. His English publications include: *Recentering Globalization: Popular Culture and Japanese Transnationalism* (Duke University Press, 2002); *Feeling Asian Modernities: Transnational Consumption of Japanese TV Dramas* (ed., Hong Kong University Press, 2004); *East Asian Pop Culture: Analyzing the Korean Wave* (co-edited with Chua Beng Huat, Hong Kong University Press, 2008). Together with Chris Berry, he is an editor of a Hong Kong University Press book series, *TransAsia: Screen Cultures*.

Marwan M. Kraidy is Associate Professor of Global Communication at the Annenberg School for Communication at the University of Pennsylvania. His books include *The Politics of Reality Television: Global Perspectives* (Routledge, 2010, co-edited with Katherine Sender), *Rality Television and Arab Politics: Contention in Public Life* (Cambridge University Press, 2009), *Arab Television Industries* (British Film Institute/Palgrave Macmillan, 2009, with Joe Khalil), *Hybridity, or the Cultural Logic of Globalization* (Temple University Press, 2005), and *Global Media Studies: Ethnographic Perspectives* (Routledge, 2003, co-edited with Patrick Murphy). Current book projects focus on global media studies as a theoretical project (with Toby Miller) and on the contentious politics of Arab music videos.

Antonio C. La Pastina is an Associate Professor at the Communication Department at Texas A&M University in College Station. He holds a Ph.D. from the Radio-TV-Film Department at the University of Texas at Austin. His research interests are media ethnography, representations of otherness and the implications of digital inclusion/exclusion in peripheral communities. He teaches courses in international communication, ethnography, globalization, media, gender and race, and U.S. and Latin American popular culture. Before moving to the United States in the late 1980s he worked as a journalist in São Paulo, Brazil, his native country.

Patrick D. Murphy is Associate Professor and Chair, Department of Broadcasting, Telecommunications and Mass Media at Temple University. He has published on the topics of the media and globalization, ethnographic method,

and Latin American cultural theory. He is co-editor of *Global Media Studies* (Routledge, 2003) and *Negotiating Democracy: Media Transformation in Emerging Democracies* (SUNY 2007), and his work has appeared in *Communication, Culture and Critique; Communication Theory; Cultural Studies; Global Media and Communication; Journal of International Communication; and Qualitative Inquiry*. Currently he is working on a book about mass media, globalization and the environment.

Tarik Sabry is senior Lecturer in Media and Communication Theory at the University of Westminster where he is member of the Communication and Media research Institute. He is author of *Cultural Encounters in the Arab World: On Media, the Modern and the Everyday*, Editor of *Arab Cultural Studies: Mapping the Field* (2011) and Co-Editor of the *Middle East Journal of Culture and Communication*.

Paddy Scannell is Professor of Communication at the University of Michigan, after establishing in 1975 the first undergraduate degree program in Media Studies in the UK. He is a founding editor of *Media, Culture and Society* which began publication in 1979 and is now issued six times yearly. He is the author of *A Social History of British Broadcasting, 1922-1939* (with David Cardiff), editor of *Broadcast Talk* and author of *Radio, Television and Modern Life*. He is currently working on a trilogy. The first volume, *Media and Communication*, was published in 2007 and reviews the ways in which the academic study of media developed in North America and Britain in the 20th century. The second volume, *Television and the Meaning of ‘Live’* (near completion), offers a new phenomenological approach to the study of media. The third volume, *Love and Communication* (in progress), provides further contextualisation and discussion of the themes of the two that precede it. His research interests include broadcasting history and historiography, the analysis of talk, the phenomenology of communication and culture and communication in Africa.

Guobin Yang is an Associate Professor in the Department of Asian and Middle Eastern Cultures at Barnard College, Columbia University. Author of the award-winning book *The Power of the Internet in China: Citizen Activism Online* (2009) and editor (with Ching Kwan Lee) of *Re-Envisioning the Chinese Revolution: The Politics and Poetics of Collective Memories in Reform China* (2007), he has also published widely on the Red Guard movement, the 1989 Chinese student movement, and the development of civil society and environmental activism in contemporary China. Yang received a John D. and Catherine T. MacArthur Foundation research grant and was a fellow at the Woodrow Wilson International Center for Scholars. He has a Ph. D. in English Literature with a specialty in Literary Translation from Beijing Foreign Studies University and a Ph.D. in Sociology from New York University.

Barbie Zelizer is the Raymond Williams Professor of Communication and Director of the Scholars Program in Culture and Communication at the University of Pennsylvania’s Annenberg School for Communication. A former journalist, Zelizer’s work focuses on the cultural dimensions of journalism, with a specific interest in journalistic authority, collective memory and journalistic images in times of crisis and war. She also works on the impact of disciplinary knowledge on academic inquiry. Co-editor and founder of the journal *Journalism: Theory, Practice and Criticism* (Sage), Zelizer is the author/editor of eleven books, including the recent *About to Die: How News Images Move the Public* (Oxford University Press, 2010). Zelizer has been a Guggenheim Fellow, a Research Fellow at the Freedom Forum Media Studies Center, a Fellow at Harvard University’s Joan Shorenstein Center on the Press, Politics, and Public Policy, and a Fulbright Senior Scholar. She is the immediate Past President of the International Communication Association.

