



Film, Media and Visual Studies Section of Academia Europaea, Academia Europaea Wrocław Knowledge Hub and Institute of Journalism and Social Communication of the University of Wrocław invite to a conference:

# MEDIA AS PUBLIC GOOD AND A LEVER OF SUSTAINABILITY

12 December (Wednesday), 2018

## PROGRAM, BIOGRAMS, ABSTRACTS

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# **MEDIA AS PUBLIC GOOD AND A LEVER OF SUSTAINABILITY**

**Wrocław, Poland**

## **PROGRAMME**

Institute of Journalism and Social Communication  
University of Wrocław, ul. Joliot-Curie 15, Wrocław  
Sala Kameralna Zachodnia (1st floor)

Wednesday, **12 December 2018**

14:00–14:30 **Welcome Addresses**

**Professor Arkadiusz Lewicki,**

Director of the Institute of Journalism and Social Communication,  
University of Wrocław

**Professor Arkadiusz Wójs,**

Dean of Faculty of Fundamental Problems of Technology,  
Wrocław University of Science and Technology

**Professor Kirsten Drotner,**

Chair of the Film, Media and Visual Studies Section of the Academia Europaea

## KEYNOTE PRESENTATIONS

14:30–16:00 Chair: **Professor Kirsten Drotner**

**Professor emeritus Graham Murdock,** Loughborough University,  
Minutes to Midnight: Communication and Climate Crisis

**Professor Göran Bolin,** Södertörn University,

Infrastructures for a common life together: Media as a resource for social progress

**Professor Johan Fornäs,** Södertörn University,

Media and cultural resilience

16:00–16:15 Coffee break

16:15–17:45 Chair: **Professor Göran Bolin**

**Professor Beata Katarzyna Ociepka,** University of Wrocław,  
Public service broadcasters - Lessons from implementing the PSBs'  
model in (former) transition countries

**Professor Mirosław Filiciak,** SWPS University of Social Sciences and Humanities  
in Warsaw, Whose good? Calculated publics, data extraction and socialized risk

## INTERVENTIONS

18:00–19:30 Chair: Professor Beata Katarzyna Ociepka

**Professor Kirsten Drotner,** University of Southern Denmark,  
Media as means and ends of sustainability

**Professor Maren Hartmann,** University of the Arts Berlin,

Media and temporalities: The short-lived nature of long-term developments

**Professor Dorota Piontek,** Adam Mickiewicz University,

The need to study media populism

**Professor Ilya Kiriya,** HSE University in Moscow,

Population and paternalism: The social tradition of state oriented media

## KEYNOTE PRESENTATIONS



**Göran Bolin**

Södertörn University, Stockholm, Sweden

**Göran Bolin** is Professor in Media and Communication Studies at Södertörn University, Stockholm, Sweden. His research concerns cultural production and consumption in data economies. He is the author of *Value and the Media: Cultural Production and Consumption in Digital Markets* (2011) and *Media Generations: Experience, Identity and Mediatized Social Change* (2016).

### **Infrastructures for a common life together: Media as a resource for social progress**

The past three decades has seen a massive increase in access and use of digital media around the world. At the same time the spread and access to media is unevenly distributed, and effective access to trustworthy sources of information and means of communication vary, and media's consequences for social progress cannot be determined at a general level. This paper draws on the work within the initiative of the International Panel on Social Progress (ipsp.org), a landmark project aiming to produce an action plan and a toolkit as resources for social progress, building on the United Nations Sustainable Development Goals. It argues that these goals pay far too little attention to the media as infrastructures for social progress (to the benefit of other technological systems), and that effective media access – in terms of distribution of media resources, even relations between spaces of connection and the design and operation of spaces that foster dialogue, free speech and respectful cultural exchange – is a core component of social progress.



**Mirosław Filiciak**

SWPS University of Social Sciences and Humanities in Warsaw

**Mirosław Filiciak** – cultural and media studies scholar, dean of Faculty of Arts and Social Sciences at SWPS University. His research interests include the digital networked media changes, informal distribution of information and media archaeology. He was the principal investigator on numerous research projects, including “Youth and Media” and “The Circulations of Culture”.

### **Whose good? Calculated publics, data extraction and socialized risk**

Liberal democracy is in crisis. The situation requires rethinking the role of media as a platform for citizens' deliberations, particularly in the context of the collapse of inclusive, egalitarian and participatory internet utopia. How did it happen? In my presentation I will attempt to diagnose the factors contributing to the internet communication crises, from the change in technological and business models, through the related production of calculated publics, to the features of innovation discourse accompanying the introduction of new platforms and services. Last, but not least, I will propose possible solutions to address those negative trends.



