



GLOBAL FUSION 2018

Friday, October 19th • The Inn at Darden

4:00 pm to 5:00 pm	Registration
5:00 pm to 6:30 pm	<p>Welcome – Dr. Hector Amaya Professor of Media Studies, University of Virginia, and Member of the Institute for Advanced Study at Princeton University, School of Social Science</p> <p>Keynote – Dr. Paula Chakravartty Associate Professor, Department of Media, Culture and Communication and the Gallatin School, New York University</p> <p>“Media, Race and the Infrastructures of Empire”</p> <p>The election of a white supremacist president whose immigration policies affirm practices of ethnic cleansing and whose popular political support rests on an <i>anti</i>-globalist, isolationist approach to foreign policy and trade has led to the speculation that the present moment marks a clear sign of the waning of the U.S.’ geopolitical status. Commentators across the political spectrum have remarked that Trump marks the decline if not fall of the American Empire, However, in this paper, I suggest that the history of U.S. racialized liberal empire and the “gift of media freedom” need to be foregrounded in our understandings of global media and society. In my talk, I will outline how critical theories of race and racial violence and postcolonial approaches to the state and citizenship allow us to reconsider and expand the extant literature on US media technologies and empire, a literature and approach that has largely receded from the center in contemporary debates about global media and society.</p>
6:30 pm to 7:30 pm	Reception

Saturday, October 20th • South Lawn Commons

9:00 am to 9:30 am	Registration; coffee and breakfast items provided by the conference
9:30 am to 10:45 am	<p>Session 1</p> <p>Panel 1.1: Citizenship • Gibson Hall 141 • 9:30 am to 10:45 am</p> <p>Chair: Pavel Shlossberg, Gonzaga University</p> <p>Semih Bedir, Ohio University</p> <p>“A Psychoanalytic Perspective on Turkish Soap Opera Casting Choices”</p> <p>Revati Prasad, University of Pennsylvania, Annenberg School of Communication</p> <p>“Contesting Biometric Citizenship”</p> <p>Aniko Bodroghkozy, University of Virginia</p> <p>“Before <i>Our World</i>: The Kennedy Assassination as International Television News in the Early Satellite Era”</p>

	<p>Katey Roden and Pavel Shlossberg, Gonzaga University “Mapping the Margins: Making Structural Inequality Visible Engaging Citizens’ Media in Cali, Colombia”</p> <p>Panel 1.2: Audiences • Gibson Hall 242 • 9:30 am to 10:45 am Chair: Andre Cavalcante, University of Virginia Ju Oak (Jade) Kim, Texas A&M International University “Korean Pop Stars as the global space of fan activism and minority voices” Nune Grigoryan, Ohio University, and Naila Hamdy, American University in Cairo, Egypt “For those who question more: Transnational audiences of Russia Today (RT)” Soo Hyung Kim, Temple University “Imagining the audience: Focusing on the case of <i>The Good Doctor</i> in United States and South Korea” Yesim Kaptan, Kent State University “Peripheral Connections: Turkish Audiences’ Reception to Popular Danish TV Series and Cultural Proximity”</p> <p>Panel 1.3: Development and Media • Nau Hall 141 • 9:30 am to 10:45 am Chair: Jack Hamilton, University of Virginia Tracy M. Tinga, Temple University “Parodies as critiques of international development work in African countries” Bumgi Min, Pennsylvania State University, Jenna Grzeslo, SUNY New Paltz, Yang Bai and Krishna Jayakar, Pennsylvania State University “Texting Alone? The Relationship Between Social Media News Consumption and Local Community Engagement” Nabeeha Z. Chaudhary, University of Texas, Austin “Reconstructing meaning and countering myths: the use of signs and language in a Pakistani television serial” Lauren M. Kogen, Temple University “The Proof is in the Participants: Using Participatory Evaluation to Improve CDSC Theory”</p>
10:45 am to 11 am	Break; coffee and snacks provided by the conference
11:00 am to 12:15 pm	<p>Session 2 Panel 2.1: Migration Mobility • Nau Hall 211 • 11:00 am to 12:15 pm Chair: Camilla Fojas, University of Virginia Casey Walker, University of Texas, Austin “The Globalist Reading of <i>Arrival</i> and the Post-Election Nationalist Response” Yael Warshel, Pennsylvania State University</p>

“Media and Telecommunications Access Gaps of Stateless and Refugee Populations”

Yuxi Zhuang, Ohio University

“Different Persona on Different Social Media: Online Self-Presentation of Chinese International Students”

Panel 2.2: Facebook and Social Media • Gibson Hall 141 • 11:00 am to 12:15 pm

Chair: Patrick Burkart, Texas A&M University

Claudia C. Cisneros, Ohio University

“Platform or Publisher? A Case Study of Facebook’s Hybrid Status and the Political Problems Derived”

