

Workshops Schedule

Media, new technologies and development in Latin America: economic, political and social perspectives

This is a two-day conference. The first day takes place at City, University of London. The second day takes place at Loughborough University, London Campus.

About the conference

In an age of increasing media concentration and commercialisation, how can we envision a role for the media in development and for democracy? How can networked communications be better used by social movements, civil society and other marginalized groups who encounter difficulties in having a voice in the public sphere? How can ICTs (information and communication technologies) be used for development? How are feminist NGOs and women's groups at present making use of communication tools and technologies to shape policy and pursue social change at a global and local level? What are some of the theoretical frameworks on communications and social change that we need to revisit? What are the more appropriate methodologies to study communication for social change (CSC) in the digital era? These are some of the many questions that these workshops, which will be held at UFF (Universidade Federal Fluminense) and at City, University of London, ahead of the 2019 IAMCR (International Association in Media and Communication Research) conference in Spain, seek to address.

Our keynote speeches will be delivered by professors Jan Nederveen Pieterse, Mellichamp professor of Global Studies and Sociology at University of California Santa Barbara; Thomas Tufte, current Director for the Institute for Media and Creative Industries at Loughborough University London; Toby Miller, professor in Media and Creative Industries at Loughborough University; Ana Carolina Escosteguy, professor of gender and media at the Federal University of Santa Maria (Brazil); senior lecturer in Latin America Studies, Thea Pitman, of the University of Leeds and professor of Communications Jair Vega Casanova, Universidad del Norte in Colombia.

Our workshops invite research proposals which aim to address the role of the media and communications in social change, for the benefit of social and economic development of countries and of local contexts and inserted within wider debates on democratization of these societies. Our concerns here include the role of communications and new technologies (ICTs) for sustainable development, the use of participatory approaches in community, indigenous and social movements, the relationship between participation, empowerment and gender, particularly in relation to media and how communication tools can be used for activism and political engagement.

Our research also examines community radios and tvs and the use of media by marginalized and underrepresented groups, the development and support of community-based media organizations, the benefits of alternative forms of journalism, the role of NGOs in development and the use of media by international organizations and social movements. We also invite theoretical contributions in the field of communication and social change (CSC), gender, media and development, policy advocacy and activism through communications. The workshops are organized by Dr. Carolina Matos, senior lecturer in Media and Sociology, Department of Sociology, City, University of London, and by Adilson Cabral, associate professor in Social Communications at UFF.

Keynote speakers

Professor Thomas Tufte

Abstract title: *Continuity and change in the Latin American experience of communication for social change: From Radios Mineras to Midia Ninja, in dialogue with Jair Vega Casanova*

This presentation will review the legacy of communication for social change in Latin America, identifying recurrent features and considering emerging challenges in the context of the current societal challenges. First, the review will unpack the core milestones of the communication for social change debate as seen in conferences, publications and meetings that have had a key influence on the research and practice of the field. Secondly, it will review key references that have informed the Latin American research and practice and discuss how they have established themselves as a paradigmatic alternative to the dominant Anglo-Saxon approaches. Finally, the presentation will address how the Latin American legacy connects with global research and practice into communication for social change.

Bio: Professor Tufte is an internationally leading scholar in the field of communication for social change. His expertise and experience lie in critically exploring the interrelations between media production, communicative practices and processes of social and structural change. Tufte has worked in approximately 30 countries worldwide and has collaborated with a broad range of both local, national and international development organizations. Current projects focus on civil society development and participatory communication in Brazil, and storytelling and community development in post-peace agreement Colombia.

Jair Vega Casanova

Bio: Sociologist, Vega Casanova has a Master's Degree in *Politics – Economic Studies*, and currently is a graduate PhD student in Communications at Universidad del Norte. He is also a professor at the Department of Social Communications and researcher at PBX: Communication, Culture and Social Change Research Group, from the Universidad del Norte. Issues of research, consultancy and publications are inscribed in the relationship between communications, culture and social change, and are emphasized in the research lines: 1) Communication, participation and social construction of health and 2) Studies of gender, diversity and citizenship. Publications are found in: <http://uninorte.academia.edu/JairVega>. Vega Casanova has been involved in consultancies with C-CHANGE-FHI, PAHO, UNICEF, UNDP, UNFPA, Population Communication International, Fundación Bernard van Leer, Fundación Friederich Ebert, CHECCHI and Company Consulting Colombia, Communication for Social Change Consortium, Fundación Imaginario and *The Communication Initiative* (www.comminit.com/la). He has also been editor of the journal *Investigación & Desarrollo*.

Professor Toby Miller

Abstract: Title “Against Communication for Development”- Seven decades of rhetoric and finance in the field of communication and development or social change—choose your era and language for the propaganda term of the day—have done little other than reinforce existing oligarchies, oligopolies, inequalities, and international ‘security’ priorities across much of Latin America. This paper will unpack some of the theoretical and political problems of that language, locating them in the first efforts of the Social Science Research Council and connecting them to the work of third-sector, corporate, and military priorities.

Bio: Toby's areas of expertise include cultural studies and media studies. He has published forty books, has written numerous articles, and is a guest commentator on television and radio programmes across the globe. In 2004, Miller became a full-time professor at University of California, Riverside (UCR). As of December 2008, he chairs the new Department of Media and Cultural Studies at the UCR. Preceding his professorship at UCR and Loughborough University London, Miller was a professor at New York University.

Professor Jan Nederveen Pieterse

Title: *After populism*

Abstract: Goldilocks globalization has changed place. The Atlantic world no longer leads. Neoliberalism cannot address the challenge of advanced economies: how to manage industrial decline. Industrial decline and crisis without a safety net lead to collective fear. Rightwing populism joins the orchestrated anxiety politics of authoritarianism with nostalgia nationalism, aggressive unilateralism, walls and tariffs. Is rightwing populism in the Atlantic world a byproduct of the reorganization of globalization (never let a crisis go to waste) and the emergence of multipolar globalization? What are the scenarios after populism? What are short cycles, what are long waves, and where lies the balance?