**Johan Fornäs**  
Södertörn University

**Johan Fornäs** is Professor of Media and Communication Studies and a member of Academia Europaea. 2012–2016 he initiated and participated in the Stiftelsen Riksbankens Jubileumsfond's (Bank of Sweden Tercentenary Foundation's) Sector Committee for the "Mediatization of Culture and Everyday Life". He lives in Stockholm in Sweden and in Haut de Cagnes in France, and has studied and worked at the universities of Lund, Göteborg, Stockholm, Linköping and Södertörn. His BA was in mathematics and philosophy, his PhD in musicology, and is oriented towards critical and transdisciplinary cultural studies. His publications include *Cultural Theory and Late Modernity* (1995); *In Garageland: Rock, Youth and Modernity* (1995); *Digital Borderlands: Cultural Studies of Identity and Interactivity on the Internet* (2002); *Consuming Media: Communication, Shopping and Everyday Life* (2007); *Signifying Europe* (2012); *Capitalism: A Companion to Marx's Economy Critique* (2013); *Europe Faces Europe: Narratives from Its Eastern Half* (2017); and *Defending Culture: Conceptual Foundations and Contemporary Debate* (2017).

### Media and cultural resilience

In the current ecological crisis, media appear simultaneously as victims, sources and re-medies. If culture is meaning-making practice, media are designated cultural techniques. Inspired by the "ecomedia" discourse, this presentation reflects upon cultural dimensions of sustainability, linked to the tension between the ecological and the economic systems. This is related to issues of cultural citizenship and communicative rights. Finally, cultural re-si-lience is discussed in relation to conflicts of interpretation and agonistic politics. Is it possible to identify a tipping point on the threshold to runaway change in human culture, as well as in the ecosystem, undermining our capacities to make the world meaningful?



**Graham Murdock**  
Loughborough University

**Graham Murdock** is Professor of Culture and Economy at the Department of Social Sciences at Loughborough University.

His work on the changing organisation and impact of contemporary communication systems ranges from studies of institutional structures to research on cultural forms and everyday practices but he is particularly well known for his work in the critical political economy of culture and communications, an area where he has played a leading role in developing contemporary perspectives.

He has held the Bonnier Chair at the University of Stockholm and the Teaching Chair at the Free University of Brussels and been a Visiting Professor at the Universities of Auckland, California at San Diego, Mexico City, Curtin Western Australia, and Bergen.

His work has been translated into 21 languages .

His recent books include; as co-editor, *The Blackwell Handbook of Political Economy of Communication* (2011), *Money Talks: Media, Markets, Crisis* (2015) , *New Media and Metropolitan Life: Connecting, Consuming, Creating* (2015) (in Chinese) and *Carbon Capitalism and Communication: Confronting Climate Change* (2017).

### Minutes to Midnight: Communication and Climate Crisis

The latest report from the world's leading scientists offers a stark warning: there are only twelve years left to limit surface temperatures to no more than 1.5 degrees above pre- industrial levels. Failure will result in escalating severe weather effects and long- term ecological destruction with major consequences for sustainability.

Digital communication systems are playing a major role in this escalating crisis. Firstly, as the key arenas for the advertising fuelling unsustainable levels of general consumption. Secondly, as arrays of infrastructures and proliferating devices that consume increasing volumes of scarce resources and energy in their production, use and disposal.

This paper examines how we have got to this point, details how digital communications are contributing to climate crisis, explores the possible impacts of the next wave of innovations around the internet of things and artificial intelligence, and asks how we should respond.

Central Europe after 1989 a success or a failure? What happened to the PSBs as the result of the transition to democracy? What was their contribution to the consolidation of democracy in the region? Where are they heading now? How did they manage to adapt to the social media era? The questions will be answered mainly basing on the case of Poland.



**Beata Katarzyna Ociepka**  
University of Wrocław

**Beata Ociepka** is political scientist, professor of International Relations and International Communications at the University of Wrocław, Institute of International Studies (ISM). She was the founder of the Section of International Communication at the ISM and author of the curriculum for the specialization in Public Diplomacy and Media for students of International Relations. Her last book, published in 2017 by Peter Lang, was "Poland's New Ways of Public Diplomacy". Ociepka is head of International Communication Section of the Polish Society for International Studies. She specializes in international communication, public diplomacy and nation branding, and comparative media studies.

### **Public service broadcasters - Lessons from implementing the PSBs' model in (former) transition countries**

About 2000 I started a research project on the effects of the transformation of media into public service broadcasters in the Czech Republic, Hungary and Poland after 1989. The results of the study were published in 2003 in the book entitled "Who is Television For? Public Service Broadcasters in Central Europe". The picture of the PBSs was not very optimistic. In all the three countries public service broadcasters were taken over by the political parties. About 2000 the Hungarian public service television, dominated in structures and content by the incumbent party, was labelled "the Royal".

Fifteen years later I am coming back to these findings to verify them and to ask the question, who is television for in Central Europe in 2018? Some of the countries in the region seem openly to come back to the patterns of media (mis)use well known from time before transition. Is the history of PSBs in

## INTERVENTIONS



**Kirsten Drotner**

University of Southern Denmark

**Kirsten Drotner** is professor of media and communication studies at the University of Southern Denmark and founding director of the research centres DREAM and Our Museum. Her research focuses on audience studies, children's media and information literacies, and digital heritage communication. She is (co-)author and (co)editor of more than 30 books and over 200 scholarly articles and book-chapters - most recently *The Routledge handbook of museums, media and communication* (co-edited, 2019). As a board member of Academia Europaea, as elected fellow of the International Communication Association and as recipient of the Association's Applied Research Award, she is passionate about bringing research evidence to bear on policies and practices.

