

COLLOQUE ANNUEL DE



**ASSOCIATION CANADIENNE DE
COMMUNICATION**

**CANADIAN COMMUNICATION
ASSOCIATION**

ANNUAL CONFERENCE



(Cover Photo by Theilr's via Flickr) <http://www.flickr.com/photos/theilr/3117467895/sizes/o/in/photostream/>)

WATERLOO, ONTARIO

MAY 30- JUNE 1, 2012

Thanks to Sylvia Hoang and Susan Muck in the office of the Department of Communication Studies for both their help and humour. Thanks also to our student volunteers from the MA in Cultural Analysis and Social Theory and the MA in Communication Studies at Wilfrid Laurier University: Claire Morrison, Elan Marchenko, Loveleen Kang, Martha Crealock-Marsh, Ingrid Yu, Anne Ramsay, Erin Campbell, Jennifer Neal, Dan Towers, Cameron Walker, Ellery Ulster, and Robert Woodrich. Special thanks are extended to Alison St. Hill for her hard work putting the pieces of the program puzzle together.



Follow us on Twitter:
#Congress2102 #CCA2012

Proud Hosts of Congress 2012...



Wilfrid Laurier
University

UNIVERSITY OF
WATERLOO



Canadian Federation for the
Humanities and Social Sciences

Fédération canadienne
des **sciences humaines**

CONGRESS 2012
OF THE HUMANITIES
AND SOCIAL SCIENCES

CROSSROADS: SCHOLARSHIP
FOR AN UNCERTAIN WORLD

MAY 26 TO JUNE 2
WILFRID LAURIER UNIVERSITY
AND UNIVERSITY OF WATERLOO

Governance / Membres du conseil

President/Président (2010-12)

Darin Barney
Department of Art History &
Communication Studies
McGill University
853 Sherbrooke St. West
Montréal, QC, H3A 2T6
Tel/Tél: 514.398.5683
darin.barney@mcgill.ca

Vice-President/Vice-Présidente (2010-12)

Colette Brin
Département d'information et de
communication
5417 Louis-Jacques-Casault
Université Laval
Sainte-Foy, QC, G1K 7P4
Tel/Tél: 418-656-2131, x. 6736
Fax/Télé: 418-656-7807
colette.brin@com.ulaval.ca

Treasurer/Trésorière (2011-14) Student Representatives / Représentants étudiants

Kirsten Kozolanka
School of Journalism and
Communication
346 St. Patrick's
Building Carleton University
1125 Colonel By Drive,
Ottawa, ON, K1S 5B6
Tel/Tél: 613-520-7404
kirsten_kozolanka@carleton.ca

Secretary/Secrétaire (2009-12)

Philip Savage
Department of Communication
Studies and Multimedia
Togo Salmon Hall, Room 325
McMaster University
1280 Main Street West
Hamilton, ON, L8S 4L9
Tel/Tél: 905-525-9140 x
23466
savagep@mcmaster.ca

Organisation congrès /Conference Organization 2012

Penelope Ironstone (English)
Department of Communication
Studies
Wilfrid Laurier University
75 University Avenue West
Waterloo, ON, N2L 3C5
Tel/Tél: 519-884-1970 x. 3121
Fax/Télé: 519-884-8854
pironsto@wlu.c

Ghislain Thibault (French)
Department of Communication
Studies
3-140 DAWB
Department of Communication
Studies
75 University Avenue West,
Waterloo, ON, N2L 3C5
Tel/Tél: (519) 884-1970 ext.4086
Fax/Télé: 519-884-8854
gthibault@wlu.ca

Brian Fauteux (2010-12)
PhD Candidate
Department of Communication
Studies
Concordia University
7141 Sherbrooke Street West
Montreal, QC
H4B
1R6 [brian.fauteux@
gmail.com](mailto:brian.fauteux@gmail.com)

DominiqueTrudel
Faculty of Communication
Université du Montréal
Case postale 8888, succ. Centre-
Ville
Montréal (QC)
H3C 3P8
Tel/Tél: 514-287-3000
Fax/Télé.: 514-987-7726
dominique.trudel@umontreal.ca

Members at Large / Administrateurs

Alexandra Boutros (2011-14)
Department of Communication Studies
Wilfrid Laurier University
75 University Avenue West,
Waterloo, ON, N2L 3C5
Tel/Tél: (519) 884-1970 ext.291
Fax/Télé: 519-884-8854
aboutros@wlu.ca

Sylvie Grosjean (2011-14)
Département de
communication Université
d'Ottawa 203, 556 King Edward
Avenue
613-562-5800, ext. 3827
sylvie.grosjean@uOttawa.ca

Guillaume Latzko-Toth (2011-14)
Département d'information et de
communication
Université Laval
Pavillon Louis-Jacques Casault,
bureau 5453
Québec, QC, G1K 7P4
Tel/Tél: 418-656-2131
Fax/Télé: 418-656-
7807 [guillaume.latzko-
toth@com.ulaval.ca](mailto:guillaume.latzko-toth@com.ulaval.ca)

Sandra Smeltzer (2011-14)
Faculty of Information and Media
Studies University of Western
Ontario North Campus
Building Room 253 London,
Ontario, Canada N6A
5B7
Phone: 519-661-2111 x86112
Fax: 519-661-3506
ssmeltze@uwo.ca

Welcome & Bienvenue

It is our pleasure to welcome you to the 2012 conference of the Canadian Communication Association/l'Association canadienne de communication. We have assembled an exciting programme of presentations, keynote lectures, media installations and events that reflect the outstanding work being done by Communication Studies scholars in Canada and internationally. With over 350 presenters taking part, this year's conference promises to live up to the standards of diversity and dynamism for which the CCA-ACC has become known.

We are grateful to our hosts in the Department of Communication Studies at Laurier University and, in particular, to our colleagues and local organizers Prof. Penelope Ironstone and Prof. Ghislain Thibault, for their hospitality and generous assistance in coordinating this year's events. Kitchener-Waterloo is an exciting place to study media and communication – this will be especially true over the next few days, as our delegates present the work that is the true strength of our Association.

Thanks for coming, and enjoy the conference.

Darin Barney
President/President

C'est avec grand plaisir que nous vous souhaitons la bienvenue au colloque 2012 de l'Association canadienne de communication. Nous sommes fiers de vous présenter ce programme fort stimulant de communications, de conférences, d'installations et d'événements qui reflètent le travail exceptionnel réalisé par des chercheurs en communication au Canada et à l'étranger. Avec plus de 350 participants, le colloque de cette année s'annonce à la hauteur de la réputation de l'ACC sur le plan de la diversité et du dynamisme.

Un grand merci à nos hôtes au Département de communication de l'Université Wilfrid Laurier et en particulier, nos collègues et organisateurs locaux, les professeurs Penelope Ironstone et Ghislain Thibault, pour leur hospitalité, leur efficacité et leur dévouement dans la coordination des activités du colloque. Le choix de Kitchener-Waterloo comme lieu privilégié pour l'étude des médias et de la communication se manifesterait tout particulièrement au cours des prochains jours, alors que les membres y présenteront leurs travaux, la principale raison d'être et la force de notre association.

Merci d'être des nôtres. et bon colloque!

Colette Brin
Vice-President/Vice-Présidente,
2012 Conference Chair

Canadian Communication Association/l'Association canadienne de communication



*Welcome! From the Local Arrangements Coordinators / Mot de bienvenue
des coordonnateurs locaux*

It is our sincere pleasure to welcome all of our friends and colleagues from across Canada and abroad to the 2012 meetings of the Canadian Communication Association at the Congress of Social Sciences and Humanities. We hope that your stay in Waterloo, home to two dynamic universities and Canada's hive of information and communication technologies research, is great one.

This is a particularly auspicious year for us at the Department of Communication Studies at Wilfrid Laurier University, host department for this year's meetings, as we mark our 10th Anniversary celebrations. In these 10 years, we have grown significantly and have developed undergraduate and graduate programs of which we are proud. We strive to make our department a stimulating place for research.

As we are hosting one of the largest meetings our Association ever held, we are excited to share Waterloo as the unique place in which we work and play with you. We are thankful to our colleagues at the University of Waterloo for sharing their space for our meetings.

We hope that your CCA is a productive and inspiring one!

C'est avec grand plaisir que nous vous souhaitons la bienvenue au colloque annuel de l'Association canadienne de communication. Nous espérons que vous apprécierez votre séjour dans la région de Waterloo qui est devenue au fil des années, avec ses deux universités et ses nombreuses entreprises de télécommunications, une véritable plaque tournante de la recherche sur les nouvelles technologies au Canada.

Nous sommes d'autant plus heureux de vous recevoir puisque le Département de communication de l'Université Wilfrid Laurier célèbre cette année son 10^{ème} anniversaire. Durant ces dernières dix années marquées par une croissance constante, nous avons développé des programmes de premier et de deuxième cycle dont nous sommes fiers, tout en continuant à donner une place centrale à la recherche au sein de l'équipe professorale. Nous vous invitons à célébrer ces succès avec nous.

Le colloque de l'Association canadienne de communication accueillera durant le Congrès 2012 des sciences humaines un nombre record de participantes et participants et il nous fera plaisir de vous faire découvrir notre ville et notre région en pleine croissance. Nous tenons également à remercier nos collègues de l'Université Waterloo pour accepter de partager avec nous leurs locaux.

En vous souhaitant un colloque annuel à la fois inspirant et productif,



Dr Penelope Ironstone
Local Arrangements Coordinator
(English)

Dr Ghislain Thibault
Coordonnateur local (Français)
Department of Communication
Studies
Wilfrid Laurier University



Special Events

You are cordially invited to attend a one-of-a-kind reception hosted by GRAND (the Network of Centres of Excellence for Graphics, Animation and New Media -- <http://grand-nce.ca/>).

On May 30th, 2012 at 7 pm GRAND will join together with The Canadian Association for Information Science, the Canadian Games Studies Association, the Canadian Communication Association, the Society for Digital Humanities and the Canadian Film Studies Association for an evening of food, drink, music, and new media.

The event takes place at the Communitech Hub Theatre in the historic Tannery Building (<http://www.communitechhub.ca/>)

151 Charles Street, Kitchener.

Its a short 30 minute walk from Congress to the event, or you can take the #7 bus (FREE with your CONGRESS badge). Get off at the "Victoria" stop. Bus route and schedule here: <http://www.grt.ca/en/routesschedules/resources/RT7.pdf>

To register for this event, go to: <http://www.eventbrite.com/event/3394479981>

Map/ Carte 4

Événements spéciaux

Vous êtes cordialement invités à assister à une réception organisée par GRAND (Réseau des centres d'excellence pour le graphisme, l'animation et les nouveaux médias -- <http://grand-nce.ca/>) qui se tiendra le 30 mai 2012 à 18:00.

GRAND est heureuse de s'associer avec l'Association canadienne des sciences de l'information, l'Association canadienne d'études vidéoludiques, l'Association canadienne de communication, la Société pour l'étude des médias interactifs et l'Association canadienne des études cinématographiques pour cette réception où la musique côtoiera les nouveaux médias (des hors d'oeuvres seront servis et un service de bar sera offert). L'évènement aura lieu au Théâtre Communitech Hub dans le quartier historique de la Tannery au centre-ville de Kitchener (<http://www.communitechhub.ca/>):

151 Charles Street, Kitchener.

Pour vous y rendre : À pied (environ 30 min de Waterloo) Bus : empruntez le bus no. 7 (gratuit sur présentation de votre badge du Congrès). Demandez l'arrêt « Victoria ». Ligne de bus et le calendrier ici: <http://www.grt.ca/en/routesschedules/resources/RT7.pdf>

Pour réserver votre place à cet évènement, visitez ce site: <http://www.eventbrite.com/event/3394479981>



The Mobile CrimeLab

Le Laboratoire << CrimeLab >> Mobile

The Canadian Communication Association and the University of Waterloo Critical Media Lab (CML) invites all participants to visit its mobile exhibition: the Mobile CrimeLab.

