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 Strömbäck, Mid Sweden University, Jesper.Stromback@miun.se

Popularization of politics: a comparative analysis
Gianpietro Mazzoleni, Università degli Studi di Milano
Patricia Moy, University of Washington
Michael Xenos, University of Wisconsin-Madison

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 Vliegenthart, 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

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

Global Climate Change, global public sphere? A Quantitative Analysis of Climate Change Coverage in 25 Countries from 1996 to 2010
Mike Schäfer, University of Hamburg
Ana Ivanova, University of Hamburg
Andreas Schmidt, University of Hamburg

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 PARALLEL PANEL 7. Audience responses to political messages

Chair: James Stanyer, Loughborough University, J.Stanyer@lboro.ac.uk

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
Cristina Ponte, Universidade Nova de Lisboa
Isabel Menezes, Universidade do Porto

The dynamics of political interest and news media consumption: A longitudinal perspective
Jesper Strömbäck, Mid Sweden University
Monika Djerf-Pierre, University of Gothenburg
Adam Shehata, Mid Sweden University

10.30 PARALLEL PANEL 8. Comparing public spheres

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

Chair: Karen Sanders. University CEU San Pablo, Madrid, kbfsanders@googlemail.com

Between European and national public spheres: The Euroelections 2009 in British and German quality newspapers
Hannah Middendorf, University of Muenster

Why poor and why rich: cross-cultural consistency in Liberal-Conservative orientation
Mark Harmon, University of Tennessee

Mediatization of Public Agencies in Australia and the Netherlands
Thomas Schillemans, Universiteit Utrecht

11.45 Coffee break
12.15 Business Meeting
13.15 Lunch. Restaurante Museo del Traje. See map for indications.

15.00 PARALLEL PANEL 9. The communication 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 Vliegenthart, 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

Going negative! A study of negative campaigning in election posters in Sweden 1911-2010
Bengt Johansson, University of Gothenburg

15.00 PARALLEL PANEL 10. 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 Wohlert, Austrian Academy of Sciences in Vienna

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 11. 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
Media attention cycles
Steffen Kolb, University of Fribourg
Sünje Paasch-Colberg, University of Fribourg

The role of measurement invariance in comparative research
Schemer, Christian- University of Zurich
Kühne, Rinaldo- University of Zurich
Matthes, Jörg- University of Zurich

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
Frank Esser, University of Zurich
Gianpietro Mazzoleni, University of Milan

James Stanyer, Loughborough University
Jesper Strömbäck, Mid Sweden University
Juan Jesús González, UNED University
Karen Sanders, CEU San Pablo University
Katrin Voltmer, University of Leeds
María José Canel, University Complutense of Madrid
María Teresa La Porte, University of Navarre
Patricia Moy, University of Washington
Philippe J. Maarek, University Paris 12
Rachel Gibson, University of Manchester
Sarah Oates, University of Glasgow
Steve Reese, University of Texas
Toril Aalberg, Norwegian University of Science and Technology
# SOCIAL PROGRAM

<table>
<thead>
<tr>
<th>Date</th>
<th>Time/Location</th>
<th>Characteristics</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td><strong>La Pecera Restaurant</strong> is located at El Círculo</td>
<td><em>La Pecera Restaurant</em> is located at El Círculo de Bellas Artes, a cultural entity placed at the very centre of Madrid. Interesting building from 1880. Drinks and typical Spanish ‘picoteo’ is available at an average price of 25 euros.</td>
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<tr>
<td>Thursday</td>
<td><strong>Tablao las Tablas</strong> is a cozy space where you</td>
<td><em>(La Pecera Restaurant)</em> is located at El Círculo de Bellas Artes, a cultural entity placed at the very centre of Madrid. Interesting building from 1880. Drinks and typical Spanish ‘picoteo’ is available at an average price of 25 euros.</td>
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<tr>
<td>20th</td>
<td>Time: 20.30</td>
<td>you will discover the passion of flamenco. You will enjoy a typical Spanish supper with a selection of Spanish wines and Iberian products, followed, at 10.00 p.m., by a Flamenco dance show (one hour). Both performance and supper is free for ECREA participants, drinks included If you are interested in the program: <a href="http://www.lastablasmadrid.com/PROGRAMACIONINGLES.html">http://www.lastablasmadrid.com/PROGRAMACIONINGLES.html</a></td>
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<tr>
<td></td>
<td>Tablao Las Tablas</td>
<td>Address: Plaza de España 9 Metro Station: <em>Plaza de España</em> <a href="http://www.lastablasmadrid.com/comidaingles.html">http://www.lastablasmadrid.com/comidaingles.html</a></td>
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<tr>
<td>Friday</td>
<td><strong>Locally located in a very charming area of ‘Madrid</strong></td>
<td>Located in a very charming area of ‘Madrid de los Austrias’, dinner will consist of typical Spanish tapas, at your choice. Tapas-dinner is arranged for ECREA participants. Average price: 25 euros.</td>
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<tr>
<td>21st</td>
<td>Time: 20.30</td>
<td>Place: <em>Taberna Rayuela</em> <a href="http://www.tabernarayuela.com/">http://www.tabernarayuela.com/</a> Address: Calle Morería 8 (with Bailén) Phone number: 913658276 Metro stations: 8 minutes walking from <em>Opera, Latina and Sol</em></td>
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