### **Media as means and ends of sustainability**

Mediated communication is key to our understanding of sustainability and to our options of handling issues of sustainability. Still, both understanding and action very much depend on the media definitions applied. Media can be defined as material technologies distributing content in society and as symbolic means for people to shape and share meaning across time and space (Carey 1989). How does a research-based approach to sustainability play out when applying such a two-pronged understanding of media? Who are key actors of engagement, and what are the policy implications of these various engagements?



**Maren Hartmann**

University of the Arts Berlin

**Maren Hartmann** is professor for communication and media sociology at the University of the Arts (UdK) in Berlin. She has held several teaching and research positions in the UK, Belgium and Germany and has been a visiting professor in Denmark and Sweden. Her research focuses primarily on media appropriation in everyday life (especially domestication) and mobile media, but also on cyberculture, the urban as well as mobilities. She is currently co-heading a research project on time and (mobile) media.

### **Media and temporalities: the short-lived nature of long-term developments**

This brief intervention focusses on the question of time and media. It aims to introduce and question dominant time-related frameworks that currently dominate (such as social acceleration, always on lifestyles, etc.) and confront them with the question of the *longue durée* of social developments. This is also related to the question of power chronographies and chrononormativity - the social construction of time-related social structures and norms.



**Ilya Kiriya**  
HSE University in Moscow

**Ilya Kiriya** - Professor, head of the school of media, vice-dean of the Faculty of communications, media and design. In 2007 got his PhD in information and communication studies in Université Stendhal - Grenoble 3 (France), before in 2002 got his PhD in journalism in Moscow State University (Russia). His professional interests cover political economy of mass communications; theories of information and communication; social history of communication technologies. Ilya Kiriya is author of more than 50 scientific publications in Russian, English, Spanish, Swedish and French. His publications was published by leading journals in media and communication field such as International Journal of Communication, Journalism Studies, Russian Journal of Communication, Hermes.

#### **Population and paternalism: the social tradition of state oriented media**

In this paper we present a result of few observations coming from different surveys we made in Lab of media research at HSE between 2012 and 2017. Main conclusion we made concerns the people's attitude towards media which generally represent for them the state institution which should take care on them. From this point of view, we call paternalistic, the so called "public media" in Russia transforms into "state media". Such conclusion based on different field studies (surveys, interviews and observations) among population questions the traditional assumption about direct state control over media and shows that such control is based in great extend on social demand on it. Consequently the population is not able to ensure social accountability of any public service which is usurped by public figures, artists, non-commercial sector leaders close to the power.



**Dorota Pionek**  
Adam Mickiewicz University

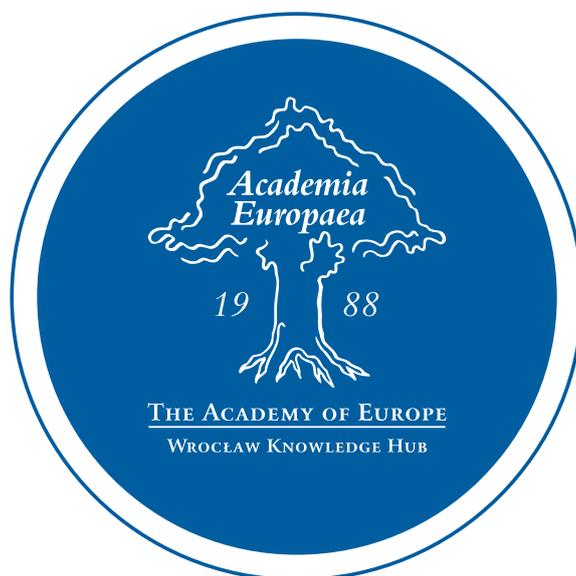
**Dorota Piontek** – professor at the Faculty of Political Science and Journalism at Adam Mickiewicz University in Poznań, head of the Department of Social Communication; member of the Executive Committee of the Polish Communication Association; fields of research interests: political communication and popular culture; populist political communication; gender studies and politics; author of numerous articles author, member of international and national research teams.

#### **The need to study media populism**

Changes in traditional political journalism, commercialization of information media, declining interest in politics among ordinary citizens are not the only grounds to ask where from in democratic societies citizens get information about the political mechanisms and what picture of politics they receive. It seems reasonable to conclude that it is popular culture, and among its products TV series that are an important element shaping knowledge about the political process, about politicians and what it means to be a citizen. The basis for such a claim can be found both in cultivation theory and in the concept of framing.

The aim of the presentation will be to identify theoretical concepts for studying the relationships between popular culture and politics. Mediatization of politics through culture is not a new phenomenon, but the dynamic development of popular culture emands to think about the scope and consequences of this trend.





## **Academia Europaea Wrocław Knowledge Hub**

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### **Venue of the conference:**

Institute of Journalism and Social Communication,  
University of Wrocław, ul. Joliot-Curie 15, Wrocław,  
Sala Kameralna Zachodnia (1st floor)