THURSDAY 4 DECEMBER 2014: PROGRAMME OVERVIEW

12.00-13.25

Registration and lunch (Building D, Second Floor, Pleinlaan 2 (University Campus))

13.30-14.00

Welcome & Opening (Building D, Room D.2.01)

Martina Temmerman (Organizing Committee), Willeke Deridder (Chair VUB Department of Applied Linguistics), and Caroline Pauwels (Scientific Committee)

14.00-15.00

Keynote ‘Border stories: Journalism at the intersections of news and narrative’ (Building D, Room D.2.01)

Geoffrey Baym (University of North Carolina, Greensboro, US)

15.15-16.15

Panel session A1: Twitter and journalism (Room D.2.01)

Panel session B1: Alternative news media (Room D.2.16)

16.30-17.30

Panel session A2: Twitter and journalism II (Room D.2.01)

Panel session B2: Alternative news media II (Room D.2.16)

17.30-19.00

Reception (Building D, Second Floor)
**Panel Sessions Thursday 4 December 2014**

15.15-16.15: Panel sessions A1 and B1

**Panel A1: Twitter and Journalism (D.2.01)**

Chair: Steve Paulussen (University of Antwerp, Belgium)

**Negotiating Legitimacy: Political Journalists and Their Presentation of Self on Twitter**

Svenja Ottovordemgentschenfelde (London School of Economics and Political Science, UK)

**Twitter as a Journalistic or (Self-)Promotional Tool for News Rooms: Case Studies from Flanders, the Netherlands, the UK and USA**

Rozane De Cock (KU Leuven, Belgium)

**All the World’s a Stage, and So Is Twitter: How Dutch and Flemish Journalists Brand Themselves on Twitter**

Cara Brems (Vrije Universiteit Brussel, Belgium & University of Groningen, the Netherlands), Martina Temmerman (Vrije Universiteit Brussel, Belgium), Marcel Broersma & Todd Graham (University of Groningen, the Netherlands)

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**Panel B1: Alternative News Media (D.2.16)**

Chair: Pieter Maeseele (University of Antwerp, Belgium)

**Looking in Different Directions. ‘Positionality’ as Core Point of Difference Between Alternative and Mainstream Media. A Case Study: The Environmental Justice Frame**

Renée Moernaut (Vrije Universiteit Brussel, Belgium)

**On Traditional, Alternative and Entertainment Media, or: Pluralism in the 21st Century?**

Pieter Maeseele (University of Antwerp, Belgium)

**Between Independent and the Mainstream: Transmedial News Coverage by Cuneyt Ozdemir**

Diğdem Sezen & Tonguc Ibrahim Sezen (Istanbul Bilgi University, Turkey)
PANEL SESSIONS THURSDAY 4 DECEMBER 2014
16.30-17.30: Panel sessions A2 and B2

♦ PANEL A2: Twitter and journalism II (D.2.01)
Chair: Cara Brems (Vrije Universiteit Brussel, Belgium & University of Groningen, the Netherlands)

‘Twitter just exploded’: Social media as alternative vox pop?
Kathleen Beckers & Raymond A. Harder (University of Antwerp, Belgium)

Tweeting authority in Indian literary reportage writing
Maitrayee Basu (Middlesex University, UK)

‘Searchable talk’ as discourse practice on the internet: The case of ‘binders full of women’
Hongqiang Zhu (University of Macau & Jinan University, Guangzhou, China)

♦ PANEL B2: Alternative news media II (D.2.16)
Chair: Renée Moernaut (Vrije Universiteit Brussel, Belgium)

‘No need for condoms – GE Corn can do the job’: How feature journalism of NGOs decommodifies genetic engineering
Yeoh Pei Lee & Pieter Maeseele (University of Antwerp, Belgium)

Dissident online journalism: Investigating Polish LGBTQ blogs
Joanna Chojnicka (Konstanz University, Germany)