Bio: Jan Nederveen Pieterse is Mellichamp Professor of Global Studies and Sociology at University of California, Santa Barbara. He specializes in globalization, development studies and cultural anthropology. He was previously at the University of Illinois Urbana-Champaign, the Institute of Social Studies in The Hague, the University of Cape Coast, Ghana, and the University of Amsterdam. He holds a part time chair at Maastricht University. He currently focuses on new trends in twenty-first century globalization and the implications of economic crisis. He has been visiting professor in Argentina, Brazil, China, Germany, India, Indonesia, Japan, Pakistan, South Africa, Sri Lanka, Sweden, and Thailand. He is on the editorial board of *Clarity Press*, the *Journal of Global Studies* and *e-global*, and is associate editor of the *European Journal of Social Theory*, *Ethnicities*, *Third Text* and the *Journal of Social Affairs*. He edits book series on *Emerging societies* (Routledge) and *New trends in globalization* (Palgrave Macmillan).

Professor Ana Carolina Escosteguy

Abstract: The topic of my lecture is about the linkages between media studies and gender issues in Brazil. The perspective assumed is historical, stressing the singularities of the theoretical debates associated with Brazilian feminism and their impact on media studies research. I do not take into account the current metaphor of the "waves" of feminism since it erases the uniqueness of our historical, sociopolitical and cultural context. In this way, I identify the changes that the research and its categories were going through in the period of 1970 to 2015. A possible new strand may then be building and is still in progress. In the opening strand (1970/1980), the systematic use of woman category stands out; in the second (1990), although the term gender is triggered in media studies, it functions more as a label without theoretical density; in the third (2000-2015), it is the critique of post-feminism that emerges, evidencing the first convergence between South and North, in terms of media studies and feminist scholarship. Finally, the last one is drawn from the feminist spring (2015) and the horizon opened by the explosion of feminisms driven by the new digital media. However its development is still uncertain given the growth of conservatism and even the persecution of feminists and LGBTs activists.

Bio: Ana Carolina D. Escosteguy is a national leading scholar in the field of media and cultural studies. She has studied at University of São Paulo and is currently Professor in Federal University of Santa Maria. She is also a Researcher of CNPq (National Council for Scientific and

Technological Development) since 2002. Author of *Cartografias dos estudos culturais: Uma versão latino-americana*, published by Editora Autêntica in 2002, among many other articles.

Dr. Thea Pitman

Abstract: There has been much academic debate about the relationship of indigenous communities to new media technologies, specifically with respect to the way that the former might appropriate the latter and the terms in which they might do so, with a significant number of critics arguing that the concepts and lexicon of the traditional practice of weaving may offer the most appropriate trope. However, such arguments typically remain at the level of theory, providing little or no evidence of the way in which real indigenous communities speak of the way they appropriate new technologies and what might motivate their choices. This paper explores the poetics and underlying politics of indigenous appropriations of new media technologies by contrasting the online presence of two highly prominent, prize-winning projects of indigenous internet appropriation: the web portal *Índios Online*, run by a group of different indigenous communities in north-eastern Brazil, and the homonymous website of the *Asociación de Cabildos Indígenas del Norte del Cauca (ACIN)* of the Nasa community in south-western Colombia.

Bio: Thea Pitman is Senior Lecturer in Latin American Studies at the University of Leeds, UK. She works in the field of Latin American digital cultural production, and digital cultures more broadly conceived, with a particular interest in questions of race, ethnicity and gender. Her major publications in the field include *Latin American Cyberculture and Cyberliterature* (Liverpool University Press, 2007) and *Latin American Identity in Online Cultural Production* (Routledge, 2013), and she has chapters on digital culture in *The Cambridge Companion to Latina/o Literature* (2016), *The Cambridge Companion to Latin American Poetry* (2018), and *Online Activism in Latin America* (2018), amongst others.

Workshop Schedule

Thursday, 4th July 2019 from 9am to 8pm
City, University of London

9.00 - Opening - key speaker
Toby Miller, moderator: Adilson Cabral

10.00 - *Panel 1: Communication for Development and the role of the State for the sustainability of the communication system*
Chairs: Gabriel Kaplún, Amparo Cadavid +
Daniele Seridorio (PhD Student, UNESP) e Danilo Rotheberg (Prof. UNESP)
Diego Tarallo Lorenzo y Losada (Prof. UdeLaR, Uruguay) and Sara Santamaria (Universitat Ramon Llull)

11.30 – *Panel 2: Media activism and marginalized populations*
Chairs: Andrea Medrado and Adilson Cabral +
Keynote speaker: Thea Pitman
Monique Paula dos Santos Teixeira de Oliveira e Davi de Menezes Rebouças (PPGMC-UFF)
Ana Suzina (pós-doc. Univ. Cat. Louvain, Bélgica)

13.00 – lunch

14.00 – *Panel 3: Media, social movements and questions of gender*

Chairs: Carolina Matos and Eliana Herrera Huerfano

Keynote speaker: Ana Carolina Escosteguy

Ana Teresa Gotardo (PhD Student PPGCOM/UERJ/Brazil)

16.30 - *Panel 4: Media, nationalisms and populisms*

Chairs: João Feres and Maria Soledad Segura +

Maria Urbina (Senior Lecturer - University of Wolverhampton)

Cesar Jimenez Martinez (ESRC Postdoctoral Researcher - Loughborough University)

18.00 - Closure - key speaker

Thomas Tufte and Jair Vega Casanova

19.30 – Dinner at the Peasant followed by cultural presentation

Friday 5th of July, 2019, 9 to 1pm

Loughborough University London Campus, 5th July 2019 (Olympic Park, Stratford)

9.30 – Jan Nederveen Pieterse talk, moderated by Carolina Matos

11.00 - Network event from Redecambio, with Amparo Cadavid, with friends

13.00 - Lunch and end.

Approved abstracts of presenters

1)Ana Suzina*

Title: *Raising a voice and becoming an actor: popular media in Brazilian peripheries*

This article draws on the analysis of popular media practices in Brazilian peripheries. It is based in interviews with communicators leading media initiatives in São Paulo, Natal, Curitiba and Santarém, from 2015 to 2018. The communication explores how these initiative illustrate the contribution of the appropriation of media to the process of subjectivation of people living in peripheries. It discusses also how this appropriation integrates a general struggle for the construction of meanings and for the parity of participation in democracy.

