

Conference  
**NEW TRENDS IN POLITICAL COMMUNICATION**  
Evidence, theories, implications, opportunities  
Milan, 19-20 September 2013



Sociali e Politiche  
Department of Social  
and Political Sciences  
Department of Social  
and Political Sciences



## Program Overview

### Wednesday 18 September

- Arrivals
- Free evening

### Thursday 19 September (Day 1)

- 9.00-9.45 : Registration
- 9.45-10.00: Welcome/Introduction
- 10.00-13.15: 2 Plenary Panels
- 13.15-14.30: Lunch break (Univ. Restaurant)
- 14.30-16.00: 3 Parallel Sessions
- 16.00: Coffee break
- 16.15-18.00: 3 Parallel Sessions
- 20.00: Dinner (Restaurant: [www.ichiostri.net/en/home](http://www.ichiostri.net/en/home))

### Friday 20 September (Day 2)

- 9.00 – 10.00: Plenary Keynote
- 10.00-10.15: Coffee Break
- 10.15-12.00: 3 Parallel Sessions
- 12.00-13.00: Business Meeting & Closing
- 13.00 : Buffet Lunch (in the Faculty's garden)

Afternoon: Departures

## **PANEL-SESSION DETAILS:**

**Thursday 19 September**

**10.00-13.15**

### **PLENARY PANEL 1: Hard Measures of Elusive News Logics: A Comparative Examination of Political News in 15 European Media Systems**

*Participants:*

Interpretive News

Susana Salgado (New U of Lisbon)

Jesper Strömbäck (Mid-Sweden U)

Strategy Framing in News

Toril Aalberg (Norwegian U of Science and Technology)

Claes de Vreese (U of Amsterdam)

Personalization in News

Peter Van Aelst (U of Antwerp)

Tamir Sheafer (Hebrew U)

Nicolas Hube (U Paris 1 Panthéon-Sorbonne)

Stylianos Papathanassopoulos (Uo Athens)

From Hard to Soft News

Carsten Reinemann (U of Munich)

James Stanyer (U of Loughborough)

Sebastian Scherr (U of Munich)

Partisan Bias in News

David Nicolas Hopmann (U of Southern Denmark)

Guido Legnante (U of Pavia)

Negativity in the News

Frank Esser (U of Zurich)

Sven Engesser (U of Zurich)

Jörg Matthes (U of Vienna)

Rosa Berganza (U Rey Juan Carlos)

### **PLENARY PANEL 2: Top papers**

*Participants:*

What Criteria Make Political Messages Newsworthy? A Factorial Survey Experiment to Study Individual Journalistic News Decisions

Luzia Helfer (Leiden U)

Peter van Aelst (U of Antwerp)

The Paradox of Online Campaign Effects on Election Outcomes - Are Spin-Offs on Traditional News Media the Answer to this Problem?

Felix Flemming (U of Muenster)

Frank Marcinkowski (U of Muenster)

Julia Metag (U of Muenster)

Which MPs pass the media gates and why? Show horses versus work horses.

Debby Vos (U of Antwerp)

New platform, old habits? Candidates' use of Twitter during the 2010 UK and Netherlands general election campaigns.

Daniel Jackson (Bournemouth U)

Todd Graham (U of Groningen)

Marcel Broersma (U of Groningen)

14.30-16.00

## PARALLEL SESSIONS

### 1) The Role of the Social Media in Elections: An International Overview

*Participants:*

Do Online Opportunities Matter? Parties' Online Participation Devices and Citizens' Mobilization: The Cases of the 2012 France and Quebec Elections

Gersende Blanchard (U of Lille 3)

Frédéric Bastien (U of Montreal)

Simon Gavras (U of Lorraine)

New media, old attitude? The use of Twitter during the Catalan campaign of 2010 and 2012.

Ilaria Di Bonito (U Pompeu Fabra)

Obama's 2012 Facebook Campaign: political communication in the age of the Like button

Roman Gerodimos (Bournemouth U)

Jákup Justinussen (Bournemouth U)

Discovering the networks: the use of social media in the 2013 Czech presidential elections

Václav Štětka (U of Oxford)

Alena Macková (Masaryk U)

### 2) Politics and politicians playing with the Internet

*Participants:*

Austrian MPs' internet

Jens Tenschler (U of Klagenfurt)

"Of course we are on Facebook" Use and Non-Use of Social Media among Swedish and Norwegian Politicians

Anders Olof Larsson (U of Oslo)

Bente Kalsnes (U of Oslo)

Social networking-sites as embedded tools of political communication: An analysis of practices and uses of Twitter and Facebook in the European Parliament

Sandrine Roginsky (U Catholique de Louvain)

What Politicians Talk About and What the Public Make of It

Matt Atkinson (U of Liverpool)

Tobias Bürger (Foundation Mercator)

### 3) Personalization and Populism as Communication Strategies

*Participants:*

Personalization and strategic frames in Chilean politics: newspaper coverage of three presidential campaigns (1989-1999-2009)

William Porath (Pontificia U Católica de Chile)