Journalism as a polyphonic discourse: The case of local news in Brussels
David Domingo & Florence Le Cam (Université Libre de Bruxelles, Belgium)
FRIDAY 5 DECEMBER 2014: PROGRAMME OVERVIEW

9.00-9.25

Coffee and registration  (Karel Van Miert Building, Basement Floor, Pleinlaan 5 (opposite University Campus))

9.30-10.30

Keynote ‘Tribuneship: Adversarial and hybrid political interviews’  (Karel Van Miert Building, Rooms Lisbon & Rome)
  Ian Hutchby (University of Leicester, UK)

10.45-12.05

Panel session C: Political news interviews  (Room Lisbon)

Panel session D: Hybrid styles of journalism  (Room Rome)

12.05-13.25

Lunch (at VUB restaurant)

13.35-14.35

Panel session E: Media, branding, and business models  (Room Lisbon)

Panel session F: Global perspectives on hybrid journalism  (Room Rome)
FRIDAY 5 DECEMBER 2014: PROGRAMME OVERVIEW (CONTINUED)

14.40-16.00
- Panel session G: Lifestyle journalism and celebrity culture  (Room Lisbon)
- Panel session H: News audiences and citizen journalism  (Room Rome)

16.05-17.25
- Panel session I: Television journalism and documentary  (Room Lisbon)
- Panel session J: Journalistic values and ideology  (Room Rome)

17.40-18.00
- Closing event  (Karel Van Miert Building, Third Floor, Conference Room)
  - Screening student project ‘De Ideale Wereld’ (‘The ideal world’), a Flemish case of hybrid journalism
  - Conference wrap up by François Heinderyckx (Scientific Committee)

19.00
- Conference dinner at restaurant Millésime, Rue Eugène Cattoir 5, 1050 Brussels  (registration required)
**Panel Sessions Friday 5 December 2014**

10.45-12.05: Panel sessions C and D

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**Panel C: Political News Interviews (Lisbon)**

Chair: Ian Hutchby (University of Leicester, UK)

Meeting probative obligations in political interviews: A case of accountability  
Corina Andone (University of Amsterdam, the Netherlands)

Hearing non-neutral: Listening practices in (hybrid) pre-election interviews  
Argyro Kantara (Cardiff University, UK)

Pre-meditation and the achievement of media professionalism in the production of political broadcast talk  
Eva Desmedt (Vrije Universiteit Brussel, Belgium)

Doing accountability in political news interviews: A comparative investigation of interviewers’ practices in the Anglo-American and Chinese-Anglophone broadcasting  
Chen Tong (University of Macau, China)

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**Panel D: Hybrid Styles of Journalism (Rome)**

Chair: Tom Van Hout (University of Antwerp, Belgium & Leiden University, the Netherlands)

Policing language in the media: How journalists assess ‘message’ politics  
Tom Van Hout (University of Antwerp, Belgium & Leiden University, the Netherlands)

Hybrid styles in journalistic reporting on science: A study of New Scientist’s headlines  
Katarzyna Molek-Kozakowska (Opole University, Poland)

Agents of irony: An approach to political reporting based on Hunter S. Thompson’s *Fear and Loathing: On the Campaign Trail ’72*  
Hendrik Michael (University of Bamberg, Germany)

The para-textual experience: Navigating the temporal distortions and spatial illusions in illustrative reportage and graphic journalism  
Jim Walker (University for the Creative Arts, Farnham, UK)

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Panel sessions Friday 5 December 2014
13.35-14.35: Panel sessions E and F

- **Panel E: Journalism, branding & business models** (Lisbon)
  
  Chair: Huub Wijfjes (University of Groningen, the Netherlands)

  **Hybridity and re-stabilization: On the ‘platform effect’ in journalism**
  Michael Stevenson, Tamara Witschge (University of Groningen, the Netherlands) & Chris Anderson (City University of New York, US)

  **Brand journalism: How media organizations behave on Twitter**
  Hedwig de Smaelee (KU Leuven @ HUB campus Brussels, Belgium)