Peripheral neighborhoods are frequently far from political decision making centers and mainstream media outlets. But there is also a peripheral condition linked to socioeconomic and symbolic features. As defined by Rosana Martins, the concept of periphery also includes “the moral signification of difference” (Martins, 2015, p. 22). It refers to the precariousness of these spaces and to the symbolic reduction made by mainstream narratives, that segregate their populations according to general characteristics of violence and crime that are wrongly attributed to the whole of these communities.

These reflections recall the power of media as language representing facts, places and people and suggesting understanding (Hall, 2013) that build the signification of moral difference. For instance, writing in the blog Mural, in São Paulo, Aline admits having discovered that “the name we give [to things] denotes a position”. She says that she is not ashamed anymore: “Talking about

my place on a blog (...) neighbors putting a like on the articles about their communities; all these say something about self-esteem.”.

In this sense, building media relates to the construction or recovering of subjectivities, linked to references that are not available in mainstream media. Subjectivation is understood here “as the way to think and build oneself as a principle of meaning” (Pleyers & Capitaine, 2016). It is a permanent relational process between the individual and their surroundings, including people, places and political, cultural and technological environments. It is also associated with the means of expression of the emergent subjectivity. The turning point of the media appropriation is, then, turning the awareness of a defined social position into an asset that brings professional opportunities and opens the possibility of charging mainstream communication products with this social perspective.

These processes may or may not focus on particular social changes, but they end up by activating other individual and collective processes by awakening local forces and triggering – or supporting – critical thinking. Leonardo Custódio analyses how media education initiatives developed in favelas of Rio de Janeiro prompt a particular kind of activism leading to schemas to cope with disadvantages and schemas to change reality (Custódio, 2016). For the author, “favela media activism” is “a type of *luta* (bottom-up political struggle) in our contemporary information age of hyper-connectivity and abundance of ICTs in everyday life” (idem, p.220). For Aline, becoming a journalist of the periphery triggered in her and in some neighbours who follow her work a commitment to improve life conditions in the neighbourhood and with its general image as a part of the whole city.

Bibliography

Custódio, L. (2016, June 11). Doctoral thesis Favela Media Activism. Political trajectories of low income Brazilian youth. Tampere, Finland: University of Tampere.

Hall, S. (2013). The work of representation. In S. Hall, J. Evans, & S. Nixon, *Representation* (2nd ed., pp. 1-59). London, UK: Sage.

Martins, R. (2015). Mídia comunitária e novas construções periféricas sociais no Brasil. *Revista Novos Olhares*, 4(1), 21-36.

Pleyers, G. & Capitaine, B. (2016), *Mouvements sociaux. Quand le sujet devient acteur*. Paris, Maison des Sciences de l'Homme.

*Ana Cristina Suzina holds a PhD in Political and Social Sciences, studying the participation in the Brazilian democracy through popular media initiatives. She is a journalist with more than 15 years of experience in the field of communication for social change, mainly in the fields of human rights and nature conservation. She is currently attached to the research groups SMAG – Social Movements in the Global Age – at the Université catholique de Louvain (Belgium) and COMUNI – Núcleo de Estudos de Comunicação Comunitária e Mídia Local – at the Universidade Anhembi Morumbi (Brazil). Her research deals with the ways social movements, NGOs and community associations using communications as a dissemination tool have incorporated digital resources. She places this debate within the framework of the right to communication as a means for achieving parity of participation in democracy. (Email: anasuzina@hotmail.com, Tel. : +32 476 254482)

2)Daniele Seridorio e Danilo Rotheberg*

Title: *The sustainability of the Brazilian public broadcasting system after 2019*

Abstract: The Brazilian political and institutional architecture has given rise to peculiar arrangements in various dimensions of the national life, including the public broadcasting system. While the Brazilian Constitution, which should be the basis for regulation, provides for a system of complementarity between the public, state and commercial broadcasting, legislation lacks regulation in this regard. In addition, there is a weak public debate between the State and society about the importance of maintaining this system. In this context, a nationwide public broadcaster, TV Brasil, coexists with state level broadcasters, maintained by a variety of institutional arrangements, which include direct control from the Executive branch, management by public universities, and charitable organizations maintained by public authorities. This scenario puts at risk different aspects of public broadcasting, including the very sustainability of those broadcasters. It is also possible to indicate more specific aspects, such as the multiplicity of forms of public participation, which raises questions about the institutional commitment with participation and social control of the public service. This paper focuses its analysis on specific issues of participation in the light of changes of the Brazilian public broadcast system between the years of 2016 and 2019. We assume that a stable system, to be kept safe even through governmental transitions, should be based on regulations and practices that meet democratic demands for participation, transparency and accountability.

This raises at least three relevant research questions that can help to redress the importance of participation: 1) What is the breadth of participation formats in place in Brazil? 2) What forms of participation would be the most successful in meeting democratic demands of transparency and accountability? 3) What are the most significant potential impacts? We developed a study of the mechanisms of public participation existing in 2018, maintained by TV Brasil and the 21 state level broadcasters in operation. The research methodology, based on the grounded theory, is concentrated on the analysis of editorial guidelines. In general, the results suggest that there is a marked disparity in the intensity of participation in Brazil, with just a few broadcasters offering significant practices.

Regarding the continuity of these broadcasters, we indicate, in the case of TV Brasil, the weakness of the participatory practices. Although we note the recognition of participation and social control in the guidelines, TV Brasil went through two interventions that compromised the institutional commitment with participation and the very existence of the company as a public broadcaster. The first intervention concerned the end of the Curator Council in 2016, and the second one was the merge between TV Brasil with the government broadcaster, NBR, in 2019. Both can be a consequence of two factors: the fragility of the national public broadcasting system, which is based more on government and private decisions than on solid regulation, and the lack of public participation and social control in the broadcasting companies.

