

MEDIA POLICY PROJECT

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In January 2011 Culture and Media Minister Jeremy Hunt announced that the UK Government is planning to write a Green Paper (the first step towards major new legislation) on Communications. The timing could hardly be better for the LSE Department of Media and Communications.



Many academics at LSE and beyond do research that is hugely relevant to current policy debate, yet at times there is a lack of policy impact of such academic efforts. This is the problem that the **LSE MEDIA POLICY PROJECT** intended to solve when it was set up in 2010. The project aims to bridge the gap between research and policy by:

- horizon scanning for coming policy decisions to ensure that academics are able to deliver timely advice;
- establishing a database of key policymakers and stakeholders who receive LSE media policy briefs;
- commissioning policy briefs from experts who are currently engaged in relevant research on the topic;
- developing a format for 'policy briefs' based on original and secondary research which are short, direct and presented in policy-relevant language.

Since its launch, the project has focused on topics that are relevant to current

legislative debate, and have stimulated wide engagement from policymakers, journalists and bloggers.

The first Policy Brief entitled 'Creative Distruction and Copyright Protection' was authored by Bart Cammaerts and Bingchun Meng. Project coordinators Zoe Sujon and Sally Broughton Micova have developed a comprehensive social media strategy for the project to ensure lasting impact.

For more information see our blog:
<http://blogs.lse.ac.uk/mediapolicyproject>

The project is managed by Dr Damiain Tambini and made possible by:

Knowledge Transfer:
Higher Education
Innovation Fund



OUR KEY TOPICS INCLUDE:

Intellectual Property, File Sharing and the Digital Economy Act

Media pluralism, mergers and competition and Ofcom's Public Interest Test

Media literacy: Is there a role for government?

Digital Inclusion: Whither universal service in broadband?

Net neutrality and the open internet: Is transparency enough?

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EU Kids Online II is a major cross-national research project co-ordinated by Professor Sonia Livingstone and Dr Leslie Haddon, surveying European children's experiences of the internet, with a focus on uses, activities, risks and safety.

EU Kids Online



Funded by the European Commission's Safer Internet Programme, the project also maps parents' experiences, practices and concerns regarding their children's online use. Between 2009 and 2011, EU Kids Online II conducted original empirical research across 25 participating European countries with national samples of children aged 9-16 years old and their parents, to produce a rigorous, cross-nationally comparative quantitative evidence base regarding internet use across Europe.

The last two EU Kids reports, released this year, focus on **social networking sites** (SNS), and online bullying. The first shows that due to the overwhelming popularity of social networking sites among European children (38% of 9-12 year olds and 77% of 13-16 year olds have a profile), there is a need for greater understanding of SNS protection features, especially by younger

children. This is especially important in the light of data signalling that despite country-specific age restrictions as well as parental rules, a quarter of SNS users communicate online with people unconnected to their daily lives, and this includes one-fifth of 9-12 year old users. Moreover, one fifth of children whose profile is public (true for a quarter of 9-12 year SNS users) display their address and/or phone number online.

The **report on online bullies and bullying** brings similar concerns to children's internet use. Although the study shows that 93% of 9-16 year old internet users in Europe have

neither bullied nor been bullied online, those who have were psychologically or socially vulnerable. The research emphasises that bullying and having been bullied online mostly go hand in hand. Around 60% of those who bully have been bullied by others, and 57% of offline bullies have been bullied, though only 10% online (40% for online bullies). According to the study, there is also a relation between online bullying and engaging with SNS, as both online bullies and victims are more likely to have a social networking profile than their offline counterparts. Comparing online and offline bullies, it appears that while their internet behaviours and attitudes differ, their offline behaviours are largely similar. The report stresses the need for supporting online victims as well as bullies to decrease the occurrence and consequences of online bullying, and this support, the report suggests, could be provided offline or online.

LSE will host the EU Kids Online Conference on 22-23 September, showcasing final results and recommendations regarding online activities, risks and safety of European children.

More information about the project can be found at www.eukidsonline.net

On 17 June 2011, Professor Sonia Livingstone announced the winners of the European Award for Best Children's Online Content, having served as Chair of the European Jury. The prizes were presented at the Digital Agenda Assembly in Brussels by Vice President of the European Commission, Neelie Kroes.