Right-Wing Populism meets Political Satir

Christiane Grill (U of Vienna)

Juergen Grimm (U of Vienna)

Media populism online: comparing the contribution to media populism by news organizations and by media users

Linars Udris (U of Zurich)

Audience perceptions of celebrities in political campaigns before the first direct presidential election in the Czech Republic

Roman Hájek (Charles U Prague)

Markéta Štechová (Charles U Prague)

16.15-18.00

## PARALLEL SESSIONS

### 1) Web-related Dynamics in the Public Sphere

*Participants:*

Shaping transnational discussion online - Communicative practices, media technology, and a European public sphere online

Anne Mollen (U of Bremen)

Political Information in Public Space: An Experiment on the Effects of Digital Signage Media

Cordula Nitsch (Heinrich-Heine-U Düsseldorf)

Carsten Wunsch (Otto-Friedrich-U Bamberg)

Lisa Ennenbach (Heinrich-Heine-U Düsseldorf)

Can he be trusted? How adolescent media users build (dis)trust in a politician

Roland Göbbel (U of Jena)

Climate of opinion and dynamics of engagement on twitter in the Italian case

Diego Ceccobelli (Istituto Italiano Scienze Umane)

Rita Marchetti (U of Perugia)

Davide Gazzé (IIT-CNR)

### 2) Mediation and Mediatization of Politics in the “Third Age”

*Participants:*

The Emergence of a Network Media Logic in Political Communication: A Theoretical Approach

Jacob Svensson (Karlstad U)

Ulrike Klinger (U of Zurich)

Politics as Mediatization - Mediatized Leadership vs. Weber's Politics as a Vocation

Remko van Broekhoven (U of applied sciences Utrecht)

Do emotions mediate the effects of news exposure on consumer confidence?

Helle Mølgaard Svensson (U of Southern Denmark)

Contested meanings of public engagement: the voice and influence of citizens in communicative spaces beyond the 'third age of political communications'

Julie Firmstone (U of Leeds)

Stephen Coleman (U of Leeds)

### 3) National Experiences, Global Approaches

*Participants:*

Images of Promises: The Representations of Poverty and Development in Political Campaign Television Advertisements in the Philippines

Jason Paolo Telles (U of the Philippines)

Follow the leader! Dynamics and Patterns of Activity among the Followers of the Main Italian Political Leaders during the 2013 General Election Campaign

Cristian Vaccari (U of Bologna)

Augusto Valeriani (U of Bologna)

The Equalizing Effect of the Internet in Asia? Maybe Not

Jason Gainous (U of Louisville)

Kevin M. Wagner (Florida Atlantic U)

Jason P. Abbott (U of Louisville)

Introducing mimetization as a political communication practice: the key to Hugo Chávez's hegemony?

Elena Block (U of Queensland)

## Friday 20 September

10.15-12.00

### **PARALLEL SESSIONS**

#### **1) Media Systems and Political Systems, within and beyond Hallin & Mancini's Models**

*Participants:*

Contexts of Political Communication: Validating and Readjusting Hallin and Mancini's Three Models of Media Systems

Sven Engesser (U of Zurich)  
Michael Brüggemann (U of Zurich)  
Florin Büchel (U of Zurich)  
Laia Castro (U of Zurich)  
Edda Humprecht (U of Zurich)

Discourses on Trends in Political Communication: Perspectives of the Finnish Press and Party Leaders

Pekka Isotalus (U of Tampere)  
Merja Almonkari (U of Jyväskylä)

Do media and political systems matter for politicians' perceptions of media power? Yes, but not as one might expect!

Peter Maurer (University of Vienna)

The multilevel impact of the Internet on public opinion and the political system. The case study of the re-election of the President of the Italian Republic Giorgio Napolitano

Edoardo Novelli (Roma Tre U)

#### **2) New Looks at Public and Political Communications**

*Participants:*

Government Communication as Ceremony: The Loose Coupling of Public Communication and Policy Making

Juho Vesa (U of Helsinki)

The role of political commentators in a changed media environment

Elisabeth Stúr (Mid-Sweden U)

Personal emotion - political subjectivity

Gilda Seddighi (U of Bergen)

Party communication and perceptions about social media: between academic trends and political reality

Ulrike Klinger (U of Zurich)

#### **3) Framing Political News in the Age of the Internet**

*Participants:*

News framing, sophistication and attribution of responsibility for the financial crisis

Antonis Kalogeropoulos (U of Southern Denmark)

Is media coverage of elections in foreign countries balanced?

Erik Albæk (U of Southern Denmark)

Morten Lysbeck Hansen (U of Southern Denmark)

Strategic framing in the Greek-Cypriot presidential debates of 2013 and in the framing of the debates in social media

Athanassios N. Samaras (U of Piraeus)  
Costas Venizelos (Editor, Philelephteros)

Citizens ask, Italian politicians... A frame of changings and mistakes of 2013 electoral communication on Twitter in the mass self-representation era.

Guido Di Fraia (IULM U of Milan)

Maria Carlotta Missaglia (IULM U of Milan)