*Daniele Ferreira Seridório- PhD candidate, Postgraduate Programme in Communication, School of Architecture, Arts and Communication, Unesp (São Paulo State University), Brazil, seridorio@gmail.com and Danilo Rothberg, Professor of Sociology of Communication, School of Architecture, Arts and Communication, Unesp (São Paulo State University), Brazil, danilo.rothberg@unesp.br

3) Maria Urbina*

Title: *Migration and National Exceptionalism, How Chilean News Media Reports Foreigners*

As with many Western countries, Chile has seen a surge in nationalism due to a wave of migration from other Latin American countries. Surveys (CEP 2017; INDH 2018) have shown not only that Chileans see migrants as criminals (41%), but also that they see themselves as more white and developed than their neighbours (47%). Racial identity was established as a way to

define the division of labour in the new world (Quijano 2000), and Latin American national identities were forged through this racialised distribution of labour. In Chile, this racial ideology has become expressed through a narrative of national exceptionalism where the country views itself as an exception within the region due to its institutional stability (Mullins 2006; Loveman 2001), and its ethnic composition (Gazmuri 1981).

As Wodak (2002) pointed out, discursive practices have a historical development, and the tale of national exceptionalism in Chile has been no exception. Formed as an elite modernization project in the early 20th Century (Dummer 2012; Jocelyn-Holt 2005), the idea of Chile as an exception amongst Latin American countries was reinforced by Augusto Pinochet's neoliberal project and his vision for the "National Renewal" of the country after September 1973 (Mansell, Urbina & Watkins 2019), and by the narratives of economic success that followed the end of the dictatorship. These ideas have been integrated in what is seen today as a surge in Chilean nationalistic discourses in the conservative right-wing, which tend to see foreigners and migrants not only through the ideas of race (Stefoni 2001; Staab and Hill Maher 2006; Tijoux 2016) but also through the vision of civilized contributors that fits within Chilean neoliberal society (Urbina 2019).

This paper, therefore, analyses the role played by Chilean news media in reinforcing the dominant narratives of national exceptionalism when covering migration in their social media platforms. As Fuchs (2017:149) points out, contemporary social media is not participatory as large companies centralise attention and visibility, marginalising alternative politics or narratives. Social media platforms are essential channels to distribute these narratives and news media outlets play a key role institutionalising them.

This paper critically researches how social media reinforce narratives of national exceptionalism and the way in which the network society contributes to creating and re-creating hegemonic discourses about nation and nationalism. The paper focuses on Twitter accounts of two news channels (TVN and CNN Chile) two news radio stations (Cooperativa and BioBio Radio) and two news online outlets (El Mostrador and The Clinic) to uncover how national exceptionalism frames the way in which migration is portrayed. The paper uses Critical Discourse Analysis (CDA) to analyse the data as it offers an interpretation of the meaning of the text within an institutional practice context, considering social practice; discourse practice (production and distribution) and the text itself (Fairclough 1995; Richardson 2007).

* Senior Lecturer PhD MBA BA (Hons) FHEA
BA (Hons) Multimedia Journalism,
Course Leader- MA Contemporary Media,
School of Arts
University of Wolverhampton, UK

4) Monique Paula dos Santos Teixeira de Oliveira e Davi de Menezes Rebouca*

Title: *Black Women's Political Activism on Social Media, Visibility and the Culture of Fear*

Social media can play the role of providing space and voice to marginalised groups. In Brazil, where I am conducting my research, many activists often organise around a common cause, such as the struggle against police brutality, or a common identity, such as black women's groups. In this way, digital technologies offer various means by which marginalised communities are able to share their words, images and videos in order to gain attention from a wider public.

Thus, social media emerge as an important tool to promote visibility in an empowering sense. Some of their positive aspects include the ability to bypass mass media, exposing government

wrongdoings or helping marginalised groups to tell their own stories in their own terms. Yet, visibility is often a double-edged sword: it entails potential for empowerment, but also disempowerment. This happens because visibility can also work as a means of control and surveillance as private companies and governments use such technologies to monitor them, censor them, and contain their dissenting voices (Brighenti, 2007; Uldam, 2018).

Brazil represents an interesting test case to analyse the multiple facets of visibility. Having elected two presidents, Luiz Inácio Lula da Silva and Dilma Rousseff, for two consecutive terms each, the Workers' Party (Partido dos Trabalhadores - PT) was removed from power in 2016 with the impeachment of Dilma Rousseff. In October 2018, a far-right populist, Jair Bolsonaro, was elected, marking a significant rightward shift. In a context of heightened political instability and economic crisis, many fundamental rights have been under attack with an increasing persecution of social movement leaders, alternative journalists, and left-leaning politicians, amongst others. In March 2018, Marielle Franco, a black and Lesbian city council woman for the city of Rio de Janeiro was brutally murdered, and the crime remains unsolved. As a response, her party, the Social and Liberty Party (PSOL) decided to adopt a radical strategy to increase the representation of black women in politics, launching them as candidates to occupy seats in State councils and in congress. The strategy proved successful in Rio de Janeiro with three black women – Renata Souza, Dani Monteiro and Monica Francisco - being elected at State level and one black woman – Talíria Petrone – being elected at national level.

This paper aims to follow the trajectories of two of these women – Renata Souza and Monica Francisco – analysing the impact that social media visibility is having on their political action. We ask: what are their strategies for reaching higher visibility on social media? And when they do manage to reach high levels of visibility what are the positive and negative implications of this? In order to answer these questions, we draw from in-depth interviews with them and with (digital) ethnographic observations of their Instagram profiles. With this research, we hope to gain insights on how social media visibility can be used as a tool to fight racism, and to protect women's and human rights in a context of fear and uncertainty.

References

- Brighenti, A. (2007). Visibility: A Category for the Social Sciences. *Current Sociology*, v. 33, n. 3, p. 323-342.
- Uldam, J. (2017). Social Media Visibility: Challenges to Activism. *Media Culture & Society*, v. 40, n. 1, p. 41-58.