Arab speakers as a transnational audience, not a segregated audience



The cross-European project *Media and Citizenship: Transnational Television Cultures Reshaping Political Identities in the European Union* examined the role of Arabic language television in reshaping the political and cultural landscape in the European Union. This project has just come to an end and addressed current questions about the significance of television consumption in the construction of a sense of belonging among Arab speakers in Europe.

Arab speaking populations have often found themselves at the core of political debates on citizenship in Europe. The abundance of Arabic language satellite channels (over 500) available to these populations has also been referred to as evidence of the fragmentation of the European public spheres and the retreat of minorities to 'ethnic worlds'. Yet, these concerns have rarely presented evidence to support such claims. The Media & Citizenship project provides the first cross-European empirical research on the use of Arabic language television and its influence on experiences of citizenship in multicultural societies. The EU-funded (FP7) research carried out by five universities (leader: Christina Slade, Utrecht University) consisted of a survey conducted in six European capitals

(Amsterdam, Berlin, London, Madrid, Paris and Stockholm) and of focus groups done in these cities as well as in Nicosia, Cyprus. The LSE team, based at the Department of Media and Communications (leader: **Myria Georgiou**) conducted research in three of these locations: London, Madrid and Nicosia.

The study's main findings demonstrate that Arab language television is indeed very popular among Arabic populations in Europe, with Al Jazeera sustaining a predominant role among people's viewing choices. While Al Jazeera is very popular, however, it only represents one of the many channels widely consumed. The study also demonstrated that for the vast majority of participations (an approximate 95% across the transnational survey sample), Arabic television represents an element of diverse viewing choices. Most participants regularly watch the television channels available at their country of residence alongside Arabic satellite television. Thus, any claims on Arab speakers retreating to 'ethnic worlds' cannot be sustained; rather, they relate to the experience of a very small minority of Arab speakers in Europe.

Focus groups revealed a high level of media literacy among the participants. As a result of their diverse media use, many participants tend to 'compare and contrast' between different media on a daily basis. This is primarily, though not exclusively, the case among younger, better educated participants.

Another important finding is the presence of three patterns of media consumption, associated with different histories of migration and the national context of participants' locations. Among the seven countries, the research team identified three patterns of media consumption:

(i.) **Transnational**, i.e. media consumption that tends to include different media originating in different regions. This pattern was observed primarily in London, Berlin and Stockholm;

(ii.) **Bi-cultural**, i.e. consumption that primarily depends on television from the country of origin and the country of residence, and less so on transnational media outside the two zones. This was observed primarily in Paris, Amsterdam and Madrid;

(iii.) **Mediterranean**, i.e. one that is diverse and builds on neighborly relations within the South Mediterranean zone as well as on the proximity between the Arab world and the Mediterranean European zones. This pattern was primarily observed in Nicosia, Cyprus.

More information about the project, can be found at www.media-citizenship.eu

An LSE-produced documentary on the findings of the LSE team can be viewed at <http://youtu.be/q9QbZyo5140>

'any claims on Arab speakers retreating to 'ethnic worlds' cannot be sustained; rather, they relate to the experience of a very small minority of Arab speakers in Europe.'

The mind conscious of innocence despises false reports: but we are a set always ready to believe a scandal. (Ovid, Fasti - IV, 311)

The Mediation of Scandal and Moral Outrage

On 16 and 17 December 2011, the Department of Media and Communications hosts an ECREA symposium co-organised by the Communication and Democracy section, the Gender and Communication section and young and emerging scholars network YECREA.

Scandals and the moral outrage they invariably provoke are not new, but the networked synoptic viewer society that we have become, makes scandalitis more permanent, more global and above all a highly profitable business for media organisations. The advent of crowdsourcing, web 2.0, blogging, CCTV, mobile phones with video capacity and an ever more hungry media eager to produce scandal and direct moral outrage, has made that not only celebrities and politicians are the object of scandal, but ordinary people caught doing something morally condemnable are increasingly thrown into the media frenzy as well, while police brutality has become easier to expose through so-called sousveillance or 'inverse surveillance' - watching those that watch.