Funded by SSHRC and CFI, the Critical Media Lab supports interdisciplinary research-creation projects that draw on new media to investigate the impact of technology on society and the human condition. The CML is also the home of the English Department's M.A. in Experimental Digital Media at the University of Waterloo. In 2012, the "CrimeLab" has moved out of its storefront location in downtown Kitchener.

In response to the Congress 2012 theme of "At the Crossroads" and with the support of the Canadian Communication Association, the CML celebrates its nomadic status by relocating to a truck during the conference, which is parked on the campus of Wilfrid Laurier University. Delegates are invited to enter the truck and examine some of the critical media projects completed by the CML collaborators in the field of mobile computing and augmented reality. The Mobile CrimeLab will also act as a screening surface for evening projections, as video work from students and artists will be showcased on the side of the truck. The entire project will be overseen by CML Director, Marcel O'Gorman. Please join us in taking part in these unique digital experiences!

L'Association canadienne de communication et le Critical Media Lab (CML), de la University of Waterloo, invite ses membres à visiter le laboratoire mobile « CrimeLab ».

Financé par le CRSH et le CFI, le Critical Media Lab supporte la recherche-création interdisciplinaire qui utilise les nouveaux médias afin d'explorer l'impact des technologies sur la société et la condition humaine. Le CML chapeaute également le programme de maîtrise en Experimental Digital Media offert par le département d'anglais à la University of Waterloo. En 2012, le CML a dû quitter les locaux qu'il occupait au centre-ville de Kitchener.

En réponse au thème du Congrès des sciences humaines 2012, « À la croisée des chemins », et avec le support financier de l'ACC, le CML soulignera son statut nomade en se relocalisant dans un camion situé sur le campus de Wilfrid Laurier. Les congressistes sont invités à visiter le camion où ils pourront découvrir et participer aux plus récents projets du CML dans le domaine de l'informatique mobile et de la réalité virtuelle. Le CML se transformera également en surface de projection alors que des vidéos d'artistes et d'étudiants seront projetés durant la soirée. L'ensemble du projet est supervisé par le directeur du CML, le professeur Marcel O'Gorman. Venez faire l'expérience de l'un des ces projets numériques uniques!



Keynote Speaker / Conferencier d'honneur Tom Gunning

et's start over:

Why cinema hasn't yet been invented

In his talk, Tom Gunning addresses how film and film studies scholarship in the twenty-first century have come to a crossroads as we see the proliferation of new media forms, including computer graphics, digital cinematography and handheld screens.

Recommençons: Pourquoi le cinéma n'a pas encore été inventé

Dans cette communication, Tom Gunning soutient que le cinéma et les études cinématographiques au 21^{ème} siècle sont à la croisée des chemins, alors que nous remarquons l'émergence de nouvelles formes médiatiques telles que l'infographie, le cinéma numérique et les écrans portatifs.



Dr. Tom Gunning, Department
of Cinema and Media Studies,
University of Chicago

Wednesday, May 30

Mercredi, 30 mai

5:30 - 7:00 p.m.

RCH 101

Map/Carte 1

Keynote Speaker / Conferencier d'honneur Jussi Parikka

Media Matters as Ecology

This talk discusses "media materialism", but not only in the manner as we usually understand the term. Besides carrying the legacy of so-called German media theory (a controversial term itself) and Friedrich Kittler's research orientation, media materialism can be extended towards an analysis of obsolescence. In this talk, this refers primarily to electronic waste, as well as environmentally and biologically (to workers) dangerous processes of manufacture. Media materialism turns to the smallest of particles, such as dust, and tracks a media trajectory of dust, and other things seemingly insignificant. Hence, this approach is about materiality of media, and various ways in which we might be able to use the longer traditions of media theory in this excavation.



Dr Jussi Parikka,
Thursday, May 31, Jeudi 31 mai
5-6:15 p.m.
Science Building N1001 (Wilfrid Laurier
University)
Map/Carte 3

De l'importance de l'écologie médiatique

Cette conférence traite du « matérialisme médiatique », sans toutefois l'aborder de manière traditionnelle. En plus de porter l'héritage de la « théorie médiatique allemande » (une étiquette elle-même controversée) de même que celui de l'approche proposée par Friedrich Kittler, le matérialisme médiatique peut également être étendu à l'analyse de l'obsolescence. Pour ce faire, cette communication se penchera sur les déchets électroniques ainsi que sur les dangers environnementaux et biologiques (pour les travailleurs) liés à leur production. Le matérialisme médiatique se tourne ainsi vers les particules les plus fines, telle la poussière, afin de tracer la trajectoire médiatique de cette poussière et d'autres objets qui semblent insignifiants. Ce faisant, cette approche traite de la matérialité des médias tout en explorant de quelles façons les théories médiatiques passées peuvent être utiles à une telle exploration.

Le professeur Jussi Parikka est un auteur et théoricien des médias. Il enseigne dans le domaine des médias et du design à la Winchester School of Art (University of Southampton). Il est également professeur adjoint en théories de la culture numérique à l'Université de Turku, en Finlande, et professeur invité à la Anglia Ruskin University, Cambridge.

Dr. Parikka is a writer, media theorist and Reader in Media & Design at Winchester School of Art (University of Southampton). He is also Adjunct Professor of Digital Culture Theory at University of Turku, Finland and Honorary Visiting Fellow at Anglia Ruskin University, Cambridge.

CCA 2012 Annual Conference/ Conférence annuelle de l'ACC
Wilfrid Laurier University and the University of Waterloo, Waterloo

May 30 - June 1, 2012
Du 30 mai au 1er juin 2012

*All events held on the University of Waterloo campus unless otherwise specified.
Toutes les activités sont sur le campus de l'Université de Waterloo sauf avis contraire.*

Mai 30, 2012/ 30 Mai 2012 – Day 1/ jour 1

8:30-9:00

CCA Welcome to Delegates/ Bienvenue aux participants

J.G. Hagey Hall of the Humanities - Room 1101

9:00-10:30

Panel 1A:

Advertising, Social Campaigns & Politics

Public Relations,
Advertising &
Political
Communication

Publicité, campagnes de communication et politique

9:00-10:30

AL 105

Chair/Prés.: Pénélope Daignault
Université Laval

Pénélope Daignault
Université Laval

L'approche des réponses cognitives en évaluation publicitaire : proposition et validation d'une grille de catégorisation

Krista Hatfield
Carleton University

Voluntary Simplicity: Lifestyle Activism in Late Modernity

Jeremy G Shtern, Veronica Heringer
Ryerson University
Radamis Zaky
Anne-Marie Cenaiko
University of Ottawa

Mad Men in a Mad World: How Social Media Advertising Professionals Value Users

Panel 1B:

Media, Organization, Circulation

Theory & Ethics
9:00-10:30

Médias, Organisation, Circulation

AL 124

Chair/Prés.: Ross Eaman
Carleton University

Dale Bradley
Brock University

The Circulation of Power Amongst Institutional Forms via Organizational Technologies

Peter Roccia Grant MacEwan University	Mimicking the Medium: The Effects, Affect, and Ethics of Media Transfer from Comic Books to Advertising
Thorsten Busch University of St. Gallen	Web 2.0 Companies as Quasi-States: Redefining Corporate Responsibility in the Digital Environment
Panel 1C:	(e)Racing the Nation? Analyzing Popular Media Discourses, National Belonging and Citizenship
Race & Media 9:00-10:30	Discours médiatiques populaires, appartenance nationale et citoyenneté AL 208 Chair/Prés.: Faiza Hirji McMaster University
Milan Singh Simon Fraser University	Citizenship Rights and The Air India Inquiry
Corinne Lysandra Mason University of Ottawa	Violence, Nationalism and Whiteness: Russell Williams as an “exception”
Cheryl Thompson McGill University	The Rise of Western Beauty Culture, Black Women, and Canada’s Ladies’ Magazine, Chatelaine
Lalai Manjikian McGill University	(Un)Covering Refugees in Canadian Opinion Discourse
Panel 1D:	On the Margins of Urban Space: Re-imagining Cities through Creative-Critical Practices
Race & Media 9:00-10:30	En marge de l'espace urbain: Ré-imaginer les villes par des pratiques critiques créatives HH 1102 Chair/Prés.: Yasmin Jiwani Concordia University
Julia Aoki Simon Fraser University	For the Love of Little Mountain: Affective Mobilizations as Social Critique
Kirsten E. McAllister Simon Fraser University	Opening Up Spaces of Exclusion: Transnational Visual Practices
Ayaka Yoshimizu Simon Fraser University	Following the Ghost: Memories of Migrant Sex Workers in Yokohama
Panel 1E:	Agency and Ethics: Media and Communications in the Digital Era
Media & Culture 9:00-10:30	Agentivité et éthique : médias et communications à l'ère du numérique HH 1104 Chair/Prés.: Joseph F. Turcotte York University & Joey Brooke Jacob Ryerson/York
Joey Brooke Jakob Ryerson and York Universities	Spectacles of Suffering: The Anguished Body as News in The 9/11 Decade
Joseph F. Turcotte York University	Show Me the Copy! How Digital Media Technologies (Re)Assert Relational Creativity and Complicate Intellectual Property Rights

Daniel Joseph Ryerson University	Play Policy: The Role of Ontario Cultural Policy in Contemporary Videogame Development
Guy T. Hoskins York University	Harnessing the Democratic Potential of ' <i>Distanced Immobilities</i> ': Evaluating Avaaz.org as a Transnational Public Sphere
Panel 1F: Visual Narratives: Embodiment, Spectatorship and Memory	
Media & Culture	Récits visuels: Représentation, spectateurs et mémoire
9:00-10:30	HH 1106 Chair/Prés.: Angie Chiang University of Calgary
Angie Chiang University of Calgary	Consuming LOST: New Patterns of Television Spectatorship in a Post-Network Era
Laura Wiebe McMaster University	The Paranormal vs. Western Science: Embodied Knowings Multiplied in HBO's True Blood
Derek S. Foster Brock University	Where Nobody Knows Your Name: Taking a Secular Pilgrimage to the Cheers Bars
Kristeen Maureen McKee Huntington University	The Visual Communication of the Robotic Embodiment in Disney and Pixar's WALL-E (2008)
Panel 1G: Social Media and Elections in Canada	
Technology & Emerging Media	Médias sociaux et élections au Canada
9:00-10:30	HH 2107 Chair/Prés.: Delia D. Dumitrica University of Calgary
Daniel Paré University of Ottawa	Social Media Platforms : Aid or Hindrance to Democracy?
Delia D. Dumitrica University of Calgary	Imagining Political Participation Through Social Media. The 2010 Mayoral Elections in Calgary
Zachary Devereaux Ryerson University	"Object-oriented Democracy?" Canadian Political Communication On and Through Social Media
Panel 1H: Digital Culture : Cultural and Cognitive Mutations	
Technology & Emerging Media	Culture numérique : mutations culturelles et cognitives
9:00-10:30	HH 1108 Chair/Prés.: Neal Thomas Wilfrid Laurier University
Philip Rose York University	Digital (A)literacy
Maude Gauthier Université de Montréal	Les technologies de communication comme technologies de familiarisation

