



CONFERENCE OF THE ECREA POLITICAL COMMUNICATION SECTION

COMPARING POLITICAL COMMUNICATION ACROSS TIME AND SPACE

20TH and 21ST October, 2011, MADRID.

Universidad Complutense de Madrid
Avda. Complutense s/n,
Facultad Ciencias de la Información

PROGRAMME

Location: Unless otherwise stated, all meetings will take place in the *Sala de Conferencias* of the new building of the Facultad de Ciencias de la Información. See map for indications.

Sessions will be broadcast live through the Internet, cosponsored by UNIR, *Universidad Internacional de la Rioja*.

Thursday 20TH October

12.00 Registration.

12.45 Welcome/Introduction

13.00 **PLENARY PANEL 1. Communicating politics: professionalization and popularization**

Chair: Jesper Strömback, Mid Sweden University, stromback@miun.se

Popularization of politics: a comparative analysis

Gianpietro Mazzoleni, Università degli Studi di Milano

Patricia Moy, Università degli Studi di Milano

Michael Xenos, Università degli Studi di Milano

What factors explain the professionalization of political campaigning? Evidence from a comparison between Swiss cantonal elections

Stefanie Knocks, University of Bern

Dissolved politics: Trends in televised leaders' debates reports in Canada, 1968-2008

Frederick Bastien, Laval University

A comparative perspective in government communication? Looking at government communication across 13 countries

María José Canel, Madrid Complutense University

Karen Sanders, CEU San Pablo University

14.15 PLENARY PANEL 2. Role perceptions and performance of journalists

Chair: María José Canel, Madrid Complutense University. mjcanel@ccinf.ucm.es

Journalists' trust in public institutions in 18 Countries

Rosa Berganza, University Rey Juan Carlos

Thomas Hanitzsch, University of Munich

Making sense of press freedom. A comparison of journalists' interpretations of press freedom in six new democracies

Katrin Voltmer, University of Leeds

Perceptions of journalists on the political agenda-setting power of the media in comparative perspective

Peter Van Aelst, University of Antwerp/Leiden University

Arjen Van Dalen, University of Southern Denmark

A comparison of interpretative political journalism in Swedish election campaigns 1998-2010

Lars Nord, Mid Sweden University

Jesper Strömbäck, Mid Sweden University

15.30 Coffee break

16.00 PARALLEL PANEL 3. The mediatisation of political institutions.

Chair: Magdalena Wojcieszak, IE School of Communication, Madrid,

Magdalena.Wojcieszak@ie.edu

Comparing newspaper coverage of parliaments across time and space

Rene Jainsch, Dresden University of Technology

Studying the tango: A longitudinal analysis of parliamentary questions and media coverage in the Netherlands

Peter Van Aelst, University of Antwerp/Leiden University

Rens Vliegthart, University of Amsterdam

Powerful but communicative as well? Similarities and differences in the communicative relationship between the administration and the media in Germany and Switzerland.

Marlis Prinzing, Macromedia University for Media and Communication

How much does communication matter? A comparison between strategies of Italian governments: 2001-2011

Giuliano Bobba, University of Turin.

16.00 PARALLEL PANEL 4. Constructed realities and public attention.

Room: 542, 5th floor, Old Building Facultad de Ciencias de la Información. See map for indications.

Chair: Guillermo Velasco, Universidad Panamericana Guadalajara, México, jgvelas@up.edu.mx

The impact of different political and media systems on European TV programs

Steffen Kolb, University of Fribourg

Good old days or bright futures? A discursive reconstruction of the structural transformation of the British public sphere 1960-2005

Thomas Haeussler, University of Bern

A case of identity: The role of political culture proximity in international newsworthiness

Tamir Sheafer, Hebrew University

Shaul Shenhav, Hebrew University

Elad Segev, Tel Aviv University

Janet Takens, VU University Amsterdam

Tracing differences in media logic: A comparative content analysis of newspapers across six democracies and five decades

Frank Esser, University of Zurich

Andrea Umbricht, University of Zurich

17.15 PARALLEL PANEL 5. Campaign images and campaign agendas.

Chair: Gianpietro Mazzoleni. University of Milan. gianpietro.mazzoleni@unimi.it

Marketing the candidate. Personalization in election posters in Austrian national election campaigns, 1945 – 2008

Lore Hayek, University of Innsbruck

New perspectives on agenda formation: Agenda building processes during election campaigns in Austria, 1970-2008

Gabriele Melischek, Commission for Comparative Media and Communication Studies, Austria

Josef Seethaler, Commission for Comparative Media and Communication Studies, Austria

Mapping political reporting styles. The struggle between journalist-centered and politician-centered election communication in the United States, Great Britain, Denmark, Germany, Switzerland, France, Italy, and Spain

Frank Esser, University of Zurich

Florin Buechel, University of Zurich

U.S. and international coverage of the election of Barack Obama: Trends and differences

Salma Ghanem, Central Michigan University

17.15 **PARALLEL PANEL 6. Changing technologies-changing politics?**

Room: 542, 5th floor, Old Building Facultad de Ciencias de la Información. See map for indications.