In politics, the fostering of a culture of scandal and the mobilisation of moral outrage has very much become a core activity in political journalism and an essential part of (negative) campaigning by political parties/candidates and civil society. Unsurprisingly, sex scandals involving male or female politicians or other celebrities remain of particular interest to the media and the public at

large. These are often based on a moralistic agenda advocating heteronormative monogamy whilst constructing a sense of normality. A gender divide can also be observed in moral standards being projected on women and men.

This symposium aims to bring a critical perspective to the way scandals are mediated, produced, consumed, and how they increasingly feed a polyoptic society whereby everybody is watching and watched by everybody. Recent events in the UK have also shown how this phenomenon, driven by commercial and ideological interests, can have negative consequences for trust in politicians, the police and journalism. The eagerness with which News International was chasing scandals became a scandal in its own right and the object of widespread moral outrage.

Confirmed Keynote Speakers:
Prof. John B. Thompson and Dr. Jo Littler

For more information see:
<http://www.ecrea.eu/events/about/id/60>

Contact email: ecrea2011@hotmail.com



We invite paper and panel proposals related to the central theme of the symposium, including (but not limited to) the following topics:

Political journalism and scandal

Mediation of political scandals through new media

Political campaigning and scandal

Privacy and the surveillance society

Celebrity, scandal and moral outrage

Violent protest and moral outrage

Sex, morality and scandals

Gendered scandals

The concealment of scandal

Peer2Peer surveillance and micro-scandals

Individual meaning, appropriation and the audience of scandals

The political economy of scandals

Methods and strategies of mediated scandalisation

Historical accounts of scandals and mediated moral outrage

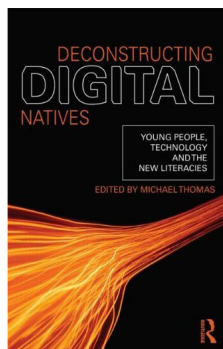
News International and the ethics of journalism

Dr Shakuntala Banaji

Dr Banaji's new publications include 'Framing young citizens: Explicit invitation and implicit exclusion on European youth civic websites', in the April issue of *Journal of Language and Intercultural Communication*, and 'Disempowering by assumption: How the rhetoric of "digital natives" affects young people and influences civic organisations working with them' which is part of *Deconstructing Digital Natives* (Routledge, 2011). Shakuntala also co-authored two research reports for the European Commission Research Centre, the IPTS in Spain, which outline the key findings on the uses of creativity, innovation and technological tools in formal education across the EU27. The reports suggest that recent government policies introduced in national education systems across Europe, and particularly in England since 2010, in relation to teacher training, curriculum and assessment are stifling creativity and innovation rather than building on current good practices. Both reports: 'Expert perspectives on creativity and innovation in European schools and teacher training' and 'Creative and Innovative Good Practices in Compulsory Education in Europe' are available online.

Claire Milne

Claire has been involved in a three-month EU-funded project, to support the Ministry of Information and Communication Technology in Amman, Jordan on revising the 2007 Statement of Government Policy for the ICT and postal sectors.



Prof. Lilie Chouliaraki

Professor Chouliaraki has accepted a part-time Research Professorship at CELSA, Universite Paris IV- Sorbonne for MT 2011. Prof. Chouliaraki and Dr Shani Orgad have co-edited a special issue, entitled 'Mediation, Ethics, Otherness', in the memory of late Professor Roger Silverstone. The issue is to appear in the *International Journal of Cultural Studies* in July 2011 to mark the five year anniversary of Professor Silverstone's death. Contributors include John Tomlinson, Paul Frosh, Marita Sturken and John Durham Peters.

Dr Myria Georgiou

Dr Georgiou's new publication, 'Diaspora, Mediated Communication and Space: A Transnational Framework to Study Identity' appeared recently as part of the book *Online Territories: Globalization, Mediated Practice and Social Space* (Peter Lang, 2011).

Dr Paolo Dini

Dr Dini's forthcoming publications include 'The (Im)Possibility of Interdisciplinarity: Lessons from Constructing a Theoretical Framework for Digital Ecosystems' in *Journal of Culture, Theory and Critique* (co-authored with M. Iqani and R. Mansell), and an article in *Journal of Banking Regulation: A Social Constructivist Analysis of the 2007 Banking Crisis: Building Trust and Transparency through Community Currencies* (co-authored with L. Breitstein).