* Monique Paula dos Santos Teixeira de Oliveira, master's student at the Postgraduate Programme in Media and Everyday Life, Federal Fluminense University, Brazil and Davi de Menezes Rebouças, Doctor's student at the Postgraduate Programme in Media and Everyday Life, Federal Fluminense University, Brazil

5) Ana Teresa¹

Title: *Social movements and the Olympic Moment in Brazil: the representation of "June Journeys" and "Where is Amarildo?" in international television documentaries*

Rio de Janeiro went through a process of remodelling its image aiming to build the idea of an Olympic City after its election to host the 2014 FIFA World Cup and 2016 Olympic Games,

¹ Doctoral student at the Program of Post-graduation in Communication at the State University of Rio de Janeiro (PPGCOM/UERJ/Brazil). Visiting Research Student at The University of Sheffield. Public Relations at Fluminense Federal University (UFF/Brazil). This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior – Brasil (Capes) – Finance Code 001. E-mail: aninhate@gmail.com.

also known as “the Olympic Moment”. The construction of the Olympic City is a process composed by many agents and complex strategies of communication, urban modification, political and economic articulations, among others. In the midst of the communication strategies used to leverage urban branding, it is possible to observe the emerging of a large number of international television documentaries. They sought to “demystify” this otherness to be consumed whilst construct imaginaries about the city. However, from the perfect city impossible not to love that circulates in documentaries in 2012 (GOTARDO, 2016), the documentaries will show a series of conflicts from 2013, displacing the senses of the city-brand and questioning the attributes which the official discourse tried to construct. This displacement on the senses is commonly related in the narratives to the gentrification process, the violence on the implementation of the Pacification Programme (UPPs) and the June Journeys.

In this sense, this paper aims to analyse the representations of two movements that emerged in this scenario which were subject of two television documentaries. The first one, *Where is Amarildo?* which gave rise to the documentary *In the shadow of the hill*, broadcasted by Al-Jazeera *Witness* in 2016. Amarildo de Souza was a 43 year-old bricklayer from the Rocinha who disappeared after being called in for questioning by UPP police officers. His family then began his search and this movement won the streets and the media, with national and international impact. The documentary pictures this movement and its impacts. The second documentary is *The Vinager Revolution*, broadcasted by PressTV in 2013 and 2014. It depicts the June Journeys, trying to arrange the events and to understand the contexts and people’s demands and results.

Using a critical analysis and bibliography review as methodologies, this paper aims to understand the representations of these social movements and how they impacted in the construction of meanings about the Olympic City, especially if we consider that these movements went against the FIFA, IOC and Brazilian Government aspirations for these image to be constructed and for the commodification of Rio de Janeiro, since they showed other faces of the branded-city and they also demonstrated other forms of resistance, sociability and reappropriation of the public space.

6)Dr. Cesar Jimenez Martinez*

Abstract: *Quando o Ingles Ve: Examining the Perceived Role of the Foreign Media within Brazil*

In a context of nationalist and populist movements reaching electoral success in the West and beyond (Eatwell & Goodwin, 2018), the campaign and subsequent election of Jair Bolsonaro as President of Brazil were followed with interest by media from all over the world. Significantly, commentators within Brazil have stressed that the foreign media apparently had a more ‘objective’ view of Bolsonaro, more critical of its significance and the possible impacts of his election, in comparison with the national media, and they have even hoped that the foreign media may help to underpin the opposition to Brazil’s newest President (Buarque, 2018; Sa, 2018; Winter, 2018).

Drawing on more than forty interviews with foreign correspondents, Brazilian journalists and past government officials, this paper will examine the perceived power that the foreign media has within Brazil. The finding suggests that, although media from the United States and Europe are perceived as authoritative voices that may broaden internal debates within the country, such authority is actually exploited by local actors, who wish to use the foreign coverage to advance pre-existing domestic debates. Hence, although Brazilian citizens are often described as too worried about their external images, and despite the critical views towards Bolsonaro that may emerge from abroad, their impact within Brazil may actually be limited, given that it will be shaped to serve local interests.

* Dr Cesar Jimenez-Martinez
ESRC Postdoctoral Researcher
School of Social Sciences
Loughborough University
Brockington Building
C.A.Jimenez-Martinez@lboro.ac.uk
<https://www.lboro.ac.uk/departments/socialsciences/staff/cesar-jimenez-martinez/>

7)Dr. Diego Tarallo Lorencio y Losada*

Title: *Latin American media arena: private vs public media*

Historically the broadcasted media was mainly vital, articulating the logic associated with the national urban migration phenomena. The media narratives as shared relationships have been studied in the Cultural Studies perspectives since the 80, describing the cohesion that the soap operas and leisure time production create the plural communities overlapping the archaic with the modernity coping with the functional illiteracy.

The public media regulations and systems of Latin America were inspired by western leaders. The European media policy and project of the Postwar has an imprint from elites who wanted to restore and feed the mass society with the 'right' national culture. Later, with the erosion of the welfare state public TV as other state policies suffered economic and ideological tensions and some degree of deregulation and mutation of the national project into a commercial competitor encouraged by the United States of America liberal system.

This paper discusses the regional commercial success of for instance GLOBO from Brazil, Televisa from Mexico and Telefe from Argentina and the online media cluster of this groups, and their profound understanding of the social and visual transformations that can be part of a secondary oral tradition that came from the experience with the media. The paper also reviews how this major private media exporters of this region often present a distorted violent face of everyday life in fictions and reporting. Their media regularly present as political information ratings and surveys as a synonym of citizens opinions and participation; therefore, they position themselves as medullar parts of democracy. Besides the spectacular media formats that portrait the politics systematically undermine the intellectual and policies debates are assimilating them to show business spectacles.

The contemporary public media allowed to connect the towns, massive city suburbs or remote Latin American inhabitants. Nevertheless, the new public 2 entertainment has built icons and narratives that soon were used as propaganda tools of the populist governments. Yet, there is a special commitment in public media in building a national project, a sense of shared identity that reinforces the community bonds respecting the rights and representation of minorities. Thus, a proper distance should be kept between all kind of interest by means of a governance body that should allow autonomy to management, however, independence and support through public funding demand complex forms of transparency and accountability.