  **Advertising and journalism: The innovative ways to lure the customers**
  Sangeeta Sharma (Birla Institute of Technology and Science, Pilani, India)

- **Panel F: Global perspectives on hybrid journalism** (Rome)
  
  Chair: Roel Coesemans (Vrije Universiteit Brussel, Belgium)

  **Evolving social media practices of journalists: An international comparative study**
  Agnes Gulyas (Canterbury Christ Church University, UK)

  **Digital discourse and changing forms of political engagement. A case study of two separate episodes in contrasting mediaspheres: ‘Binders full of women’ in the US, and ‘Watchgate’ in the PRC**
  Martin Montgomery, Shen Jin & Chen Tong (University of Macau, China)

  **Changing the game in Nigeria? Appropriating Internet and web 2.0 for sports communication**
  Tokunbo Ojo (York University, Toronto, Canada)
Panel sessions Friday 5 December 2014
14.40-16.00: Panel sessions G and H

Panel G: Lifestyle journalism and celebrity culture (Lisbon)

Chair: Martina Temmerman (Vrije Universiteit Brussel, Belgium)

‘Super creams for young eyes’: Women’s magazines’ hybrid approach to journalism
Maaike Van de Voorde (Vrije Universiteit Brussel, Belgium)

VICE Magazine: Youth, lifestyle and edgy Journalism
Henrik Bødker (Aarhus University, Denmark)

Celebrity news as hybrid journalism
Hilde Van den Bulck & Steve Paulussen (University of Antwerp, Belgium)

Hybridity in Italian sports journalism: From sportswomen to celebrities
Marica Spalletta (Link Campus University, Rome, Italy) & Lorenzo Ugolini (Independent researcher, Italy)

Panel H: News audiences and citizen journalism (Rome)

Chair: Ike Picone (Vrije Universiteit Brussel, Belgium)

The hybridity of news consumption in francophone Belgium
Cassandre Burnier, David Domingo, Florence Le Cam & Victor Wiard (Université Libre de Bruxelles, Belgium)

Hybrid audiences: Changing news practices and the notion of news
Ike Picone (Vrije Universiteit Brussel, Belgium)

Open data and civic hacking: Complementing or replacing professional journalism?
Stefan Baack (University of Groningen, the Netherlands)

Stretching journalism: Hyperlocals b(l)ending ethics and business
Marco Van Kerkhoven (Utrecht School of Journalism, the Netherlands)
**PANEL SESSIONS FRIDAY 5 DECEMBER 2014**

16.05-17.25: Panel sessions I and J

**PANEL I: Television journalism and documentary** (Lisbon)

*Chair: Geofrey Baym (University of North Carolina, Greensboro, US)*

**Hybrid TV news: New forms of quality in public service television news**

Huub Wijfes & Joanke Dijkstra (University of Groningen, the Netherlands)

**Reconstituting current affairs broadcasting: The return to documentary forms and values**

Chris Roberts (University of Roehampton, UK)

**Hybridity and news tickers: An introduction to a TV news genre**

Antonio Fruttaldo (University of Naples ‘Federico II’, Italy)

**PANEL J: Journalistic values and ideology** (Rome)

*Chair: Benjamin De Cleen (Vrije Universiteit Brussel, Belgium)*

**Turning journalistic values against critical journalism: The Flemish radical right and the discursive struggle to define journalism**

Benjamin De Cleen (Vrije Universiteit Brussel, Belgium)

**Multimodal representation and ideological image-building of Belgian trade unions on an alternative news website**

Roel Coesemans (Vrije Universiteit Brussel, Belgium)

**Pluralism outside the box: Crossing the ideological borderline of objectivity in media research**

Daniëlle Raeijmaekers & Pieter Maeseele (University of Antwerp, Belgium)

**Empirical passions: The Survey Graphic, the Progressive Movement, and the prehistory data journalism**

Chris Anderson (City University of New York, US)