Hessah Alqahtani, The University of Southern Mississippi, and Mary Jackson-Pitts, Arkansas State University

“In a Snap (Chat): E-Commerce Changes in Saudi Arabia”

Parisa Farhadi, Northern Illinois University

“Social Media and National Identity”

Patrick C. Burkart, Texas A&M University, and Susanna Leijonhufvud, Luleå tekniska universitet, Sweden

“Spotification of World Memory”

Panel 2.3: Feminism and Gender • Gibson Hall 242 • 11:00 am to 12:15 pm

Chair: Andrea Press, University of Virginia

Gaone N. Manatong, Ohio University

“Strategic Media and Communication for Social Change: A Case Study of SKY Girls BW, a Behavioral Change Movement of Teen Girls in Botswana”

Ibrahim Er, University of Maryland, Baltimore County

“Localization of Norms of Authority and Gender Politics in TV Format Adaptation”

Lassane Ouedraogo, Ohio University

“The Nimbleness and Indocility of Feminism, Faith, and Modernity Among Urban Young Muslim Women in Burkina Faso”

Panel 2.4: Two Decades of Global Format Scholarship: The 20th Anniversary for Albert Moran’s Copycat Television: Globalization, Program Formats, and Cultural Identity • Nau Hall 141 • 11:00 am to 12:15 pm

Chair: Sharon Shahaf, University of Texas, Austin

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“Formats and the Globalization of Cultural Reproduction: The case of *In Treatment*”

Ju Oak (Jade) Kim, Texas A&M International University

	<p>“From Adaptation to Adaptability: The Format Trade as the Process of Decolonization” Chiara Ferrari, California State University, Chico</p> <p>“Levels and Stages of localization: looking at reformatting beyond formats” Juan Piñón, New York University</p> <p>“When the format stopped being a format?” Joseph Straubhaar, University of Texas, Austin</p> <p>“Counter-Flow in the Format Trade: The Case of Brazil and Argentina”</p>
12:15 pm to 1:45 pm	Lunch provided by the conference
1:45 pm to 3:00 pm	<p>Session 3</p> <p>Panel 3.1: Identity • Gibson Hall 141 • 1:45 pm to 3:00 pm</p> <p>Chair: Shilpa Davé, University of Virginia</p> <p>Crystal S. Anderson, Longwood University</p> <p>“Globalizing Convergence: How English-Language Online Media Shapes Perceptions of K-Pop” James J. Fisher, Ohio University</p> <p>“Africa in Western Video Games: Conflicts Between History and (Afro)Futurism” Madhavi Reddi, Georgetown University</p> <p>“Tying the Knot: A Discussion with Indian Americans on Arranged Marriage Through Bollywood” Lassane Ouedraogo, Ohio University</p> <p>“University Youth and Islam in Burkina Faso: Performing Muslim Identity Through Media”</p> <p>Panel 3.2: Journalism • Gibson Hall 242 • 1:45 pm to 3:00 pm</p> <p>Chair: Wyatt Andrews, University of Virginia</p> <p>Ahmed Omar Makharesh and Mary Jackson-Pitts, Arkansas State University</p> <p>“Knowing or Not Knowing: Investigative Journalism in the Arab World” Chiaoning Su, Oakland University</p> <p>“On the Front Line of China’s Sharp Power: A Case Study of <i>The China Times</i> in Taiwan” Diantha Y. Vliet, Temple University</p> <p>“Resisting the Abolition Myth: Journalistic Turning Points in the Dutch Memory of Slavery” Mehdi Semati, Northern Illinois University</p> <p>“Tensions in Media Scholarship on International News and Democracy: The Case of the Iran Deal”</p> <p>Panel 3.3: Production and Distribution • Nau Hall 141 • 1:45 pm to 3:00 pm</p>