Moreover, several Latin American authors, policymakers understand that the mediated public sphere has still chances and deepening the democratical processes of the political culture competing with innovative, superior quality and smarter public media services. The contemporary experimentation, creativity and aesthetics of the creations have revealed as valued and crucial to

continue reinventing the images and narratives that allow citizens to recognise themselves and project better internationally.

*Assistant professor at Universidad de la República, Uruguay. The paper is about the landscape of public media debate during the pink tide era. It's based on my research at Publica Media Alliance, at the University of East Anglia Last Year. I have been studying and working in the UK as a Chevening Scholar until 2018.

8) Dr. Sara Santamaria*

Title: *Diasporic Journalism in Cuba. Towards a Plurality of Voices*

This presentation examines the intersections between diasporic digital media projects and the promotion of a plurality of voices in Cuba. The paper argues that the role of digital technologies in providing non-bureaucratic spaces of expression has not only challenged the communicational hegemony of the government but has also fostered a professionalisation of journalism, both in terms of content and structure. The analysis allows to challenge some well-rooted assumptions on digital media and democratisation: the view of an appropriation of digital technologies by dissidents in ways that seek a regime-change and the idea that Internet connectivity is a key element in this process. Therefore, the Cuban case offers a unique opportunity or analysing journalists' reappropriation of digital technologies in unexpected ways.

In Cuba, the state holds a monopoly of the mass media, which operate within the limits of preset socialist and revolutionary goals. Often seen as the 'Island of the disconnected', increasing access to the Internet and digital technologies has allowed a proliferation of illegal independent – from the state- digital projects that challenge not only the discourses, but also the structure of the media. This has prompted a diversification of journalistic production and the expression of a plurality of voices.

While the government has come up with measures to keep its grip on the hegemonic control of the media, this has produced unexpected effects. Contrary to what the authorities expected, journalists have managed to find leaks by which to express a plurality of voices. This often implies the exit from the country that goes hand in hand with both a professional and an ideological disentanglement from the state media system and a rearticulation of discourses and identity from the diasporic mediasphere.

Freed from bureaucratic supervision, the Cuban mediasphere is able to decide its own news agenda and to conduct investigative journalism that questions the status quo. The main argument is that diasporic digital media projects have been transformational in terms of discourses, but also structures. First, digital independent publications have enabled a proliferation of discourses that are guided by journalists' own understanding of their professional values and goals, fostering agency and self-reliance. The result has been a new wave of professionalisation that brings journalism closer to western liberal standards of quality. Second, the professionalisation of journalism has brought about a depolarisation of political discourses, which can not only challenge the governments' Manichaeic discourses (Salojärvi 2016; Garcia Santamaria, 2017) but also question Manichaeism altogether. This work is based on ethnographic research in Havana as well as qualitative interviews with leading Cuban journalists who work from the diaspora.

* Associate Professor, Departament de Comunicació Global, Universitat Ramon Llull, Barcelona, Spain

Chair's abstracts

1. Associate Professor Dr. Adilson Cabral*

Title: *Culture and media activism as a citizen connection for places of speech*

Movements based on social identities are bringing interesting reflections that arise new questions for political strategies and actions. Usually articulated under the expression of new social movements, social articulations based on gender, sexual interests and race should not be taken and considered as in opposition with traditional social movements that emerged because of class struggle. Although taken as an argument to reinforce the need of expression for women, LGBTQ+ and black people, the understanding of different places of speech may be considered as an existential territory for the visibility of marginalized populations, where cultural diversity and plurality could be established as pillars for a citizen connection that considers communication as a strategic area, with tools that can be used for human development and social change.

We are facing a neoconservative wave involving political forces in different countries, that not only affirms an economy based on free market and reduces the importance of the State, but also attacks the human rights and even the idea of a democratic State based on the right of law, as an agreed model that structured the existence of the United Nations after the end of the II World War. As this is a significant fight that requires a huge contribution, communication cannot be put in second level in relation to essential themes that usually mobilize attention and efforts, like health, education and security. Understanding communication as another kind of fundamental human right, this field must be understood as a place for improving sharing initiatives in different platforms and in common places as schools, squares and streets as collective spaces for cultural production.

In this context, media activism needs to be considered in a broader perspective, taken into consideration not only the literacy for the use of information and communication technologies (ICTs) and its social appropriation, but the context of media concentration, absence of the State in regulation processes and the whole involvement in media and information platforms where economy in a large sense is rebuilt in basis that weaken popular participation. Far from seeing a dystopia future, reinforce culture and media activism as a citizen connection for places of speech is just a way to call special attention for this crucial moment of the mankind history.

* Adilson Cabral is Professor of the Social Communications course at UFF, Rio de Janeiro, Brazil, with speciality in Publicity and Propaganda, Cabral teaches on the Postgraduate programme in Media and Everyday Life (PPGMC). He has a post-doctorate in Communications from the University of Carlos III of Madrid, Spain, and is also coordinator of the EMERGE – Centre of Research and Production in Communications and Emergency and a researcher of COMUNI.

2. Dr. Carolina Matos*

Title: *Gender, health communications and online activism in the digital age*

In the last decades, social, feminist movements and NGOs working for different causes have made wider use of communications and new technologies for advocacy, with the intention of influencing the political arena, shaping public policy and decision-making. In the age of media saturation, research has shown that various NGOs face difficulties in advocating around their causes, particularly those working with human rights and in complex areas, such as sexual and reproductive health and rights (SRHR). NGOs, feminists networks and movements face a series of

challenges. These range from the growth of far-right movements and conservative resistance throughout the world, including the expansion of the *Global Gag Rule* by the US government across the world, to cuts and pressures on public health services at the local level as well as the increasing climate of competition faced by these organizations in their pursuit of more funds, attention and publicity in what is currently a saturated media (and online) political environment. New technologies are thus not always capable of assisting social movements and NGOs in their causes (Thrall et al, 2016; McPherson, 2017; Powers, 2017). However, research has shown that Latin American NGOs have been crucial in advancing reproductive health rights, managing to make inroads internationally, shaping policy (Richardson and Birn, 2011; Correa and Petchesky, 1994; Alvarez, 1998, 2009).