Chair: Pablo López Rabadan, Universidad Jaume I, rabadan@com.uji.es

Institutionalized political change and mobile phones: Exploring global trends and linkages from the post-war era through the information age

Jacob Groshek, Erasmus University Rotterdam

Alex Farivar, University of Michigan

Comparing online politics: Parties' and candidates' websites in seven Western democracies (2006-2010)

Cristian Vaccari, University of Bologna

The effect of elections on the digitisation of political communication. A panel study looking for the role of political interest and cognitive mobilisation

Pablo Porten, Ilmenau University of Technology, Germany

Jens Wolling, Ilmenau University of Technology, Germany

18.30 End of day one

Friday 21ST October

9.30 **PLENARY KEY NOTE: Promise fulfilled? Comparative research in political communication systems.**

Speaker: Barbara Pfetsch, Free University of Berlin

Chair: Katrin Voltmer, University of Leeds

10.30 **PLENARY PANEL 7. Audience responses to political messages**

Chair: Claes de Vreese, Claes De Vreese, University of Amsterdam, c.h.devreese@uva.nl

Candidate-voting revisited. A longitudinal analysis of individual media usage and voting behaviour

Reimar Zeh, Universität Erlangen-Nürnberg

Direct democracy and political socialization: Comparing Switzerland and the Netherlands

Judith Möller, University of Zürich

Ruth Kunz, University of Zürich

Frank Esser, University of Zürich

Claes De Vreese, University of Amsterdam

Youth conceptions on elections and mediated democracy: what patterns reveals timeline?

María José Brites, Universidade Nova de Lisboa

María Ponte, Universidade Nova de Lisboa
Isabel Menezes, Universidad Moderna de Lisboa

The dynamics of political interest and news media consumption: A longitudinal perspective

Jesper Strömbäck, University of Stockholm
Monika Djerf-Pierre, University of Gothenburg
Adam Shehata, University of Gothenburg

11.45 Coffee break

12.15 Business Meeting

13.15 Lunch. Restaurante Museo del Traje. See map for indications.

15.00 PARALLEL PANEL 8. The mediatization of European elections.

Chair: Frank Esser, University of Zurich, f.esser@ipmz.uzh.ch

Across time and space. Explaining over-time and cross-country variations in the coverage of European Elections

Hajo Boomgaarden, University of Amsterdam
Claes de Vreese, University of Amsterdam
Andreas Schuck, University of Amsterdam
Matthijs Elenbaas, University of Amsterdam
Rachid Azrout, University of Amsterdam
Rens Vliegthart, University of Amsterdam
Joost Van Spanje, University of Amsterdam

Framing Europe: A cross-cultural analysis of party-political broadcasts for the 2009 EU elections

Manon Van der Laaken, University of Amsterdam

Transformations in second-order campaigning: A German-Finnish comparison on the occasion of the European parliamentary elections 2004 and 2009

Jens Tenscher, Universität Augsburg
Tom Moring, University of Helsinki
Juri Mykkänen, University of Helsinki

Between European and national public spheres: The Euroelections 2009 in British and German quality newspapers

Hannah Middendorf, University of Muenster

15.00 PARALLEL PANEL 9. Crossing borders: Transnational communications and transnational connections.

Room: 542, 5th floor, Old Building Facultad de Ciencias de la Información. See map for indications.

Chair: Andreu Casero Ripollés, Universidad Jaume I, casero@com.uji.es

In or out? A cross-national comparative newspaper analysis of reciprocal perceptions between Western Balkan countries and the EU against the background of a future EU accession

Romy Wohler, University of Bielefeld, Germany

City-diplomacy in the EU context

Teresa La Porte, Universidad de Navarra

Mediating alliance: The role of the press in sustaining reciprocity in the US-Canada relationship

Katherine Dunsmore, Fairleigh Dickinson University NJ

Migrant minority media in Madrid and London: political actors in the migratory transnational field

Alicia Ferrández Ferrer, Universidad Autónoma de Madrid

16.15 Coffee Break

16.30 PLENARY PANEL 10. The art of comparing political communication: methodological issues.

Chair: Barbara Pfetsch. Free University of Berlin. pfetsch@zedat.fu-berlin.de

Political vs. media logic or simply different worlds? A typology of political communication cultures across Europe

Barbara Pfetsch, Freie Universität Berlin

Eva Mayerhöffer, Freie Universität Berlin

Tom Moring, University of Helsinki

Media attention cycles

Steffen Kolb, University of Fribourg

Sünje Paasch-Colberg, University of Fribourg

Politicians' peccadilloes in comparative context: Using fuzzy set qualitative case analysis (fsQCA) to explain the frequency of political sex scandals in eight democracies

James Stanyer, Loughborough University

John Downey, Loughborough University

5.45 Final Remarks

6.00 End of workshop

Local organisers

María José Canel

Mario Gurrionero

Conveners

Katrin Voltmer

María José Canel

Jesper Strömbäck

Scientific Committee

Adam Shehata, *Mid Sweden University*

Aeron Davis, *Goldsmiths University of London*

Arjen van Dalen, *University of Southern Denmark*
Barbara Pfetsch, *Free University of Berlin*
Bengt Johansson, *University of Gothenburg*
Carsten Reinemann, *Ludwig-Maximilians-Universität München*
Christina Holtz-Bacha, *University of Erlangen-Nürnberg*
Claes de Vreese, *University of Amsterdam*
Darren Lilleker, *Bournemouth University*
Dominic Wring, *Loughborough University*
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James Stanier, *Loughborough University*

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Juan Jesús González, *UNED University*
Karen Sanders, *CEU San Pablo University*
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