Kim Martin, Anabel Quan-Haase University of Western Ontario	“I would love to know more” : Knowledge Acquisition in the Adoption of Ebooks	
Mél Hogan Concordia University	The Archive as Dumpster	
Jon van der Veen Concordia University	Listing the Facts : Encyclopedic Lists from L’Encyclopédie to Wikipedia	
Panel 1l:	Media Studies and Visual Communication	
Master's Sessions	Études médiatiques et communication visuelle	
9:00-10:30	HH 123	Chair/Prés.: Jonathan Finn Wilfrid Laurier University
Alex Drouin, Mireille Lalancette UQTR	De la pointe du crayon à la politisation : Les représentations des acteurs politiques par la caricature	
Taryn Orwen-Parrish Wilfrid Laurier University	A Picture's Worth a Thousand Posts: How Facebook is Impacting How We Take, Share and Experience Photos	
Heather Virginia Ann Ferguson Concordia University	The Writing on the Wall Methodological Approaches to Understanding Information Media in Museum Space	
Hannah Alice Spaulding Concordia University	Magnetic Memories: The Emergence of Home Video in the Popular Press	
Steve Payette University of Ottawa	Playing with Reality: Frame Valuations and the 2012 Transmedia Game	
Lauren Waters, Kara Weiler McMaster University	Reframing Representation Theory	

**10:30-10:45
BREAK/PAUSE**

10:45-12:15

Panel 2A:	(Counter)Publicity and Political Communication in Canada	
Public Relations, Advertising & Political Communication	La (contre) publicité et la communication politique au Canada	
10:45-12:15	AL 105	Chair/Prés.: Kirsten Kozolanka Carleton University
Kathleen Ann Cross Simon Fraser University	Resisting the Publicity State through Media Democratization	
Herbert Pimlott Wilfrid	“‘Reality Check’? Mapping a Counter-Publicity Strategy for Alternative Media”	

Laurier University		
Kirsten Kozolanka Carleton University	Publicity Practices, Accountability and the Harper Government	
Panel 2B: Theory & Ethics	Relatedness and Relationality Parenté et relationnalité	
10:45-12:15	AL 124	Chair/Prés.: Philippe Theophanidis Université de Montréal
G. Lynne Alexandrova University of Toronto	May We Walk in Beauty! Ecological Imaginaries Across Time and Space	
Ana Ramos Université de Montréal	Appréhender l'art/le virtuel selon une perspective relationnelle	
Panel 2C: Race & Media	"Inclusion/Exclusion of the Other:" Representations of Gender, Race, and Religion in Popular Culture, News, and Literature "Inclusion/exclusion de l'Autre:" Représentations du sexe, de l'ethnicité et de la religion dans la culture populaire, les nouvelles et la littérature	
10:45-12:15	AL 208	Chair/Prés.: Yasmin Jiwani Concordia University
Michelle Aguayo Concordia University	Latinas and Meaning-Making: Identity, Belonging and Popular Culture	
Mariam Esseghaier Concordia University	"I Need a Hero: Randa Abdel-Fattah's Problematic Counter-Representations of Muslim Girls in Does My Head Look Big In This? (2005) and 10 Things I Hate About Me (2006)	
Krista Riley Concordia University	Periods of Panic: Media Reactions to Prayer in a Toronto School	
Panel 2D: Race & Media	Mobilizing Bodies (of/and) Knowledge in "Other" Ways Mobilisation des corp(u)s (et) de (la) connaissance dans l'altérité	
10:45-12:15	HH 1102	Chair/Prés.: Nathan Rambukkana York University
Marcos Daniel Moldes Simon Fraser University	Contingent Homelands: Emotion, Affect and the Question of Belonging	
Kenza Oumlil Concordia University	Situating Suheir Hammad's Poetry	
Barbara Marie Freeman Carleton University	Aboriginal Women and Their Rights in Alanis Obomsawin's Documentaries	
Panel 2E: Media & Culture	Jerks in Cyberspace: The Horizons of Internet Trolling Les horizons du trolling sur Internet	
10:45-12:15	HH 1104	Chair/Prés.: Finn Brunton University of Michigan
Finn Brunton University of Michigan	Avenge Me: Anonymity, Publicity and Punishment on 4chan	

Lee Knuttila York University	Losing the Game: Trolling the Self and the Theatre of Cruelty
Luke Simcoe Ryerson University	And Nothing of Value Was Lost?: The Resurrection of Encyclopedia Dramatica
Panel 2F: Media & Culture	Give and Take: Media, Advertizing and Marketing Donnant, donnant: médias, publicité et marketing
10:45-12:15	HH 1106 Chair/Prés.: Margrit Talpalaru University of Alberta
Margrit Talpalaru University of Alberta	Philanthropy Chic: The Emergence of Conspicuous Giving
Jenna Jacobson University of Toronto	Challenging the Universal Charity Brand: Humour in Men's Health Advertising
Estee Fresco University of Western Ontario	Selling the Country: The Evolution of the Branded Nationalism in Advertisements Aired During the Canadian Winter Olympics
Penelope Ironstone Wilfrid Laurier University	Entertainment Education? Social Marketing, Pandemic Governmentality and Contagion (2011)
Panel 2G: Technology & Emerging Media	Politics, e-Democracy, & Participation Politique, démocratie électronique et participation
10:45-12:15	HH 2107 Chair/Prés.: Stefania Milan University of Toronto
Karen Louise Smith University of Toronto	Time for a Redesign ? Social Media and Online Policy Participation in Ontario
Michael James Truscello Mount Royal University	Social Media and Revolutionary Politics : Elements of an Anarchist Politics of Technology
Blayne Haggart Australian National University	Fair Copyright for Canada : Lessons from the First Facebook Uprising
Panel 2H: Technology & Emerging Media	Technology & Visual Communication Technologie et communication visuelle
10:45-12:15	HH 1108 Chair/Prés.: Philip Rose York University
Kim Sawchuk Concordia University	Textbook Anatomy : Communicating Illustration
Guillaume Latzko-Toth Université Laval	The Silent Invasion of the Matrix : Q(ue)R-coding Public Visual Spaces
Kevin Barnhurst	

University of Illinois-Chicago

Heather Maguire
York University

Paper Routes and Digital Places : Exploring the Transition to Electronic Charts in Merchant Shipping

12:15-1:45

Lunch/Dîner

AGA Canadian Journal of Communication AGM (AL 209)

Journalism interest group meeting/Réunion du Groupe d'intérêt en journalisme (AL 113)

CCA Graduate Caucus Meeting/Réunion du Caucus des étudiants gradués de l'ACC (HH 1101)

1:45 – 3:15

Panel 3A:

Public Relations,
Advertising &
Political
Communication

Democracy, identity, informations practices and agenda setting

Démocratie, identités, pratiques d'information et agenda setting

1:45 – 3:15

AL 105

Chair/Prés.: Philip Savage
McMaster University

Natalia Grincheva
Concordia University

Digital Diplomacy of Canada: Citizen Participation in Constructing National Image

Ahmad Kamal
University of Western Ontario

Revolting Information: The Nexus of Media, Citizens and Contentious Politics in Egypt

Barb Anne Pollard,
Christopher Greig
University of Windsor

Working Towards Transformation: Exploring Critical Literacy in a Grade Five Classroom

Philip Savage
McMaster University

Canadian Question Period : Who's Setting the Agenda ?

Alex Sévigny, David Koots
McMaster University

Does QP Lead the Media or Vice Versa ?

Panel 3B:
Theory & Ethics

Theorizing Communication

Théoriser la communication

1:45 – 3:15

AL 124

Chair/Prés.: Dale Bradley
Brock University

Ross Eaman
Carleton University

Emerson, James, and Rorty on Communication and Moral Progress

Michael Thorn
York University

Governmentality and the Commercial Popular Media: Commodification, Representation, and the Social Mis-Articulation of Desire

Philippe Theophanidis Université de Montréal	Se perdre ensemble: réflexions sur la communication mutilée	
Panel 3C:	Anxieties About Difference: from the Discourses of Settler Society and the Accommodation of Difference to the <i>All-American Muslim</i>	
Race & Media	La différence comme source d'anxiété: Des discours de la société de colonisation et de l'accommodement à <i>All-American Muslim</i>	
1:45 – 3:15	AL 208	Chair/Prés.: Susan O'Donnell University of New Brunswick
Bruno Cornellier University of Manitoba	Bouchard and Taylor's Interculturalism and the Triumph of Settler Colonialism	
Jorge Frozzini Université de Montréal	What is Interculturalism ? Media and Popular Discourse After The Bouchard-Taylor Commission	
Faiza Hirji McMaster University	The Muslim Reality: <i>All-American Muslim</i> as a Venue for Education	
Panel 3D:	Beyond Fear, Hostility and the Abnormal: Other Ways of Reading Controversial Statistics, Flash Mobs and Rap	
Race & Media	Au delà de la peur, de l'hostilité et de l'anormalité : lectures alternatives des statistiques controversées, des <i>flash mobs</i> et du rap	
1:45 – 3:15	HH 1102	Chair/Prés.: Kirsten McAllister Simon Fraser University
Diane Yvonne Dechief University of Toronto	What LapsedCynic, GrassCutter11 and T4XP4Y3R Say About Employers Interviewing Matthew, but not Samir: Discourses of Discrimination and Privilege	
Krys Verrall York University	Uncertain Difference in the Online Rap Video Mise en Scène	
Panel 3E:	Conditions and Conflicts in the Creative Economy	
Media & Culture	Conditions et conflits dans l'économie créative	
1:45 – 3:15	HH 1104	Chair/Prés.: Enda Brophy Simon Fraser University
Tamara Shepard Concordia University	Apprenticeship Labour in User-Generated Content	
Nicole Cohen York University	Autonomy and Exploitation: The Contradictions of Cultural Labour	
Owen Ralph Livermore University of Western Ontario	Digital Locks and Digital Game Labourers in Canada's Copyright Policy	

Enda Brophy Simon Fraser University & Greig de Peuter Wilfrid Laurier University	Creative Antagonists: Labour Recomposition in an Age of Flexible Employment
Panel 3F: Media & Culture	Paratextual Construction of Authorship in a Digital Media Culture Construction paratextuelle de l'auctorialité dans la culture des médias numériques
1:45 – 3:15	HH 1106 Chair/Prés.: David Richler Carleton University
David Richler Carleton University	Towards a Paratextual Model of Cinematic Authorship
Felan Parker York University	Play-By-Play: Audio Commentary in Digital Games
Thomas Dorey York University	The Walkthrough as Television Paratext
Panel 3G: Technology & Emerging Media	Digital Activism Activisme numérique
1:45 – 3:15	HH 2107 Chair/Prés.: Blayne Haggart Australian National University
Stefania Milan University of Toronto	Cloud Protesting. Mobilization and Dissent in Times of Social Media
Jennifer Martin University of Western Ontario	Activism for Avatars : Communicating for Social Change Through Virtual Worlds
Kamilla Pietrzyk York University	Media and Memory in Activist Networks: Lessons from the Canadian Alter-Globalization Movement
Mohamed Ben Moussa Concordia University	Arab Diasporas' Spring : Reconfiguring the Contours of Revolutions via Social Media
Panel 3H: Technology & Emerging Media	Digital Technologies of the Self Technologies numériques du soi
1:45 – 3:15	HH 1108 Chair/Prés.: Line Grenier Université de Montréal
Paula M. Gardner OCAD University	From Lab to Living Room : Consumer EEG Monitors and the Computable Modular Subject
Christopher Jon Cwyn University of Wisconsin-Madison	Social Media and the Celebritization of the Self : The Rise of the 'Personal Public' in the Web 2.0 Era