Sexual and reproductive health and rights (SRHR) matter both for gender equality as well as for democratic politics, whilst communications when strategically used has potential for advancing progressive policies. The project *Gender, health communications and online activism in the digital age* seeks to advance research on advocacy and the use of communications by a total of 52 feminist and health NGOs and networks located in both the North and the South, but whose work has a particular focus on Brazil, Latin America and in India. The sample thus includes organisations from *Care International UK* to *CREA India* and *Anis*, Brazil. Core research questions are: How can communications be used for advocacy on SRHR? How are health and feminist NGOs and networks making use of communication tools? and How do communication strategies reflect on daily activities, and what are the challenges that NGOs encounter for advocating around SRHR?

This research adopted a mixed methods approach, making use of qualitative and some quantitative methodology. In depth interviews with CEOs from the organizations and gender experts was combined with a short survey applied to the communication directors of these organizations. This was combined with content and critical discourse analysis (CDA) of the institutional websites of the organizations, as well as their social media engagement and online presence on *Twitter* and *Facebook*. This research seeks to contribute to the work of scholars within the field of gender and development, health and development communications, advancing discussions on the role of feminist NGOs, particularly from Latin America and the global South, in advancing women's rights (i.e. Alvarez, 1998, 2009; Harcourt, 2005, 2009; Gajjala and Mamidipudi, 1999), as well as assessing the ways in which communication strategies and new technologies can be better used for gender and health activism.

* Dr. Carolina Matos, Senior lecturer in Media and Sociology and Programme Director of the MAs in Media and Communications and International Communications and Development. Matos' work is in the field of media, gender and development. She teaches on the UG and PG programmes at the Department of Sociology, City, University of London, Northampton Square, London EC1V 0HB, 44020-7040-4172.

3. Dr. Gabriel Kaplún*

Title: *Communication policies and sustainability of media alternatives in Latin America*

The media systems whose regulation is exclusively confined to the market tend to concentrate around a few hegemonic groups, which restricts the democratic dialogue in their societies. For there to be a greater pluralism and diversity of media systems, one of the key factors is the intervention of the state, through policies that favor the emergence, consolidation and sustainability of media alternatives.

We understand media alternatives as those in which ownership, management, content and / or the communicational model differs from that of the hegemonic media. This can include public and community media, with social or collective management, in which actors, thematic and narrative forms are presented to the hegemonic and / or in those that seek to break away from unidirectional communication models towards more dialogical models and participatory

State policies oriented in this direction can be grouped into three types. On the one hand, those aimed at the creation and development of public media, seeking to attract audiences and preventing them from being only government media. On the other hand, those that establish regulations for all the means such as limits to concentration, obligation of minimum quotas of local production or reserve of spectrum for community media.

This type of policy was historically weak or non-existent in Latin America, but between 2005 and 2015 reform processes took place that pointed in this direction, processes that are now weakened again in several cases but from which it is possible to extract important lessons. I will analyze here some of those policies with emphasis on the aspects that facilitate or hinder the economic and communication sustainability of media alternatives. I will rely on my own research on communication policies and sustainability of media alternatives in Uruguay and comparisons with those of other researchers in the region.

I will put a particular focus on the advances and setbacks in the development of public media, the application of anti-concentration measures, the regulations of the community media, the commercial relations of the independent cinema with television, the way in which it took advantage of or wasted what seemed a window of opportunity with the implementation of digital TV and the new problems posed by streaming audiovisual content platforms.

*Universidad de la República, Uruguay

4. Eliana Herrera Huérfano²

Title: *Minga for the communication: the role of the indigenous movement in the design of their communication public policy in Colombia*

The purpose of this paper is to introduce the indigenous movement in Colombia and how they designed their own communication public policy through a *minga*, which is an indigenous collaborative and participatory framework. A *minga* is an invitation from a person or community to others in order to carry out cooperative labour, such as sowing. A *minga* goes beyond the call for a collaboratively work, is a form of social organisation established through reciprocity (Fass at all, 2014). Based on the concept of the *minga* for collaborative labour the indigenous communities have extended this notion to create a *minga* for thought. This is when the community gathers in a town hall style debate, but then strives to achieve unity amidst different and diverse positions to work for the greater good. A *minga* beyond a labour organising is a communication principle but a cultural practice, which seeks to establish harmony and balance between different points of view to enable collective action that transcends the individual action.

The paper will analyse three key features of the Colombian indigenous movement to build their communication public policy through *minga*: 1) the participation as an intercultural dialogue; 2)

² Dean of the School of Communication at UNIMINUTO (Corporación Universitaria Minuto de Dios, Bogotá, Colombia) Master in Communication (Pontificia Universidad Javeriana), PhD Student of Communication (University of Seville). Her researches are based on participatory methodologies that involve interaction with indigenous communities, environmental advocates and other social and community leaders in Colombia. She considers herself a learner of the communication and environmental practices of ancestral and indigenous communities. Currently, she is an Academic Visitor at Loughborough University.

the defence of their autonomy as the central process and 3) the role and agency (Sen,2000) of women in this communication process. The paper concludes highlighting the general implications on how the indigenous people understand the communication.

The indigenous movement in Colombia has a long history. Its struggle was galvanised at the time of the independence from Spain 200 years ago and continues today. The movement at its core is about achieving the cultural recognition of indigenous peoples, the preservation of their territories and the defence of their political and social rights. Only a few years ago, in 1991, indigenous peoples became recognised as full citizens in the New Constitution. However, Colombians remain polarised about the indigenous movement and the issue of their rights. Indigenous activists remain marginalised and discriminated, despite the new legislation. Only in 2019, approximately 50 indigenous leaders were murdered. During the past nine years the indigenous movement has been working to design their own communication public policy and its recognition by the state, as a means to keeping their struggles for other rights.

This work is derived from nine years of ethnographic fieldwork with indigenous movement activists, as I followed their practices and processes to design their own communication public policy. It also involved an analysis of the final document on the public policy itself.