Prof. Philip Schlesinger

Professor Schlesinger, Visiting Professor in the Department and Professor in Cultural Policy at the University of Glasgow has been re-appointed as Chairman of UK communications regulator Ofcom's Advisory Committee for Scotland (2011-2014). He has also been appointed to a visiting professorship in the Department of History and Political Science at LUISS Guido Carli University in Rome (in Autumn 2014).

Dr Linje Manyozo

Dr Manyozo's new book *People's Radio: Communicating Change Across Africa* (Southbound, 2011) appears under the Communication for Development and Social Change Series. Currently, Linje is a Principal Investigator on a collaborative research project investigating influence of ICTs on the sustainability, journalism practices and listenership of rural and community radio broadcasters in Mozambique, Uganda and Mali. The research is premised on the assumption that ICTs have changed the information and knowledge society models operative through rural and community radio, in terms of ownership, content production and listener practices. The research is a quasi-experimental survey, aiming to compare radio/audience practices at urban-based community radios (with better access to and use of ICTs) with such practices at rural-based community radios (with limited access and use). The research is thus exploring what types of ICTs have been incorporated and how this has reconfigured the political economy of rural and community radio, as well as their sustainability.



Debating international media policies in Oxford

report by Davide Morisi

(MSc Media, Communication and Development)

In early July, a genuinely international group of young scholars and regulators gathered for the 13th annual Annenberg/Oxford Media Policy Summer Institute.

Organised by the Centre for Global Communication Studies at the Annenberg School for Communication and the Programme for Comparative Media Law and Policy at University of Oxford, the two-week programme addressed a wide range of media policy issues, focusing not only on recent Western debates, but also on new media systems in conflict and post-conflict countries. A common feature of the sessions was the open and interactive environment. Constantly encouraged by Professor Monroe Price, participants added their rich international perspectives to the presentations. These can be grouped in four general areas.

First, the role of public service media was repeatedly discussed. In particular, Professor Ellen Goodman talked recent

policy debates in the US and the FCC's report on media future. Notions of market failure and digitisation accompanied a sense of agreement on the need to shift the focus from public service broadcasting to more general public service media.

Second, internet and its multiple facets cut across panels. In particular, Stefaan Verhulst highlighted the many dimensions of internet governance, while Christian Sandvig addressed the problem of infrastructure, discussing a highly centralised internet despite the common perception of a decentralised network.

Third key area included developing media in conflict and post-conflict countries. Ahmad Al Rikaby, CEO of Jeel Media, reported his experience of establishing an independent media system in Iraq after Saddam's fall. Other sessions focused on the Arab Spring, Internews in Afghanistan, UN Radio Okapi in Congo, and the BBC Hausa Village Roadshow in rural Nigeria.

Finally, issues of net neutrality, convergence, and information overload were addressed. Bjorn Edlund, formerly of Shell, and Conrad Bird (Head of Strategic Campaigns at the FCO) analysed the role of public relations and strategic communication within private and public sectors.

The Summer Institute was a stimulating and formative experience. While the broad range of topics sometimes risked losing a general framework, the programme painted a comprehensive picture of international media policies and the multiplicity of fruitful research paths yet to be explored.



4th Media @LSE PhD Symposium

report by Tal Morse (PhD Candidate)

Originally designed to provide LSE doctoral students with a supportive environment to present and discuss their research, the student-organised Media@LSE PhD Symposium has become a tradition of hosting bright students from all around the world.

In June, the 4th symposium took place under the title of 'Media and Identity: Between Repression and Emancipation'. The event aimed to investigate identity as a process of political struggle with both emancipatory (enabling individuals or groups to manifest themselves) and repressive effects (excluding minorities from dominant definitions of the self). We received 45 papers submitted from over thirty universities on four continents. From that impressive number, sixteen panelists were selected.

After Professor Lillie Chouliaraki greeted the participants on behalf of LSE, the symposium proceeded with presentations on the issues of media and identity over time, space and changing technologies.