Laurence Clennett-Sirois University of Sussex	Women's Blogging : Where Gender, Technology, Power and Pleasure Collide	
Panel 3I:	Marketing, Consumption and Celebrity	
Master's Sessions	Marketing, consommation et célébrité	
1:45 – 3:15	HH 123	Chair/Prés.: Maude Gauthier & Fannie Valois-Nadeau Université de Montréal
Ingrid Yu Wilfrid Laurier University	Learning to Make "Smart Choices": The Discourse on Health and Bodily Regimes in Nutrition Labelling	
Marion Reny Delisle Université Laval	L'empathie virtuelle comme facteur d'influence de la réception de publicités sociales : Développement d'un outil de mesure	
Emmanuelle Gagné Université Laval	Une source anthropomorphe dans une publicité sociale : quel type de traitement?	
Jennifer Neal Wilfrid Laurier University	Celebrity, Iconicity, and Nostalgia: The Grace Kelly Exhibit at TIFF	
3:15-3:30 BREAK/PAUSE		
3:30-5:00		
Panel 4A:	Advertising, communication issues and discourse analysis	
Public Relations, Advertising & Political Communication	Publicité, enjeux de communication et analyse de discours	
3:30-5:00	AL 105	Chair/Prés.: Stéphanie Yates Université du Québec à Montréal
Jennifer Katrina Budinsky Ryerson University	'It's Not That Easy Being Green': Greenwashing of Environmental Discourses in Advertising	
Stéphanie Yates Université du Québec à Montréal	La communication comme vecteur de l'acceptabilité sociale des grands projets : étude de deux cas québécois	
Patrick Gavin, Ahmad Kamal University of Western Ontario	Propaganda in the Information Age	
Panel 4B:	Social media, social movements	
Theory & Ethics	Médias sociaux, mouvements sociaux	

3:30-5:00	AL 124	Chair/Prés.: Darin Barney McGill University
Graeme Webb Simon Fraser University	"Occupying" our Social Imaginary	
Lázaro Bacallao Pino University of Zaragoza Spain	Social Media and Social Movements: The Mediation of Communication in Articula(c)tion	
Panel 4C: Race & Media	Connectivity, ICT and Online Services in Rural and Remote First Nation Communities Connectivité, TIC et services en ligne dans les communautés périphériques des Premières Nations	
3:30-5:00	AL 208	Chair/Prés.: Lorna Roth Concordia University
Emily Lockhart University of New Brunswick	Household Connectivity and ICT Use in Kitigan Zibi Anishinabeg First Nation: Challenges and Opportunities for Moving Forward Collectively	
Susan O'Donnell University of New Brunswick	How Kitigan Zibi Anishinabeg First Nation is Integrating ICT into Their Community Services: Successes, Challenges, and Future Potential	
Brian Walmark Lakehead University	How First Nation Residents in Remote Communities in Ontario's Far North Are Using ICT and Online Services Supported by Keewaytinook Okimakanak	
Panel 4D: Race & Media	Cultures of Sound: From the Carcel Margins of North America to Kenya's Conflict Zones Cultures de son : du milieu carcéral nord-américain aux zones de conflit du Kenya	
3:30-5:00	HH 1102	Chair/Prés.: Felix Odartey-Wellington Cape Breton University
Philip Oburu Onguny University of Montreal	Exploring the Politics of Ethnic Accommodation in Kenya's Vernacular Radios During Conflict Situations	
Mitchell Akiyama McGill University	Prison Blues: Alan Lomax Travels to the Penitentiary in Search of the Authentic Expression of Negro Folk Culture	
Christina L Baade McMaster University	Incarcerated Music: Broadcasting and the Tactics of Music of Listening in Prison	
Panel 4E: Media & Culture	Dirty Bodies and Dead Media: Recent Projects from the Critical Media Lab Corps sales et médias morts: projets récents du Critical Media Lab	

3:30-5:00	HH 1104	Chair/Prés.: Marcel O'Gorman University of Waterloo
Danielle Stock University of Waterloo	Cabinet of Curiosity: Using Applied Media Theory to Explore Embodied Action in Digital Space-time	
Nicholas Rombes University of Detroit Mercy	Do Not Screen	
Marcel O'Gorman University of Waterloo	Critical Media Projects as Antidote for a Culture of Digital Malaise	
Panel 4F:	Media Production/Media Literacies	
Media & Culture	Production médiatique/ Littératies médiatiques	
3:30-5:00	HH 1106	Chair/Prés.: Stuart R. Poyntz Concordia University
Stuart R. Poyntz, Giuliana Cucinelli Concordia University	Neoliberalism and Urban Youth Media Production Ecologies in Canada	
Chelsey Hauge University of British Columbia	The Narrative Space of International Youth Media Production	
James Rennie University of Toronto	Won't Someone Think of the Children! Media Literacy and Moral Panics in Canadian History	
Panel 4G:	Mediated Social Movements After the Financial Collapse: From the Arab Spring to Occupy Wall Street	
Technology & Emerging Media	Les mouvements sociaux médiatisés après l'effondrement financier: du printemps arabe à Occupy Wall Street	
3:30-5:00	HH 2107	Chair/Prés.: Miranda J. Brady Niagara University
Doug Tewksbury Niagara University	"Who are the We"? Aggregating Communities of Practice through Occupy Wall Street and the Arab Spring	
Aziz Douai University of Ontario	From "The Arab Spring" to Social Movements : Activist Typologies for Social Media Research	
Miranda J. Brady Niagara University	"Decolonize Wall Street" : Indigenous Themes in the Occupy Wall Street Movement	
Michael Lithgow Carleton	Disobeying "Truth" : Aesthetics, Epistemology and Dissent in "Grassroots" News	
Panel 4H:	Ageing (Communications) Media: Interdisciplinary, Transnational Approaches	

Vieillesse et médias (de communication): approches interdisciplinaires et transnationales		
Technology & Emerging Media		
3:30-5:00	HH 1108	Chair/Prés.: Kim Sawchuk Concordia University
Mireia Fernandez-Ardevol & Lidia Arroyo Open University of Catalonia	Missed Calls : Barcelona and Los Angeles Compared	
Chui Yin Wong Multimedia University Cyberjaya Malaysia	Extraordinary Lives : Living, Working and Ageing in Malaysia	
Barbara Crow York University & Kim Sawchuk Concordia University	The Concept of Mobility : Absent, Present and Alone Together	
Line Grenier Université de Montréal	Ageing and/as Enduring : Discussing with "Turtles [that] Don't Die of Old Age"	
Panel 4l:	Journalism, Social Media, New Technologies	
Master's Sessions	Journalisme, médias sociaux et nouvelles technologies	
3:30-5:00	HH 123	Chair/Prés.: Colette Brin Université Laval
David Myles Université du Québec à Montréal	L'usage de l'application de groupe Facebook comme rituel funéraire	
Heather Kareen Simmonds, Lianne Elisa Chin-Fook McMaster University	Redefining Gatekeeping Theory for a Digital Generation	
Olivier Laurent Gadeau Université Laval	Pratiques journalistiques québécoises dans le réseau social Twitter	
Marilou St-Pierre Université Laval	Les pratiques professionnelles genrées : le cas des journalistes sportifs québécois	
Veronika Anne Lukacs University of Western Ontario	Romantic Dissolution in the Age of Social Media	
5:00-6:00		

Technology & Emerging Media Interest Group/Groupe d'intérêt Technologie et médias émergents (HH 123)

5:30-7:00

FSAC-CCA Keynote speaker/Conférencier invité ACC-ACEC
Dr. Tom Gunning, Department of Cinema and Media Studies, University of Chicago
(RCH 101)
5:30 – 7 pm

GRAND@Congress Reception
Communtech Hub Theatre
151 Charles St., Kitchener
7:00-10:00

Map/Carte 4

Mai 31, 2010 /31 mai 2012 – Day 2/jour 2

8:30-10:00

Panel 1A:	
Journalism & News	New Methods Nouvelles méthodes
08:30-10:00	AL 105
	Chair/Prés.: Ivor Shapiro Ryerson University
Mary McGuire, Susan Harada Carleton University	Journalistic Challenges of Live-Tweeting and Live-Blogging from Court: A Case Study
Magda Konieczna University of Wisconsin-Madison	Do Old Norms Have a Place in New Media: A Case Study of the Nonprofit MinnPost
Elyse Amend Concordia University	Exploring Models: An Investigation into Models of Science Communication in Science Journalism Practice
David M. Secko Concordia University	Mapping Genozymes: Experimenting with Geometrical Concept Maps to Improve Science Journalism
Panel 1B:	
Journalism & News	Spatialities of Journalism Spatialités du journalisme
08:30-10:00	AL 124
	Chair/Prés.: Christopher Waddell Carleton University
Mike Gasher Concordia University	The Cartographic Grammar of News Texts: A Case Study of Montreal Daily Newspaper Coverage of the 2010 Haitian Earthquake
April Lindgren Ryerson University	Want to understand Local News? Make a Map

Minelle Mahtani University of Toronto	Racializing Global Storytelling: The Relationship between Journalism, Race and Neoliberalism in International Newsrooms
David J Roberts University of Toronto	"We have the Ability to Create the Headlines": Made-For-TV Planning and the Politics of Urban Knowledge Creation
Panel 1C: Race & Media 08:30-10:00	Roundtable : Locating Racism and Colonialism in Film: Canadian Contradictions Table ronde : Localiser le racisme et le colonialisme au cinéma: contradictions canadiennes AL 208 Chair/Prés.: Jennifer Simpson University of Waterloo
Eve Haque York University	
Yasmin Jiwani Concordia University	
Jennifer Simpson University of Waterloo	
Shelina Kassam University of Toronto	
Erin Yun University of Waterloo	
Panel 1D: Media History 08:30-10:00	Streaming technologies Technologies du <i>streaming</i> HH 1102 Chair/Prés.: Ghislain Thibault Wilfrid Laurier University
Anne MacLennan York University	Magic, Mystery and the Unknown: Early Canadian Radio
Ghislain Thibault Wilfrid Laurier University	Fragments of Streams: Transmission in Digital Culture
Tom Everett Carleton University	Headphones Recommended? The Social Problem of Hi-Fi Music Recording, 1950-1970
Panel 1E: Media & Culture 08:30-10:00	Thinking with and through Filmic Narratives Penser avec et par les récits filmiques HH 1104 Chair/Prés.: Line Grenier Université de Montréal
Sheryl N. Hamilton Carleton University	Mad Mothers and Bad Scientists: Gender, Consumer Capitalism and Genetic Science in Splice
Sindhu Zagoren University of North Carolina at Chapel Hill	Bodies in Crisis: Technology and the Fear of the Body Multiple

Florian Grandena Université d'Ottawa	Mimétisme et exclusion : représentations du monde du travail dans le cinéma français
Panel 1F: Media & Culture	Why Visual Communication: Panel 1 Pourquoi la communication visuelle: Panel 1
08:30-10:00	HH 1106 Chair/Prés.: Jonathan Finn Wilfrid Laurier University
Ian Roderick Wilfrid Laurier University	Military Hardware as Affective Objects: Towards a Social Semiotics of Militainment Television
Kim Sawchuk Concordia University	Textbook Anatomy: Communicating Inner Space
Kirsten McAllister, Ayaka Yoshimizu Simon Fraser University	Bringing Memories into a Transpacific Dialogue: A Photograph Where Memories Meet
Karen Engle University of Windsor	The Boondoggle: Lee Miller, War Photography, and the Vicissitudes of Private Archives
Panel 1G: Technology & Emerging Media	Biopolitics, Labour and Struggle in an Age of Austerity Biopolitique, travail et lutte dans une ère d'austérité
08:30-10:00	HH 2107 Chair/Prés.: Brian Brown The University of Western Ontario
Brian Brown University of Western Ontario	The Bases/Basis for Biopolitical Struggle
Elise Danielle Thorburn University of Western Ontario	Assembling in the Regime of Biopolitics
Panel 1H: Technology & Emerging Media	Code & Algorithm Studies Code et algorithmes
08:30-10:00	HH 1108 Chair/Prés.: Fenwick McKelvey Ryerson / York Universities
Isaac Record University of Toronto	How Algorithms Shape Knowledge on the Internet