	<p>Chair: Aynne Kokas, University of Virginia</p> <p>Britta M. Hanson, University of Texas, Austin</p> <p>“Addicted: Negotiating LGBT Media Production and Representation in Global Contexts”</p> <p>Jing Wang, University of Texas, Austin, and Communication University of China</p> <p>“One Day on Earth: Representation of Places Embodied in Crowdsourced Documentary Project”</p> <p>Joseph Straubhaar, University of Texas, Austin</p> <p>“Netflix, Imperialism vs. Cultural Proximity and Transverse Transnationalism, Cultural Capital vs. Cosmopolitanism”</p> <p>Lichen Zhen, University of Texas, Austin</p> <p>“Performance of U.S.-China Co-Production Film as an Outcome of Interorganizational Collaboration: A Case Study of The Great Wall”</p> <p>Panel 3.4: Key Concepts and Debates in Media Globalization • Nau Hall 211 • 1:45 pm to 3:00 pm</p> <p>Chair: Patrick D. Murphy, Temple University</p> <p>Nancy Morris, Temple University</p> <p>“Cultural Imperialism and Cultural Appropriation”</p> <p>Marwan Kraidy, University of Pennsylvania, Annenberg School of Communication</p> <p>“Digital Devices and the Demise of Global?”</p> <p>Fabienne Darling-Wolf, Temple University</p> <p>“Differently Social: Translocality, Digital Media Use and Identity”</p> <p>Patrick D. Murphy, Temple University</p> <p>“Media, the Environment and ‘Zombie Neoliberalism’: A Global View”</p>
3:00 pm to 3:15 pm	Break; coffee and snacks provided by the conference
3:15 pm to 4:30 pm	<p>Session 4</p> <p>Panel 4.1: Social Interactions and Connections Through International Music Genres • Gibson Hall 141 • 3:15 pm to 4:30 pm</p> <p>Chair: Franklyn Charles, Ohio University</p> <p>Franklyn Charles, Ohio University</p> <p>“Poor people fed up: Jamaican Government censorship of Bounty Killer’s lyrics criticizing the treatment of the poor by State representatives”</p> <p>Goitom Negash and Tereza Kidane, Ohio University</p> <p>“Subjectivity in Teddy Afro’s <i>The Blackman</i>”</p> <p>Lassane Ouedraogo, Ohio University</p> <p>“Pop Music as e-Civism: Negotiating Change Through Subaltern Voices in the Contested Political Landscapes of Burkina Faso”</p> <p>Colin Lasu, Ohio University</p> <p>“The Crazy Fox refuses to leave: A defiant voice in South Sudanese music”</p>

	<p>Panel 4.2: Media, Health, and the Environment • Gibson Hall 242 • 3:15 pm to 4:30 pm</p> <p>Chair: Afrina Rizvi, Aligarh Muslim University Afrina Rizvi, Aligarh Muslim University, India “Sustainable Food Production and Agricultural Practices: Sources of Communication for the Indian Farmers and Its Effectiveness”</p> <p>Miles P. Davis, University of Colorado, Boulder “Textual Analysis of the Soma Mining Disaster”</p> <p>Senya A. Ghamli, Ohio University “Framing Africa: Coverage of Ebola by South Africa’s News24”</p> <p>Panel 4.3: Television I • Nau Hall 141 • 3:15 pm to 4:30 pm</p> <p>Chair: Aniko Bodroghkozy, University of Virginia Heather R. Jaber, University of Pennsylvania, Annenberg School of Communication “‘Edutaining’ in the Transnational Media Sphere: Global Commodities, National Projects, and Failed Melodramas”</p> <p>Jaehyeon Jeong, Temple University “Food Television and the Nation in the Age of Globalization”</p> <p>Jonathan A. Ventura, Georgia State University “‘Viver o Sonho’: Industrial Discourse, Class, and Citizenship in the Brazilian Telenovela <i>Cheias de Charme</i>”</p> <p>Yasemin Y. Celikkol, University of Pennsylvania, Annenberg School of Communication “Turkish Drama Beyond Metaphor: Neo-Ottoman Cool in Bulgaria and Russia”</p>
4:30 pm to 5:00 pm	Break; coffee and snacks provided by the conference
5:00 pm to 6:15 pm	<p>Session 5</p> <p>Panel 5.1: Empathy and the Use of Immersive Technology in News Media • Nau Hall 211 • 5:00 pm to 6:15 pm</p> <p>Chair: Deborah G. Johnson, University of Virginia Deborah G. Johnson, University of Virginia “When does empathic media cross the line?”</p> <p>Joakim Vindenes, University of Bergen, Norway “Authenticity in Immersive Virtual Reality”</p> <p>Jennifer Petersen, University of Virginia “Experiencing the Pain of Others?: Interrogating empathy in immersive storytelling”</p> <p>Mario Verdicchio, University of Bergamo, Italy “When immersive technology becomes emotive technology”</p>