In-between the panels, Dr Shakuntala Banaji delivered a keynote lecture entitled *Framing young citizens: Identity and participation in civic spaces on- and offline*.

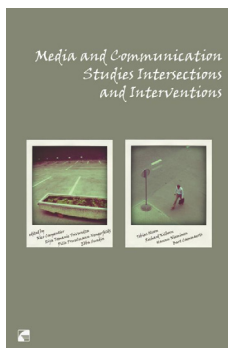
The 4th PhD Symposium was a great opportunity for doctoral students and the audience to engage with questions of media and identity from different perspectives, and with different methodologies. During the productive day we were fortunate to hear papers on the role the media has played in the construction and reconstruction of identity across the ages. The variety of presentations demonstrated how the media can facilitate manifestations of personal, national and cultural identities, bridging the spacial and temporal gaps. The introduction on new communication technologies, and the ongoing negotiations over questions of power and identity guarantees that the area will surely be further studied by future researchers.

Ranjana Das

Ranjana submitted her PhD thesis in May 2011 and from June she is joining Leuphana University Lüneburg in Germany as a post-doctoral researcher on the 'Television 2.0' project. There, she will be researching user-generated content (especially video formats) for the next two years. Ranjana has recently been elected Graduate Student Representative of the International Communication Association from 2011 through 2013. She also has a journal article forthcoming – 'Converging perspectives in audience studies and digital literacies: Youthful interpretations of an online genre' in *The European Journal of Communication* 26 (4).

Sally Broughton Micova

Sally recently published a chapter entitled 'Questioning vulnerability: How Europeanisation Studies might challenge small states media systems typology' in the book *Media and Communication Studies Intersections and Interventions* edited by Nico Carpentier, et al. The chapter looks at national level resistance identified in empirical studies of Europeanisation grounded in new institutionalism and how it might raise questions about the vulnerability of small states media systems. Sally also delivered a guest lecture at the new Institute of Media and Communications at the Faculty of Electrical Engineering and Computer Science at the University of Maribor, Slovenia. The lecture, on the topic of small states media systems, was for postgraduate students in the Institute.



Yinhan Wang

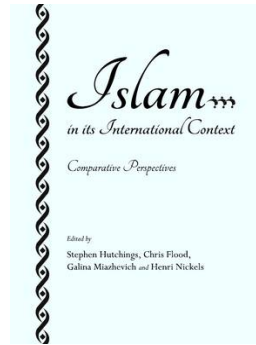
Yinhan recently presented her work at the 'Rethinking Youth Cultures in The Age of Global Media' conference at the Institute Of Education. Yinhan's research looks at Taiwanese teenager girls' photographic self-portraiture on the Social Networking Site 'Wretch' and asks what role it plays in girls' identity work. The study contributes to a burgeoning knowledge of girls' digital media production as well as the visual aspect of computer-mediated communication. Yinhan's thesis employs quantitative content analysis of 2000 self-portraits, and qualitative interviews with teenage girls. The key findings reveal how self-portraiture is a practice through which girls exercise agency while negotiating the conflicting demands of being a girl. Self-portraiture is a space for fantasy and play, for the negotiation of longings and anxieties, for the management of various collapsing audience contexts, for experiments with different subject positions that seem socially rewarding, and it is through these seemingly casual everyday endeavours that girls gradually establish their positions in the social world.

Rafal Zaborowski

In late March Rafal spoke at the 'In the Mix: Asian Popular Music Conference' at Princeton University, presenting results from his previous research and a framework for his current project. In his work Rafal investigates the engagements of Japanese audiences with popular music in a social context.

Marco Scalvini

Marco's recent publications include a chapter entitled 'Italian Islamophobia: The Church, the Media and the Xenophobic Right' in *Islam in its international context: Comparative perspectives* (Cambridge Scholars Press, 2011), articles in *openDemocracy* ('Humanitarian wars and rejected refugee') and a translation in Russian of his 'Glamorising sick bodies' in *Fashion Theory* 18 (originally in *Social Semiotics* 20(2)), as well as a book review in *Journal of Language and Politics* 10(2).