Adeel Khamisa Carleton University	Situating Algorithmic Cultural Objects within a Materialist Theory of Communication		
Stephen M Gennaro York University	The Googleburg Galaxy		
Jeremy Wade Morris University of Ottawa	App Culture		
Panel 1I:	Politics, Power and Labor		
Master's Sessions	Politique, pouvoir et travail		
08:30-10:00	HH 123	Chair/Prés.: Christine Quail McMaster University	
Maizun Blackburn University of Calgary	Is the Charter Enough? The Adbusters Case and the Public Sphere		
Robert Bruce Woodrich Wilfrid Laurier University	Canada's "#Occupy" Movement: An Analysis of Public Tweets and Their Role in Influencing Canadian Electoral Politics		
Cameron Drew Walker Wilfrid Laurier University	Reconfiguring Kitchener: The Political-Economics Behind the Push for "Creative" Urban Space		
10:00-10:15 BREAK/PAUSE			
10:15-11:45			
Panel 2A:	Journalism Ethics		
Journalism & News	Éthique journalistique		
10:15-11:45	AL 105	Chair/Prés.: Meredith Levine University of Western Ontario	
Isabelle Bédard-Brûlé Université Laval	Is one Source Enough? Verification in Canadian Newspapers		
Maija Mary-Anne Saari University of Toronto & Melonie Fullick York University	Smack Down, Savaging and Bullying Journalism: a Critical Analysis of Three Unintentionally Controversial Mainstream Television Interviews.		
Ivor Shapiro Ryerson University	Dilemmas, or What? What a Class of Ethics Students Found when Asking Journalists about The Ethical Dilemmas they Encounter		

Lisa Taylor, Ivor Shapiro Ryerson University	Toward Press Council 2.0: An International Review of Models of, and Alternatives to, the Traditional Press Council
Panel 2B: Journalism & News	Slump Media Médias et/en crise
10:15-11:45	AL 124
	Chair/Prés.: Mike Gasher Concordia University
James Compton University of Western Ontario	The Contours of Slump News Media
Nicholas Dyer-Witheford University of Western Ontario	Prolegomenon to a Theory of Slump Media
Amanda F. Grzyb University of Western Ontario	Framing Occupy Wall Street: Canadian News Media Coverage of the Occupy Movement from Wall Street to Bay Street
Panel 2D: Media History	In Memoriam: Celebrating the Legacy of Edmund Carpenter (1922-2011) Hommage à Edmund Carpenter (1922-2011)
10:15-11:45	HH 1102
	Chair/Prés.: Michael Darroch University of Windsor
Michael Darroch University of Windsor & Janine Marchessault York University	The Media Experiments of the Explorations Project
Paul Heyer Wilfrid Laurier University	Remembering Ted: Teacher, Medium Theorist, Public Intellectual
Harald E.L Prins Kansas State University	Media Studies and Arctic Anthropology in the Cold War: Edmund Carpenter in the Toronto School of Communication
Hart Cohen University of Western Sydney	Ted Carpenter and TGH Strehlow: The Sacred and Misanthropology
Panel 2E:	Feeling Digital Émotions numériques
10:15-11:45	HH 1104
	Chair/Prés.: Penelope Ironstone Wilfrid Laurier University
Nicholas Holm, Pamela Ingleton McMaster University	Unicorn 2.0: Logics of Abstraction in Humour Meme Culture
Ian Reilly University of Guelph	The Yes Men (Or How we Stopped Worrying and Love the Hoax)

Erika Lauren Biddle York University	"Info Nymphos"
Alyson Leigh Young University of Maryland, Baltimore County	Logging in, Hooking up: Towards a Conceptual Model for Understanding Online Dating
Why Visual Communication: Panel 2	
Panel 2F:	
Pourquoi la communication visuelle: Panel 2	
Media & Culture 10:15-11:45	HH 1106 Chair/Prés.: Ian Roderick Wilfrid Laurier University
Brian Rusted University of Calgary	Visual Communications: A Crisis of Practice
Jonathan Finn Wilfrid Laurier University	Sport: An Image-centric Perspective
Lorna Roth Concordia University	Bodies by Design
Panel 2G:	
Changing Production and Labour in the Digital Era	
Technology & Emerging Media	
Mutations de la production et du travail à l'ère numérique	
10:15-11:45	HH 2107 Chair/Prés.: Tamara Peyton York University
Andrew Herman Wilfrid Laurier University	Hiding the Hiding : Network(ed) Capital and the Performativities of Digital Labour
Marian Bredin Brock University	Indigenous Digital Media : Emerging Forms of Cultural Circulation
Philippe Ross University of Ottawa	Goffman and the Social Situation of Production
Panel 2H:	
Media Demons? Theoretical Approaches to Algorithmic Media	
Technology & Emerging Media	
Médias-démons? Approches théoriques des médias algorithmiques	
10:15-11:45	HH 1108 Chair/Prés.: Darin Barney McGill University
Neal Thomas Wilfrid Laurier University	The Algorithmic Representation of Need
Matthew Tiessen Ryerson	Algorithmic Culture and Capital's Geo-spatial Desire

University
Fenwick McKelvey Ryerson & York Universities Gaming the System : Algorithms, Antagonisms, and Recursive Publics

11:45-1:15

Lunch/dîner

CCA Executive Meeting/Exécutif ACC (AL 209)

Journalism Program Chairs Meeting /Réunion des directeurs des programmes en journalisme (AL 210)

Visual Communication Interest Group Meeting / Réunion du groupe d'intérêt en communication visuelle (HH 1101)

CJC Board Meeting/Conseil d'administration du Canadian Journal of Communication (AL 211)

Media History Interest Group Meeting/Réunion du groupe d'intérêt en histoire des médias (HH 1102)

1:15-2:45

Panel 3A:	Perspectives and Messages
Journalism & News	Messages et perspectives
1:15-2:45	AL 105 Chair/Prés.: Chris Richardson University of Western Ontario
Marie-Claude Michaud Université Laval	Les signalements dans l'actualité politique : procédés discursifs marqueurs de différenciation entre les acteurs politiques ou simples évocations de faits?
Tyler Morgenstern Simon Fraser University	Mediating the "Outrageous Democratic Spirit:" The Wildrose Alliance in the Albertan Press
Chris Richardson University of Western Ontario	"Everyone Kept Ganging up on Harper": Examining Gang Rhetoric in National Coverage of the 2011 Federal Election
Henri Assogba Université Laval	La mise en ondes des OGM
Panel 3B:	Journalism and Social Issues
Journalism & News	Journalisme et affaires sociales
1:15-2:45	AL 124 Chair/Prés.: April Lindgren Ryerson University
Joanna Redden Ryerson	Speed: New mediated Canadian and British Political Centres

University		
Joyce Elizabeth, Mary Smith Ryerson University	Needful News: The Long, Changing and Endangered Relationship between Local News and Community Generosity	
Vinita Srivastava Srivastava Ryerson University	Left at the Border? Canada's Hip-Hop Generation Journalists	
Panel 3C: Race & Media	Roundtable: Researching Race in 2012: the Centre or the Margins of Canadian Communication Studies? Table ronde: Recherche sur l'ethnicité en 2012 : au centre ou en marge des études en communication au Canada ?	
1:15-2:45	AL 208	Chair/Prés.: Kirsten McAllister Simon Fraser University
Yasmin Jiwani Concordia University		
Nathan Rambukkana York University		
Felix Odartey-Wellington Cape Breton University		
Lorna Roth Concordia University		
Panel 3D: Media History	At the Intersection of Technology and Cultural History À l'intersection de la technologie et de l'histoire culturelle	
1:15-2:45	HH 1102	Chair/Prés.: Charles Acland Concordia University
Charles Acland Concordia University	Taste and Technology in the Blockbuster Economy	
Keir Keightley University of Western Ontario	Intermedial, Interdependent and Industrialized: Popular Music, 1900	
Darren Wershler Concordia University	The Pirate as Archivist: Reading Digital Comic Book Scans	
Henry Adam Svec University of Western Ontario	Cyber-Authenticity: Alan Lomax's Digital Folk	
Panel 3E: Media & Culture	The Mediated City La cité médiatisée	
1:15-2:45	HH 1104	Chair/Prés.: Judith Nicholson Wilfrid Laurier University

Joel McKim University of Pittsburgh	Spectacular Infrastructure: The Mediatic Space of Montréal's "Quartier des spectacles"
Brian Fauteux Concordia University	Cultural Institutions and Community: Weird Punk and Vancouver's Downtown
Fannie Valois-Nadeau Université de Montréal	Le Temple de la Renommée du Canadien de Montréal : un lieu, des espaces multiples
Jaqueline McLeod Rogers University of Winnipeg	McLuhan and the City: "Where Nothing is Stable but Change Itself"
Panel 3F: Body and Affect in Visual Communication	
Media & Culture	Le corps et l'affect dans la communication visuelle
1:15-2:45	HH 1106 Chair/Prés.: Sara Martel York University
Sara Martel York University	Perinatal Loss Photography: Between Death and Mortality
Kris Erickson York/Ryerson	Photography, Community Cultural Development, Emancipatory Communication
Tess Jewell York/Ryerson	Visualizing Blindness: Cinematic Embodiments of Disability
Gary McCarron Simon Fraser University	An Eschatology of Communication and Forgiveness: Illustrations from Popular Cinema
Panel 3G: Hacking and Alternative Models of Innovation	
Technology & Emerging Media	Hacking et modèles alternatifs de l'innovation
1:15-2:45	HH 2107 Chair/Prés.: Philippe Ross Simon Fraser University
Jeremy Hunsinger Wilfrid Laurier University	Hacking Together Globally : An Analysis of the Norms Surrounding Technology
Michael Dick, Jeremy Shtern University of Toronto	Historiographic Innovation : Social Media, the W3C, and the Federated Social Web
Matthew David Greaves Simon Fraser University	Subversive Rationalization : The Case of Jail-breaking
Sarah Choukah Université de Montréal	Do-It-Yourself Biology, Coordination and Communication
Panel 3H: Discourses and Imaginary of Technology	
Technology &	

Emerging Media	Discours et imaginaire de la technique		
1:15-2:45	HH 1108	Chair/Prés.: Kim Sawchuk	
Christine Mitchell McGill University	The Games People Play : Changing Visions of Artificial Intelligence		
Trang Van Pham University of Calgary	Vietnamese Internet and broadband connectivity in academic literature and media coverage		
Philip Rose, Ainsley Moore York University	The Extended Pharmacist : Entering the Era of Remote Drug Dispensing and Pharmaceutical Counseling		
Bob Hanke York University	Paul Virilio's Media Theorizing and Ecological Ethics		
Miles Weafer York University	Steel Lines or Waterways ? : How Two of Innis' Major Economic Histories Can Inform Understandings of Online Media in Canada		
2:45-3:00 BREAK/PAUSE			

3:00-4:30

Panel 4A:	Mind the Gap		
Journalism & News	Normes et écarts		
3:00-4:30	AL 105	Chair/Prés.: Fred Vallance-Jones University of King's College	
Paul Benedetti University of Western Ontario	Nonsense News: Why does a Profession Defined by Accuracy and Verification frequently fail to meet these Standards? And what can Educators do about it?		
Meredith Levine, Heather Hill University of Western Ontario	Borrowing an Idea? What Journalism Educators Might Learn From Their Librarian Colleagues		
Shauna Snow-Capparelli Mount Royal University	Are Student Standards Higher than Professional Standards?		
Panel 4B:	Samara Democracy Index		
Journalism & News	Samara : Parlons démocratie		
3:00-4:30	AL 124	Chair/Prés.: Christopher Waddell Carleton University	