	<p>Panel 5.2: Violence • Gibson Hall 141 • 5:00 pm to 6:15 pm Chair: Stuart Davis, Baruch College, City University of New York Marcela Alcantara Guerra, Independent Scholar “She Had It Coming: How Media and Authorities Frame Femicides in Mexico City” Marwan Kraidy, University of Pennsylvania, Annenberg School of Communication “Extremist Digital Warfare and the Global Media System: Preliminary Thoughts” Nathan A. Rossi, University of Texas, Austin “The <i>Narcos</i> Effect?: Global Production, Latinx Representation, and Authentic Portrayals of the Latin American Narcotics Trade” Stuart Davis, Baruch College, City University of New York “21st Century Technology and 18th Century Ideology: An Interrogation of Human Rights Claims in Digital Media Projects Addressing Violence on the U.S.-Mexico Border”</p> <p>Panel 5.3: Social Relationships • Gibson Hall 242 • 5:00 pm to 6:15 pm Chair: Fabienne Darling-Wolf, Temple University Fabienne Darling-Wolf, Temple University “Differently Social: Digital Media Use in Rural Japanese Community” Smeeta Mishra, Indian Institute of Management, Calcutta, and Krishna Jayakar, Pennsylvania State University “Seeking Second Chances: Online Presentation Strategies of Men and Women on an Indian Remarriage Website” Wen-Yueh Carina Shu, California State University, San Bernardino “Meeting One Person at Midnight: The Role of the Yuan in Use in the Taiwanese Social Network, D-Card”</p>
7:00 pm	Optional Happy Hour at Augustiner Hall and Garden, 313 2 nd Street SE (food provided by the conference; cash bar)
Sunday, October 21st • South Lawn Commons	
8:30 am to 9:00 am	Registration – coffee and pastries provided by the conference
8:30 am to 9:30 am	Global Fusion Consortium Meeting • Gibson Hall 141
9:30 am to 10:45 am	<p>Session 6 Panel 6.1: Comparative Media • Nau Hall 141 • 9:30 am to 10:45 am Chair: Christopher Ali, University of Virginia Ángela María Méndez and Neela Hassan, Ohio University</p>

	<p>“A Comparative Study of Digital Competence Across Afghanistan, Colombia, Honduras, Myanmar and the United States of America” Drew O. McDaniel, Ohio University</p> <p>“Facebook self-presentation and self-affirmation: A comparison of Thai and US users” Rena Yamada, Ohio University</p> <p>“Comparative Study of Memes in North America, Post-Soviet Region, and West Africa: Common Characteristics of the Most Engaging On transformation from one app to platform”</p> <p>Panel 6.2: Narratives of Nation • Gibson Hall 242 • 9:30 am to 10:45 am</p> <p>Chair: Hector Amaya, University of Virginia Daniel Van Jelgerhuis, Georgia State University</p> <p>“Comrade Detective: Form, Function, and Use of a 21st Century Cold War Parody” Ghanem Elhersh and Mary Jackson-Pitts, Arkansas State University</p> <p>“Arabic Animation: Impact of Education and Government Support” Sucheta Lahiri, Independent Scholar</p> <p>“The Nation and its “Dyer Moment”: Analyzing Media responses to Partha Chatterjee”</p>
10:45 am to 11:00 am	Break – coffee and pastries provided by the conference
11:00 am to 12:15 pm	<p>Session 7</p> <p>Panel 7.1: Political Change • Nau Hall 211 • 11:00 am to 12:15 pm</p> <p>Chair: Siva Vaidhyanathan, University of Virginia Natalie Khazaal, Texas A&M University</p> <p>“The World Watches the U.S. Elections” Soomin Seo, Temple University</p> <p>“Unlikely Comrades in Revolution: How Hankyoreh and JTBC Brought Down the South Korean Government”</p> <p>Panel 7.2: Media, Margins, and Marginalization: Scenarios from Australia, China, Hong Kong, and Lebanon • Gibson Hall 141 • 11:00 am to 12:15 pm</p> <p>Chair: Assem Nasr, Purdue University Fort Wayne Joshua Bacon, Purdue University Fort Wayne</p> <p>“From the Sea: The Mermaid as a Symbol of Hong Kong Identity” Wei Luo, Purdue University Fort Wayne</p> <p>“Television Dramas and Marginalized Masculinities: Mr. Phoenix’s Plight in Postsocialist China” Anthony Machette, Purdue University Fort Wayne</p>

	<p>“Whitewashed: Whiteness in the Visit Australia Super Bowl Commercial” Assem Nasr, Purdue University Fort Wayne</p> <p>“The <i>Koullouna Watani</i> Movement and the Reclamation of the Lebanese Political Sphere: A Renaissance or Politique En Vogue?”</p> <p>Panel 7.3: Television II • Gibson Hall 242 • 11:00 am to 12:15 pm</p> <p>Chair: Keara Goin, University of Virginia</p> <p>Edward Larkey, University of Maryland, Baltimore County</p> <p>“Measuring fictional television narratives in their global Travels: Comparing Transnational TV Formats”</p> <p>Heather R. Jaber, University of Pennsylvania, Annenberg School of Communication</p> <p>“Reviving female transgression through the musalsal: The story of Raya and Sakina in Egyptian and Syrian drama programs”</p> <p>Semih Bedir, Ohio University</p> <p>“A Reflection on Turkish Identity and Belonging Crisis in Contemporary Turkish Cinema”</p>
12:15 pm to 12:30 pm	Break – coffee and pastries provided by the conference
12:30 pm to 1:30 pm	Closing Remarks • Nau Hall 101