5. Dr. Joao Feres*

Title: *Is Bolsonaro a true populist?*

In this presentation intend to examine the appropriateness of understanding the current surge of a strong right-wing political movement in Brazil centered around the persona of Jair Bolsonaro (president since January 1, 2019) through the lenses of the concept of populism. This will be done by testing some major tenets of the concept against the case in hand. After briefly surveying key contributions to the conceptual debate on populism and to the study of populism in Brazil, I will analyze the most relevant aspects of Bolsonaro's campaign for president from a database comprised of video interviews of him during the campaign, his campaign platform, and videos produced by his campaign team which are available on his official YouTube page.

The analysis show that while the adherence of Bolsonaro's discourse to major tenets of the concept of populism is partial, he adopts communicative strategies that are very much in tune with what has been called media populism.

*Director of the *Instituto de Estudos Sociais e Politicos* (IESP) da Universidade do Estado do Rio de Janeiro (UERJ), RJ, Brazil. E-mail: jferes@iesp.uerj.br

6. Maria Soledad Segura*

Title: *Beyond populism, nationalism and liberalism. Communication rights in radical democracy*

Are populism and nationalism necessarily pernicious in any case, time and place; and are liberal democracy and cosmopolitanism always beneficial? In order to design viable political and communication alternatives of greater democratization and equity in highly unequal countries, it is necessary to situate the analysis in societies, historical moments and specific subjects. The objective conditions, as well as the meanings that the discourses acquire, are very different in each region of the world and even within the same region. As overcoming those dichotomies, a public communication based on the paradigm of human rights (Loreti and Lozano, 2014) is necessary to

build a radical democracy (Barber, 2003) in deeply inequitable societies, such as Latin American ones.

*María Soledad Segura, Universidad Nacional de Córdoba & Consejo Nacional de Investigaciones Científicas y Técnicas, Argentina

7. Dr. Andrea Medrado and Dr. Isabella Rega*

Title: *E-Voices: Uses of Digital Media to Fight for Human Rights and Social Change in Brazil, Kenya, and Syria*

This paper is produced as part of the e-Voices Network, a one-year Arts and Humanities Research Council (AHRC UK) project on how digital media can be used by marginalised groups in Brazil, Kenya, and Syria to make their voices heard within and beyond the borders of their communities. Specifically, we have explored: a) how favela residents in Brazil are using digital media to foster community engagement and active citizenship; b) how Kenyan art-ivists (artists who are activists) are using digital tools to promote a dialogue around human rights and power structures; and c) how development organisations working with displaced populations in Syria are using digital technologies to foster peace and reconciliation. For each of the three countries, we have documented two emblematic experiences in which media and arts are used to fight social inequalities. Therefore, in this paper, we wish to present some of the results on what were the main challenges and lessons learnt during our activities for the e-Voices Project.

In Brazil, we have worked with two favela mediactivist initiatives, Coletivo Papo Reto and Maré Vive. They both use social media (Facebook, Instagram, and Twitter) to present news from a favela perspective. They also publish diverse content that includes local events, opportunities and posts that appeal to the community's collective memory. Our research revealed that the most successful initiatives tend to have a bottom-up nature, adopting an "us by us" philosophy, which means that favela residents are the ones telling their own stories. In a context of weakening of democratic institutions we also found that favela-born community leaders are increasingly joining institutionalised politics as a way to change the policies targeted at the urban poor.

In Kenya, our case studies included PAWA 254, a non-profit organisation that offers support and training to young artists, and Msingi Sasis, a photographer who documents issues such as corruption, prostitution, and homelessness. During the project, we discovered that for people developing work on social issues it is key to belong to a network of artists assembled under an umbrella organisation. This is a way to ensure more protection if they suffer persecution from the authorities. Additionally, artists also make extensive use of content that presents a full sensory appeal such as graffiti, street performances, and music, effectively spreading such multi-sensory content online.

Finally, in Syria, we focused on Artolution, an initiative in which artists facilitate mural projects with Syrian youths and their families in refugee camps in Jordan, and Syrian Eyes, a volunteer non-profit organisation based in Lebanon, whose aim is to provide relief and development assistance to displaced refugees in informal settlements. The research demonstrated that establishing a cooperation between international and civil society organisations is key for successful interventions within refugee camps and host communities. To conclude, by analysing these case studies in three countries in geographical and social contexts as diverse as Latin America, Africa and the Middle East, we hope to offer a contribution to studies of mediactivism and media for social change from a Global South perspective.

Keywords: Global South; digital media; activism; art-ivism; media for social change.

***Andrea Medrado**

Senior Lecturer
Co-Investigator, e-Voices Network
Universidade Federal Fluminense, Rio de Janeiro
andreamedrado@id.uff.br

Isabella Rega

Principal Academic
Principal Investigator, e-Voice Network
Bournemouth University
irega@bournemouth.ac.uk

8. Title: *The case of community Radios in the building up of the Peace Agreement in Colombia*

After 60 years of armed conflict, Colombia and the FARC guerrillas signed down a Peace Agreement in late 2016. In this starting point of a new age, we people from the communications academic background asked for our role in the building up of reconciliation and peace. This paper presents the experience of a team of communication and social change researchers who have been following this process of peace building from a very isolated and poor region, where community radios are the only democratic communication processes in the people's hands. We want to highlight the inconveniences and obstacles that the local and central state interposes for the proper use of this media, and the people struggles.

One of the main agendas for the armed conflict in this region is the environment exploitation: there are gold mines, natural water sources, excellent agricultural conditions for growing crops, and fishery. But as its isolated conditions and its disconnection from the main country's development allow, there have emerged "perverse social dynamics" and illegal economies. This is the context where the community radios operate, and their importance is as meaningful as they are the only public democratic voice that people have. In this research we inquire for how these stations manage to work every day, in the midst of the control of the mafias, the illegal armies and the almost null support that the state gives them. On the contrary, the state does not offer them support, but regulates and controls them in a stifling way.

The importance of this research is that it is part of a larger project where our university is planning to start a communications program within an educational innovation for reconciliation campus in this region. And of course community radios networks are our main allies. This presentation links the communicative activity with the behavior of the state, in this time of post conflict in Colombia

Author: **Amparo Cadavid Bringe**

Universidad Minuto de Dios (UNIMINUTO), Bogotá DC, Colombia

amparo.cadavid@consultingecho.com