John Shiga McGill University	Dolphins, Drugs and Non-Modern Selves: Postwar Interspecies Communication Research as Cybernetic Theatre
Constance Carrier-Lafontaine Concordia University	Streaming Precarity: Visualizing Polar Bear Migration in the “Pearls of the Planet” Project
Jody Berland York University	Assembling the Virtual Menagerie
Panel 4G:	Network Surveillance, Censorship, Privacy
Technology & Emerging Media	Surveillance, censure et vie privée sur les réseaux
3:00-4:30	HH 2107 Chair/Prés.: Anabel Quan-Haase
Arne Hintz McGill University	Challenges to Freedom of Expression in the Digital World : Lessons from WikiLeaks and the Arab Spring
Florence M. Chee, Peter A. Chow-White, Richard K. Smith Simon Fraser University	Informatingville : The Social Games that we Define Through our Own Data
Anabel Quan-Haase University of Western Ontario & Alyson Leigh Young University of Maryland	Privacy Protection Strategies in Facebook : A Techno-Social Paradox
Mary Jane Kwok Choon, Isabelle Caron Université du Québec à Montréal	Artveillance practices : From Graffiti to Social Network Sites
Panel 4H:	Roundtable: Digital Medias and Technologies: Cross Perspectives from Communication and STS
Technology & Emerging Media	Table ronde: Médias et technologies numériques: Regards croisés des études en Communication et en STS
3:00-4:30	HH 1108 Chair/Prés.: Lorna Heaton Université de Montréal
Lorna Heaton Université de Montréal	
Florence Millerand Université du Québec à Montréal	
Guillaume Latzko-Toth Université Laval	
Matthew Ratto University of Toronto	
Philippe Ross University of Ottawa	

5:00-6:15

Keynote speaker/conférencier d'honneur

Dr. Jussi Parikka

« Media Matters as Ecology »

Reader in Media & Design, Winchester School of Art (University of Southampton); Adjunct Professor of Digital Culture

Theory, University of Turku, Finland; Honorary Visiting Fellow,

Anglia Ruskin University, Cambridge

Science Building N1001 (Wilfrid Laurier University)

Maps/Cartes 2, 3

6:15-8:00

CCA RECEPTION/ RÉCEPTION DE L'ACC

Gertrude J. Robinson Book Prize/ Prix Gertrude J. Robinson

Beaverbrook Media@McGill Prize (for best student paper)/ Prix Beaverbrook Media@McGill pour la Communication Étudiante

Launch/Lancement CrimeLabMobile

Science Building Atrium (Wilfrid Laurier University)

June 1, 2012/ 1 juin 2012 – Day 3/jour 3

8:30-10:00

Panel 1A: Adaptations

Journalism &
News

Adaptations

8:30-10:00

AL 105

Chair/Prés.: Simon Thibault

Université Laval et Sorbonne Nouvelle

Henrik Bodker Aarhus
University Denmark

Journalism and Popular Culture — Converging Modes of Filtering

Geneviève A. Bonin
University of Ottawa

A Methodological Framework for Studying the Impacts of Technological Changes on Radio
Newsroom Performance

Michael S. Daubs University
of Western Ontario

Mobilization in Moments of Crisis: The Occupy Movement and Inter-Media Agenda Setting

Panel 1B: Journalism Practices Journalism & News 8:30-10:00			Pratiques journalistiques AL 124	Chair/Prés.: Bruce Gillespie Wilfrid Laurier University
Guppy Ahluwalia-Lopez Concordia University	Citizenship, Interrupted: Framing Dialogue on Cross-Country Runs Across Canada in Daily Canadian Newspapers			
Ann Rauhala, April Lindgren Ryerson University	Women in the Field: What Do You Know?			
Fred Vallance-Jones University of King's College	Journalists Use of Freedom of Information, A Failed Promise			
Frauke Zeller Wilfrid Laurier University	Comparative Study on News Media Reporting			
Panel 1C: Communication Policy: Theoretical Perspectives Policy, Regulation, & Governance 8:30-10:00			Politique de communication : Perspectives théoriques AL 208	Chair/Prés.: Barbara Jenkins Wilfrid Laurier University
Normand Landry Université du Québec à Montréal	Communication et droits humains: concepts, enjeux et controverses			
Evan Light Université du Québec à Montréal	Toward a New Political Economy of Communication: Re-orienting Value			
Barbara Jenkins Wilfrid Laurier University	Canadian Cultural Policy and the Transnational Cultural Order			
Leslie Regan Shade, Giuliana Cucinelli Concordia University	Privacy Practices: Youth, Social Media and Privacy			
Panel 1D: Gender Identity Politics and the Media Sexuality & Gender 8:30-10:00			Identité genrée, politique et médias HH 1102	Chair/Prés.: Karen Grandy Saint Mary's University
Elizabeth Groeneveld McGill University	Making Public Cultures			
Geneviève Drolet Laval	La féminisation du journalisme			

Mark Anthony Gaspar Concordia University	HIV panics in Canadian media
Karen Grandy Saint Mary's University	Portrayals of mothers in business news
Panel 1E: Media Flows and Media Spheres Media & Culture Flux et sphères médiatiques 8:30-10:00 HH 1104 Chair/Prés.: Mahmoud Eid University of Ottawa	
Mahmoud Eid University of Ottawa	Religious Sphere in Canada: Public Manifestations and Media Representations
Na Li, Kryss Verrall York University	Nv You and Seventeen: Chinese and North American Teen Magazines
Jia Luo OISE/U. of Toronto Yin Caoji Tibetan Middle School	Media and Cultural Communication Issues in Tibetan Areas, in China
Panel 1F: Marshall McLuhan and Media War Media & Culture Marshall McLuhan, guerre et médias 8:30-10:00 HH 1106 Chair/Prés.: Michael MacDonald University of Waterloo	
Rita Leistner University of Toronto	Looking for McLuhan in Afghanistan: A Slide-talk with iPhone Hipstamatic Photographs and <i>iProbes</i>
Michael MacDonald University of Waterloo	Martial McLuhan
Edward Comor The University of Western Ontario	The War Against Terror and U.S. Public Diplomacy: The Use (and Misuse) of Marshall McLuhan
Stephen Wilcox University of Waterloo	Simulating the Revolution: Military Applications of Virtual Reality and McLuhanist Media Theory
Panel 1G: Innovative Uses of Social Media Technology & Emerging Media Usages innovants des médias sociaux 8:30-10:00 HH 2107 Chair/Prés.: Sara M. Grimes University of Toronto	
Kristin Thomas Northwestern University	Mapping the Mamasphere : Hyperlinking Patterns Among Elite Mommy-bloggers

Francine Charest Université Laval	L'intégration des médias sociaux aux relations publiques
Sara M. Grimes University of Toronto & Deborah A Fields University of Pennsylvania	Kids and Social Networking : Opening Up the Field of Play
Panel 1H:	Game Studies
Technology & Emerging Media	Jeux vidéo et en ligne
8:30-10:00	HH 1108
	Chair/Prés.: Florence M. Chee Simon Fraser University
Tamara Peyton York University	Working at play : Understanding Associations between Online Gaming, Leisure and Labour
David Murphy Ryerson & York Universities	Are Video Games Monopolized? Video Game Studies and The Bias of Communication
Michael James Hancock University of Waterloo	"Don't Tell Mario" : A Rhetorical Examination into the Paratext of the Video Game Instruction Manual
Panel 1I:	The Ethics of International Communication Research and Development
International Communication & Development	L'éthique de la recherche sur la communication internationale et le développement
8:30-10:00	HH 123
	Chair/Prés.: Sandra Smeltzer The University of Western Ontario
Sandra Smeltzer University of Western Ontario	Researching Media Activism in an International Context
Jen Ryan York University	Royal Beatings: The Gift as a Communicative Act in International Development
Walter Charles Soderlund University of Windsor	Framing the Responsibility to Prevent: North American Press Coverage of the South Sudan Referendum
10:00-10:15 BREAK/PAUSE	

Panel 2A: International ChallengesJournalism &
News**Défis internationaux**

10:15-11:45

AL 105

Chair/Prés.: Simon Thibault
Université Laval et Sorbonne Nouvelle**Thomas Rose** Wilfrid Laurier
University

Creating Human Rights Journalists: Theory & Practice in Ghana

Simon Thibault Université
Laval et Sorbonne Nouvelle

Médias au contenu incendiaire dans les Balkans : un nouvel éclairage sur le débat entourant la réglementation de la presse au sein de sociétés en reconstruction

Panel 2B:**Wireless Broadband and the Canadian 700 MHz Spectrum Auction**Policy,
Regulation, &
Governance**Bande passante sans fil et enchères pour la fréquence 700 MHz au Canada**

10:15-11:45

AL 124

Chair/Prés.: Gregory Taylor
Ryerson University**Gregory Taylor** Ryerson
University

A Critical History of Spectrum Allocation

Adam Fiser Ryerson
University

Remote Rural Broadband Systems in TV Whitespace: A Canadian Perspective on the Regulatory Regime

Michael B. McNally
University of Western Ontario

Foreign Investment and the Canadian 700 MHz Spectrum Auction

Catherine Middleton
Ryerson University

Spectrum Demand and Supply

Panel 2C:**Social Media: Policy and Governance**Policy,
Regulation, &
Governance**Médias sociaux : Politique et gouvernance**

10:15-11:45

AL 208

CANCELLED

Panel 2D: Growing Up Gendered		
Sexuality & Gender	Jeunesse et genre	
10:15-11:45	HH 1102	Chair/Prés.: Thomas Saczkowski Ontario Institute for Studies in Education
Aimee Rickman University of Illinois	Living Online: Young Females' Social Media Use	
Thomas Saczkowski Ontario Institute for Studies in Education	Children's Media, Language, and Masculinity-Ableism	
Divya Maharajh University of Leeds	How UK Girls Evaluate Representations of Women	
Panel 2E: Music, Sound, Movement		
Media & Culture	Musique, son, mouvement	
10:15-11:45	HH 1104	Chair/Prés.: Jonathan Rouleau Université McGill
Leslie M. Meier University of Western Ontario	Popular Music, Branded Entertainment, and the Instrumentalization of Affect	
Jonathan Rouleau Université McGill	Pour un refus de l'abandon de la notion d'authenticité en étude des musiques populaires (et ailleurs)	
Randolph Jordan Concordia University	The Vancouver Soundscape in Audiovisual Media	
Panel 2F: Structuring Media		
Media & Culture	Structurer les médias	
10:15-11:45	HH 1106	Chair/Prés.: Alexandra Boutros Wilfrid Laurier University
Matthew Flisfeder Independent Scholar	Post-Media Society and the Ideology of New Media	
Wilhelm Peekhaus University of Wisconsin-Milwaukee	Rethinking the Capitalist Academic Publishing Model	
Sean Phelan Massey University	Neoliberalization, Rational Choice Theory and the Journalistic Habitus	
Patrycja Wawryka University of Ottawa	"Love Reigns!" – Materiality and the Commemoration of the Royal Wedding	

Panel 2G: Mobile Media Technology & Emerging Media Médias mobiles		
10:15-11:45	HH 2107	Chair/Prés.: Andrew Herman Wilfrid Laurier University
Julie Frizzo-Barker, Peter Chow-White Simon Fraser University	Strategic Tools of Networked Individualism : How Women Mediate Work and Everyday Life Through Smartphone Apps	
Jean Hébert Simon Fraser University	A Stratigraphy of Mediated Urban Experience : The Mobile and the Ubiquitous	
Sam Ladner, Catherine Middleton Ryerson University	Digital Time : The Smartphone, Digital Calendars and Temporal Transformation	
Marco Giardina University of Neuchatel	Emerging Media Channels : Mobile Tablet Powered News Dissemination	
Panel 2H: Video Games and Society Technology & Emerging Media Jeux vidéo et société		
10:15-11:45	HH 1108	Chair/Prés.: Alison Harvey York University
Florence Chee, Nicholas Taylor Simon Fraser University	Communicating the Implications of End-User License Agreements (EULAs) in Online Games as Ethical Play	
Alison Harvey York University	From Girl Power to Power-Ups : Women in Games, Neoliberalism, and Postfeminism	
Kelly Bergstrom York University	What Hides within the Magic Circle? Applying Decolonizing Research Methodology to Games Studies	
Panel 2I: International Communication & Development Media Democratization: International Case Studies Démocratisation des médias: Études de cas internationaux		
10:15-11:45	HH 123	Chair/Prés.: Ajit Pyati The University of Western Ontario
Alvaro Herrera Université de Montréal	Indigenous Knowledges and Power in Projects and Technologies of Development in the Middle Amazon: A Post-Development Approach	
Ajit Pyati, Ahmad Kamal University of Western Ontario	Community Libraries in the Slums of India: A Shadow Information and Communication Infrastructure	

Yang Zhang University of
Calgary

Conceptualizing China's English-language National Broadcaster, CCTV-News

11:45-1:15

LUNCH BREAK/PAUSE DU DÎNER

CCA Annual General Meeting/Assemblée générale annuelle de l'ACC (HH 1101)

1:15-2:45

Panel 3A:
Journalism &
News

Issues of Training and Practice

Enjeux de formation et de pratique

1:15-2:45

AL 105

Chair/Prés.: Colette Brin
Université Laval

Dominique Trudel
Université de Montréal

Les enjeux de l'opinion publique en temps de guerre : Un premier regard sur le Printemps arabe

Melonie Fullick York
University

Educated Guesses? Public Debate and Media Coverage of Canadian Universities

John Bosco Mayiga
University of Western Ontario

Media Framing of Oil and Gas Discourses: Implications for Public Policy

Bruce Gillespie Wilfrid
Laurier University

Getting to Know You: Who Are Journalism Students?