Niall Brennan

Niall recently submitted his PhD thesis on the Brazilian television mini-series, a study that reveals the institutional and creative politics of representing Brazil and reflects Brazil's negotiation with its political, social and cultural histories. The first major theme of Niall's thesis, Brazilian national culture, addresses discourse of centres and margins through Brazilian geography. It assumes both physical and metaphorical relations, extending from colonial relations to present-day struggles with urban violence and racial-economic disparities. Gender also emerges as a facet of the mini-series' representation of national culture. National values, Niall's second theme, reveal the continuity of authority and counterauthority in Brazilian politics, culture and society. Oppression and resistance are not only constant facets of Brazilian history, but also aspects of Brazilian television, from the dominance of the telenovela to the counternarratives of film that the mini-series aspires to bring to audiences. Finally, Niall analyzes national identity in the mini-series form: its ability to draw on foreign genres and modes of production to create a distinct identity that is an amalgam of 'high' and popular culture; and its narrative devices reflecting the ambivalence of what it means to 'be Brazilian'.

The faculty and PhD students of the LSE Department of Media and Communications regularly present their research at the main conferences of our field. This year was no different.

ICA 2011, Boston, 26-30 May 2011

LILIE CHOULIARAKI, Post-Humanitarianism: The Visual Politics of Contemporary Solidarity

LILIE CHOULIARAKI, Posttelevision News and Disaster Reporting: Towards a New Moral Imagination (TOP 3 FACULTY PAPER)

MYRIA GEORGIU, Between Strategic Nostalgia and Banal Nomadism: Arabic Audiences, Transnational Subjectivities

MAXIMILLIAN T. HANSKA-AHY and RANJANA DAS, Question and Response, Inquiry and Claims: The Interview Guide as Convergence of the Conceptual and Empirical

SONIA LIVINGSTONE (with Elisabeth Staksrud), Online Risks Encountered on the Top 10 Social Networking Sites of Europe

SONIA LIVINGSTONE, Media Literacy: Reflections on its Promise, Pedagogy and Politics

RAHOUL MASRANI, The Flick Effect: The Contribution of the Cinematic City to Narrative Advertising

IAMCR 2011, Istanbul, 13-17 July 2011

JESS BAINES, Radical Printshop Collectives (UK) 1968-98: Politics and Technology

NIALL BRENNAN, Popularizing the Political, Politicizing the Popular: National Values and the Brazilian Television Mini-Series

BART CAMMAERTS, Freedom of Information Activism as Mediated Resistance

MYRIA GEORGIU, Between Strategic Nostalgia and Banal Nomadism: Strategies of Presence among Arab Audiences in Europe

MYRIA GEORGIU, Urban Borderlands: Physical and Symbolic Locations of Contact and Separation in the Global City

MARIA KYRIAKIDOU, What Is There to Do? Distant Suffering and the Mediation of Agency

MARIA KYRIAKIDOU and NIALL BRENNAN (with Julie Uldam, Michael Skey and Patrick McCurdy), A Flash of Global Joy? A Comparative Study of the Reporting of the Chilean Miners' Disaster

SONIA LIVINGSTONE (with Richard Butch), Discourses about Audiences: Cross Cultural and Linguistic Comparisons

SONIA LIVINGSTONE (with Peter Lunt), The Construction of Audiences by Regulatory Agencies: Ofcom's Review of Public Service Television

ROBIN MANSELL, Whose Knowledge Counts? Power and ICTs

ROBIN MANSELL (with Edward Steinmueller), Copyright Infringement Online: The Case of the Digital Economy Act Judicial Review in the United Kingdom

RAHOUL MASRANI, Cinema and the Global City: Moving Images and Symbolic Identities

BINGCHUN MENG, Underdetermined Globalization: Media Consumption of Chinese Audience in the Age of File Sharing

BINGCHUN MENG and TERHI RANTANEN, Networked Power in Transitional Countries: Russia and China Compared

MARIA ISABEL PAVEZ-ANDONAEGUI, The Other Side of the Screen: Women from Latin America in London and their Engagement with the Internet

ALISON POWELL, Negotiating the P2P City: Communication Rights, Open Networks, and Legal Enclosures

RAFAL ZABOROWSKI, Hear and Heal: Intimacy, Ordinarity, and Japanese Music Audiences

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