Panel 3B:

Roundtable: Developing a CJC Policy Portal: A Townhall Discussion of Next Steps

Policy, Regulation,
& Governance

Table ronde: Vers un portail en politiques publiques pour le CJC: débat en assemblée

1:15-2:45

AL 124

Chair/Prés.: Jeremy G. Shtern
Ryerson University

Jeremy G. Shtern Ryerson University

Martin Dowding Wilfrid Laurier University

Leslie Regan Shade Concordia University

Philip Savage McMaster University

Bram Dov Abramson McCarthy Tétrault, LLP

Richard Smith Simon Fraser University

Panel 3C:

Broadcasting Policy

Policy, Regulation, & Governance			Politique de radiodiffusion		
1:15-2:45	AL 208	Chair/Prés.: Sonja Macdonald York University			
Sonja Macdonald York University	Reinvigorating Public Interest Principles in Canadian Television Policy				
Sylvia Blake Ryerson University	Diversity of Voices in English Canadian Media: Subjective Viewpoints and Policy Preferences				
Richard Francis Sutherland Mount Royal University	Diverging Interests: Change Amongst Industry Interest Groups in Canadian Media Policy				
Marilyn Terzic McGill University	Over-the-top Programming Services: A Case for Regulation?				
Panel 3D: Risky Bodies					
Sexuality & Gender					
Corps risqués					
1:15-2:45	1102	Chair/Prés.: Nathan Rambukkana York University			
Brian Saludes Bantugan Independent Scholar	Queer as Filipinos				
Sasha Cocarla University of Ottawa	Taking One for the Team				
Shoshana Magnet University of Ottawa	Insects, Robots and Queering Entomology				
Nathan Rambukkana York University	Primetime Polygamy				
Panel 3E: Investigating the Image					
Media & Culture					
Étudier l'image					
1:15-2:45	HH 1104	Chair/Prés.: Emily Truman Carleton University			
Emily Truman Carleton University	The Iconography of Protest: Occupy Wall Street and its Image(s)				
Irina Mihalache American University of Paris	Re-imagining the Image: Post-Colonial Visual Dialogues at the Institut du Monde Arabe				
Kathryn Kennedy Carleton	The Local Road Race and the Image of Community				
Panel 3F: Locating Television: Representation and Viewership					
Media & Culture					
Localiser la télévision : Représentation et téléspectateurs					

1:15-2:45	HH 1106	Chair/Prés.: Janis Goldie
Janis Goldie Huntington University/Laurentian University	Representing the Canadian Military in Passchendaele	
Dawn Johnston, Kaela Jubas, Angie Chiang University of Calgary	Doctors Without Borders? How American Television Influences Canadian Attitudes about Health Care	
Christine Quail McMaster University	Franchising Audiences: Formats and New Viewership of International Television Formats	
Seima Souissi Université Laval	L'écoute de la télévision québécoise par les immigrants tunisiens récemment établis au Québec	
Panel 3G:	Social media non grata? Teaching communication in a hyperconnected classroom	
Technology & Emerging Media	Quand les médias sociaux s'invitent en classe: quels défis pour les enseignants en communication?	
1:15-2:45	HH 2107	Chair/Prés.: Guillaume Latzko-Toth Université Laval
Guillaume Latzko-Toth Université Laval		
Julie Mueller Wilfrid Laurier University		
Luc Bonneville University of Ottawa		
Jeremy Hunsinger Wilfrid Laurier University		
Panel 3H:	New Media: Affiliations, Action and Activism	
Media & Culture	Nouveaux médias: Affiliations, action et activisme	
1:15-2:45	HH 1108	Chair/Prés.: Gray Graffam University of Waterloo
Rhon Teruelle University of Toronto	Nevermind Boredom or Apathy!: Contemporary Youth Activism and Social Media	
Nathaniel Weiner York University/Ryerson University	Postmodern Mods? The Mod Subculture Online	
Paul Alexander Aitken University of Leeds	Pirates vs. The Pirate Party: Direct Action and the Politics of Online Media Piracy	
Gray Graffam University of Waterloo	Symbolism and Fantasy in Virtual Environment	
Panel 3I:	Organizational Communication 1	
Organizational &		

Interpersonal Communication		Communication organisationnelle 1	
1:15-2:45	HH 123	Chair/Prés.: Philippe Ross University of Ottawa	
Peruvemba Sundaram Jaya University of Ottawa	Examining Multiculturalism, Ethnic Identity and Intercultural Communication Competence Through the Social Construction of Food		
Iain Donald Macpherson Grant MacEwan University	Paradox, Perspective, and Particularity: Neoliberalism and 'Japanese Management'		
Joshua Douglas Guilar Royal Roads University	The Art in My Science: A Story about Creativity in Design Engineering		
3:00-4:30			
Panel 4A:	Roundtable: Bridging Divides in Journalism Theory and Practice: A Case Study of the Journalism Strategies Conference		
Journalism & News	Table ronde: Comblent les écarts entre la pratique et la théories en journalisme: Étude de cas du colloque Stratégies pour le journalisme		
3:00-4:30	AL 105	Chair/Prés.: Christine Crowther McGill and Concordia Universities	
Colette Brin Université Laval			
Gretchen King McGill University			
Errol Salamon McGill University			
Simon Thibault Université Laval/Sorbonne Nouvelle			
Pnel 4B: Policy, Regulation, & Governance	Roundtable : Social Media, Pedagogy and Policy		
3:00-4:30	AL 124	Table ronde : Médias sociaux, pédagogie et politique	
Chair/Prés.: Kenneth Werbin Wilfrid Laurier University			
Kenneth Werbin Wilfrid Laurier University			
Leslie Regan Shade Concordia University			
Mark Lipton University of Guelph			
Lisa Wood Wilfrid Laurier University			
Panel 4C:	Communication Policy and Activism		
Policy, Regulation, & Governance	Politique de communication et activisme		

3:00-4:30	AL 208	Chair/Prés.: David Hutchison Glasgow Caledonian University
David Hutchison Glasgow Caledonian University	Press Regulation : The British Crisis	
Lucy Karanja Western Ontario University	Human Right to Education: To what Extent has the Kenya Government Fulfilled this Right for Urban Refugee Groups?	
Michelle Coyne York University	Regulating Ourselves: Reading, Writing and Acting against Governmental Food Safety Regulations	
Panel 4D: Sexuality & Gender	Kick-ass Feminism: Femininity and Competence Féminisme décomplexé : Féminité et compétence	
3:00-4:30	HH 1102	Chair/Prés.: Wade Nelson University of Winnipeg
Wade Nelson University of Winnipeg & Diane DeChief University of Toronto	Kicking Ass and Taking Names	
Eva Nesselroth-Woyzbun Ryerson University	Gone not Dead	
Reisa Klein Carleton University	Beauty and Power	
Panel 4E: Media & Culture	Social Mediations: Community Online Médiations sociales : Communautés virtuelles	
3:00-4:30	HH 1104	Chair/Prés.: Mark Hayward Wilfrid Laurier University
Jessalynn Marie Keller The University of Texas	A "Pint-sized Internet Phenom"? Girl Bloggers as Experts, Tastemakers, and Celebrities	
Alexandra Boutros Wilfrid Laurier University	Welcome to the Afrosphere: Race, Representation and Recon on the Cyberfrontier	
Stefania Milan , University of Toronto & Arne Hintz McGill University	Notions of Community in Times of Social Media	
Panel 4F: Media & Culture	Roundtable: New Media, New Audiences: The Challenge to Audience Research in Canada Table ronde: Nouveaux médias, nouvelles audiences : Le défi des recherches sur l'audience au Canada	

3:00-4:30	HH 1106	Chair/Prés.: Philip Savage McMaster University
Charles H. Davis Ryerson University		
Nathan Nash McMaster University's		
Philip D. Savage McMaster University		
Alexandre Sevigny McMaster University		
Kristen Wozniak York-Ryerson Universities		
Panel 4G:	Publics and their Technologies	
Media History	Les publics et leurs technologies	
3:00-4:30	HH 2107	Chair/Prés.: Sandra Gabriele Concordia University
Kyle Asquith University of Western Ontario	Advertising Food to Children--the 1930s Controversy	
Sandra Gabriele Concordia University	The Googlization of Historical Newspapers	
Panel 4H:	In/security: Media, Others, Occupations	
Media & Culture	In/sécurité: Médias, altérité, occupations	
3:00-4:30	HH 1108	Chair/Prés.: Jason Hawreliak University of Waterloo
Anuradha Gobin McGill University	Knowing the Body's Interior: Criminality, Theatricality and Early Modern Public Anatomies	
Jason Hawreliak University of Waterloo	Über Other: Kenneth Burke and the Nazi Zombie Figure	
Christine Horton University of Waterloo	More Inhuman than Human: Rhetorics of Digital Torture	
Fiona E. Jeffries Simon Fraser University	Occupying the City of Fear	
Panel 4I:	Organizational Communication 2	
Organizational & Interpersonal Communication	Communication organisationnelle 2	

3:00-4:30	HH 123	Chair/Prés.: Luc Bonneville Université d'Ottawa
Luc Bonneville, Sylvie Grosjean Université d'Ottawa	Les espaces de discussion ou « temps de réunion » en organisation. Deux études de cas.	
Bernard Gauthier Carleton University	Drawing Boundaries in Health Care: Professional Associations, Communication and Identity	
Chantal Jolicoeur Université d'Ottawa	La contribution du leadership à la construction de l'intelligence collective dans un bulletin de nouvelles télévisé	

4:30-6:00

End of conference/Fin du colloque

CFHSS President's reception/Réception de la présidente de la FCSH

(Wilfrid Laurier University Theatre Auditorium)

Map/Carte 2

Map/Carte 1 University of Waterloo



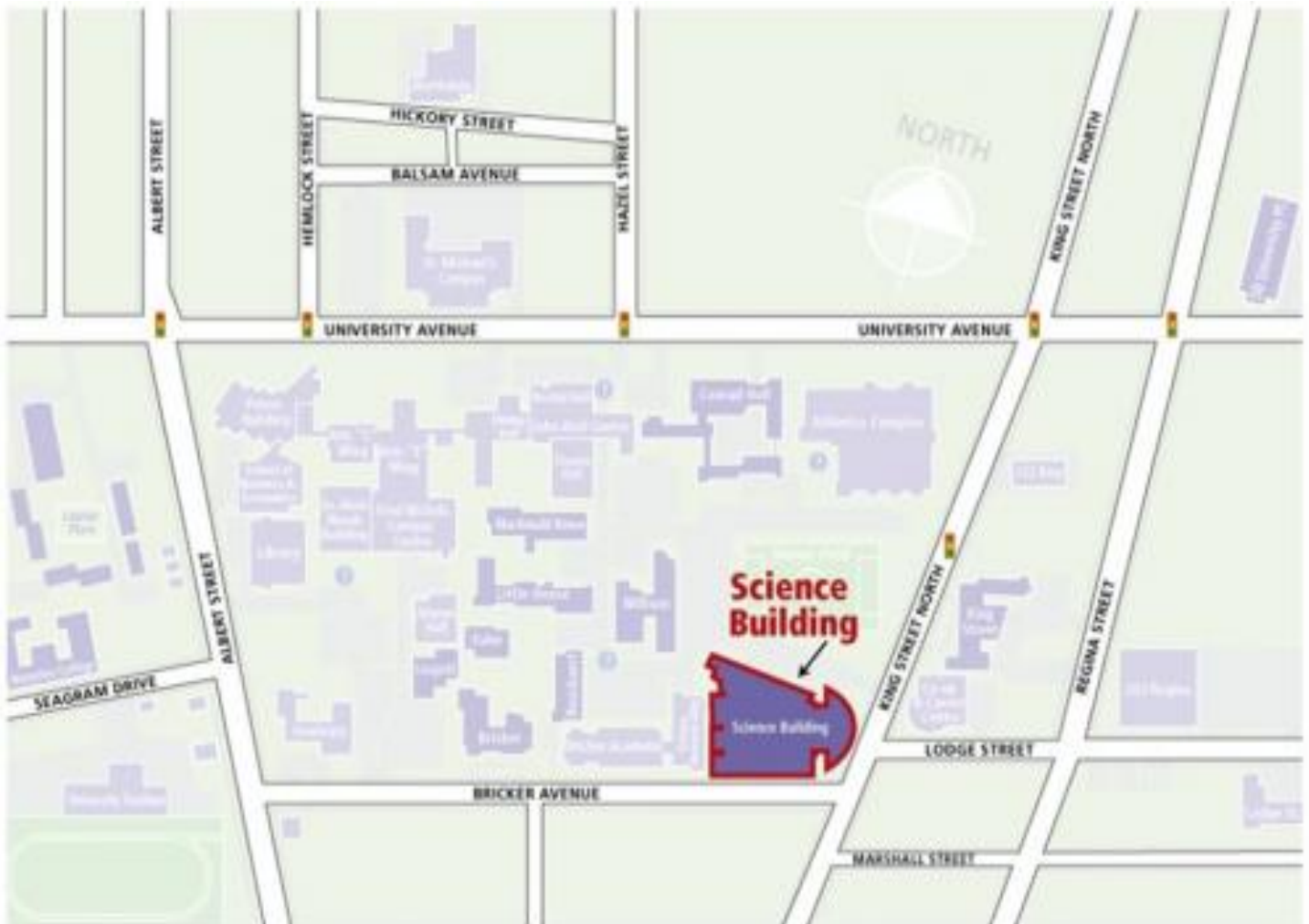
University of Waterloo

Index of Buildings

AL	Arts Lecture Hall	HH	J.G. Hagey Hall of Humanities
AN	156 Columbia	HS	Health Services
BFG	B.F. Goodrich Building	LIB	Dana Porter Library
BMH	B.C. Matthews Building	MC	Mathematics and Computer
B1	Biology 1	MHR	Minota Hagey Residence
B2	Biology 2	ML	Modern Languages
CGR	Conrad Grebel College	NH	Ira G. Needles Hall
CIF	Columbia Icefield	OPT	Optometry
COM	Commissary (UW Police & Parking)	PAC	Physical Activities Complex
CPH	Carl A. Pollack Hall	PAS	Psychology, Anthropology, Sociology
C2	Chemistry 2	PHY	Physics
DC	William G. Davis Computer Research Centre	RCH	J.R. Coutts Engineering Lecture Hall
DWE	Douglas Wrights Engineering	REN	Renison College
ECH	East Campus Hall	REV	Ron Eydt Village
EL	Engineering Lecture Hall	SCH	South Campus Hall
ESC	Earth Sciences and Chemistry	SLC	Student Life Centre
ES1	Environmental Studies 1	STJ	St. Jerome's University
ES2	Environmental Studies 2	STP	St. Paul's College
E2	Engineering 2	UC	University Club
FED	Federation Hall	UWA	University of Waterloo Apartments
GH	Graduation House	V1	Student Village 1
GSC	General Services Complex		

Map/Carte 3

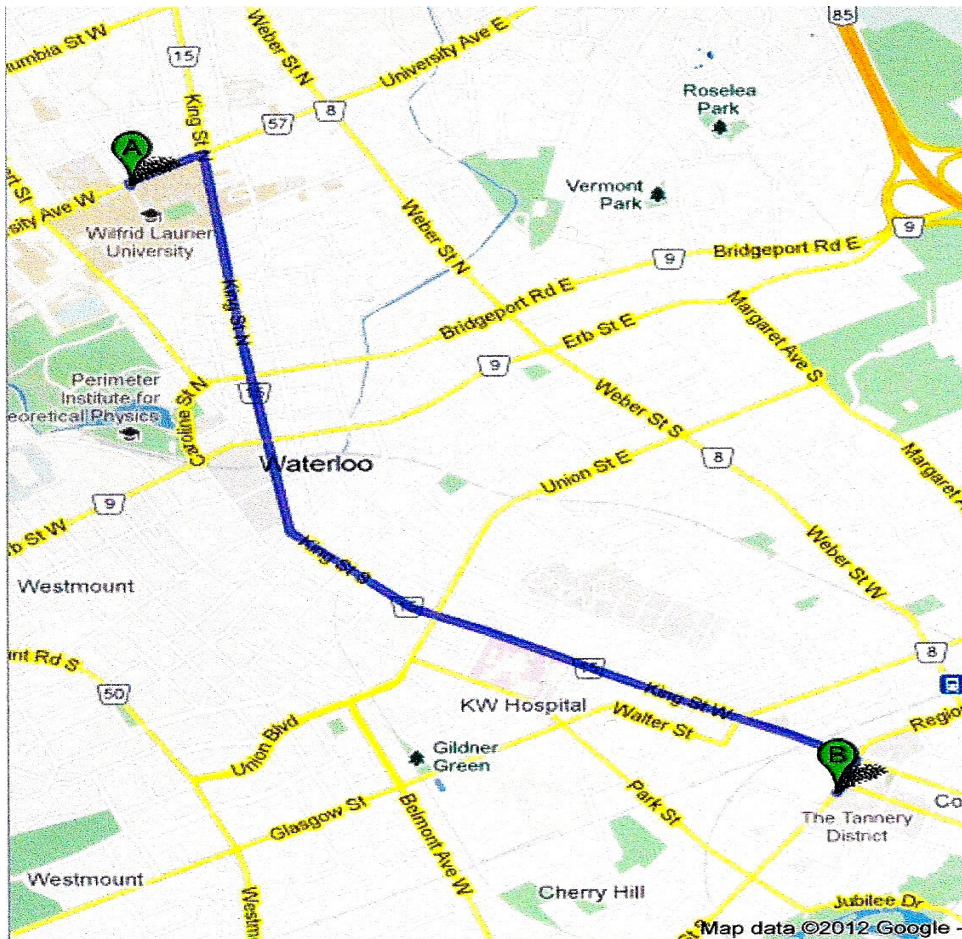
Science Building at Wilfrid Laurier University



Location for Keynote Speech by Dr. Jussi Parikka,
Thursday, May 31, 5 – 6:15 p.m.,
Science Building N1001 (Wilfrid Laurier University)
Corner of King Street North and Bricker Avenue

Map 4

Directions to the Tannery for GRAND Event



GRAND@Congress Reception Communitech Hub Theatre March 30th 7-10 p.m.
Directions From University of Waterloo AND from Wilfrid Laurier University:

From University Avenue, turn right on King Street and follow for approximately 3.8 Km.
Turn right onto Victoria Street, and take the 2nd left onto Charles Street.

The Tannery Address: 151 Charles Street, Kitchener

Its a short 30 minute walk from Congress to the event, or you can take the #7 bus (FREE with your CONGRESS badge). Bus route and schedule here:

<http://www.grt.ca/en/routesschedules/resources/RT7.pdf>

Pour vous y rendre :

- À pied (environ 30-min de Waterloo)

- Bus : empruntez le bus no. 7 ou le bus no. 200 (gratuit sur présentation de votre badge du Congrès).

Demandez l'arrêt « Victoria ».

Ligne de bus et le calendrier ici:

<http://www.grt.ca/en/routesschedules/resources/RT7.pdf>

<http://www.grt.ca/en/routesschedules/resources/RT200.pdf>

FYI...PVI...

FREE SHUTTLES

During Congress, free shuttles will be available to help attendees get around the two campuses. The shuttles will stop at regular intervals at the Willison Hall Residence on Wilfrid Laurier University's campus and the Humanities Theatre on the University of Waterloo campus, as well as at Presidents' Receptions. Shuttles will be more frequent during peak hours, including before and after Big Thinking events. Schedules will be available on-site from Information Services and info kiosks.

Free city transit for Congress 2012 attendees! For your in-town transportation needs, you can use your Congress 2012 attendee badge to board Grand River Transit (GRT) buses free of charge. For more information on bus routes and schedule, please visit www.grt.ca or any Information Kiosk. Congress 2012 organizers thank GRT for their generous support of Congress 2012!

INTERNET ACCESS

The University of Waterloo and Wilfrid Laurier University have developed a wireless network that works seamlessly across both university campuses. Wireless internet will be available to all attendees in most classrooms and common spaces.

Please consult your Congress Guide for the password.

COMPUTER LABS

Dana Porter Library
Daily: 07:30 to 23:00
Davis Centre Library
Daily: 07:30 to 23:00

PRINTING

Media.doc
Dana Porter Library, Room 217
519-888-4567 ext. 35905, May 26 to June 1
— 09:00 to 17:00
mediadocdp@gmail.com
www.mediadoc.uwaterloo.ca

NAVETTES GRATUITES

Des navettes gratuites seront disponibles pour aider les participants à se déplacer entre les deux campus pendant le Congrès. Les navettes feront des arrêts réguliers à la **Willison Hall Residence** sur le campus de la Wilfrid Laurier University et au **Humanities Theatre** sur le campus de la University of Waterloo, ainsi qu'aux **réceptions des recteurs**.

Les navettes seront plus fréquentes aux heures de pointe, y compris avant et après les causeries *Voir grand*. Le programme sera disponible sur place au Bureau de renseignements et aux kiosques d'information.

Pour tous vos déplacements en ville, vous pourrez utiliser votre insigne nominatif de participant au Congrès 2012 pour monter **gratuitement** à bord des autobus de la société de transport Grand River Transit (GRT). Pour de plus amples renseignements sur les lignes et les horaires d'autobus, veuillez consulter le site www.grt.ca ou un kiosque d'information. Les organisateurs du Congrès 2012 remercient la GRT pour son généreux soutien!

INTERNET SANS-FIL La University of Waterloo et la Wilfrid Laurier University ont instauré un réseau sans fil intégré et continu sur les deux campus universitaires. La connexion internet sans fil sera accessible à tous les congressistes dans la plupart des salles de classe et des espaces communs. Veuillez consulter le guide du Congrès pour le mot de passé

Laboratoires informatiques Bibliothèque Dana Porter Tous les jours: 7 h 30 à 23 h **Bibliothèque du Centre de recherches William Davis** Tous Les jours: 7 h 30 à 23 h

Impression et photocopie Media.doc Bibliothèque Dana Porter, Salle 217, 519-888-4567 poste 35905, 26 mai au 1er juin - 9h à 17 h
mediadocdp@gmail.com

www.mediadoc.uwaterloo.ca

