

Digital Transformation, Media and Social Inequalities

ESA RN18 Mid-Term Conference

25-26 January 2024

Organizers:

European Sociological Association's (ESA) Research Network 18:
Sociology of Media and Communications Research
University of Bucharest – Faculty of Journalism and Communication Studies

Venue:

University of Bucharest Headquarters, Panduri Building, Sos. Panduri 90-92, Sector 6,
Bucharest, Romania

All meetings will be held in the Senate Hall (ground floor)

Lunch & coffee breaks will be served near the conference room

Thursday, 25 January 2024

10.00 – 11.00 – Welcome coffee&Registration

“Panduri” Building, Sos. Panduri 90-92, groundfloor Senate Hall

11.00 – 11.15 – Welcome speeches: Professor Marian Preda, Rector of the University of Bucharest, Associate Professor Constantin Vică, Vice Rector of the University of Bucharest, Associate Professor Antonio-Roberto Momoc, Dean of the Faculty of Journalism and Communication Studies, & Professor Peter Golding, Honorary Chair of ESA Research Network 18: Sociology of Media and Communications Research

11.15-12.30 – Session 1 – Between platformization and digital inclusion

Chair: Peter Golding

Paško Bilić, Institute for Development and International Relations, Zagreb, PLATFORMS AND THE CRITIQUE OF POLITICAL ECONOMY

Raluca Petre, Ovidius University of Constanța, DEMOCRATIC GOVERNANCE OVER THE PLATFORM: THE CASE OF THE EUROPEAN BROADCASTING UNION

Panayiota Tsatsou, Birmingham City University, A DECOLONIAL PERSPECTIVE ON RESEARCHING VULNERABLE PEOPLE'S DIGITAL INCLUSION: THE SOCIAL LAB PROPOSAL

Cora van Leeuwen, Imec-SMIT- Vrije Universiteit Brussel, An Jacobs, Imec-SMIT- Vrije Universiteit Brussel, Leona Craffert, University of the Western Cape, TAKE A DATA WALK WITH ME! INTRODUCING A METHOD TO CREATE AWARENESS OF DATAFICATION IN OLDER ADULTS

12.30 – 13.30 – Lunch

13.30 – 15.00 – Session 2, Journalism practices and journalists at work

Chair: Pasko Bilic

Ezgi Kaya Hayatsever, Ankara University, DIGITALIZATION AND JOURNALISTIC REGIME IN TURKEY: ANALYZING JOURNALISTIC WORK IN DIGITAL AGE

Giedrė Plepytė-Davidavičienė, Vilnius University, Deimantas Jastramskis, Vilnius University, Rūta Kupetytė, Vilnius University, PROFESSIONAL THREATS AND ITS CONSEQUENCES IN LITHUANIAN JOURNALISM

Natalia Vasilendiuc, University of Bucharest, MAPPING RISKS AND UNCERTAINTIES IN THE MOLDOVAN JOURNALISM LANDSCAPE: INSIGHTS FROM THE WORLD JOURNALISM STUDY 2021-2023

Valeria Marina Borodi, University of Milan-Bicocca, Diego Garusi, University of Wien, UNDERSTANDINGS OF JOURNALISM IN COUNTER EPISTEMIC COMMUNITIES: THE CASE OF IL FORUM DEGLI INCEL

Georgeta Drulă, University of Bucharest, LEVERAGE THE AI TOOLS FOR CREATING THE NEWS WEBSITE CONTENT - ROMANIAN CASE STUDY

15.00-15.30 – Coffee Break

15.30-17.00 – Session 3, (Re)negotiating identities in digital contexts

Chair: Raluca Petre

Nadine Shanahan, University of Liverpool, IDEAL FEMININITY: A DIGITAL ETHNOGRAPHIC ANALYSIS OF THE CONSTRUCTION, NEGOTIATION, AND PERFORMATIVITY OF FEMININITY ON INSTAGRAM

Claudia Wegener, Film University Babelsberg Konrad Wolf, Yulia Yurtaeva-Martens, Film University Babelsberg Konrad Wolf, Alissa Dornier, Film University Babelsberg Konrad Wolf, Philipp Eichel, Film University Babelsberg Konrad Wolf, Louisa Camille Jung, Film University Babelsberg Konrad Wolf, Lara Verschragen, Film University Babelsberg Konrad

Wolf, BETWEEN PRIVATE AND PROFESSIONAL ROLES: HOW DO YOUNG JOURNALISTS PRESENT THEMSELVES ON SOCIAL MEDIA PLATFORMS?

Nicoleta Elena Apostol, University of Bucharest, ONE IS NOT BORN BUT BECOMES A WORKER: SKILL RE-ARRANGEMENT AND WOMEN AS DESIRABLE WORKERS

Aurelian Giugăl, University of Bucharest, Romina Surugiu, University of Bucharest, Anca Șerbănuță, University of Bucharest, CLOTHING AS ELEMENT OF (REPRESENTING) CULTURAL BACKWARDNESS IN PSEUDO-RURAL WORLDS

19.00 - Symphonic Concert at the Romanian Athenaeum (optional activity)

Conductor: CHRISTOPH KÖNIG

Mieczyslaw Weinberg, Concerto in C minor for cello and orchestra, Op. 43

Cellist: Enrico Dindo

Wolfgang Amadeus Mozart, Requiem, KV 626

Friday, 26 January 2024

"Panduri" Building, Sos. Panduri 90-92, groundfloor Senate Hall

9.00 – 10.30 – Session 4, Journalism practice in digital ecosystem

Chair: Romina Surugiu

Giacomo Buoncompagni, University of Florence, REPORTING ON DISCRIMINATION: COMMUNICATION SKILLS AND JOURNALISTIC ETHICS IN THE PLATFORM SOCIETY

Valentin VANGHELESCU, Ovidius University of Constanța, LOCAL NEWS REIMAGINED: THE ROLE OF SOCIAL MEDIA IN THE PLATFORMIZATION OF JOURNALISM

Alexandra Codău, Ovidius University of Constanța, THE LIMITS AND OPPORTUNITIES OF PRACTICING JOURNALISM IN THE DIGITAL SPACE: A GENDER PERSPECTIVE

Constantin Trofin, Babeș-Bolyai University, SOCIAL MEDIA CHALLENGES IN MAINSTREAM TELEVISION

10.30-11.00 – Coffee break

11.00-12.30 – Session 5, Audiences, vulnerabilities, and strengths

Chair: Nicoleta Elena Apostol

Andrea Volterrani, University of Rome Tor Vergata, VULNERABILITY AND LIMINAL COMMUNITIES. WHAT ROLES FOR HYBRID PARTICIPATION PROCESSES?

Mădălina Moraru, University of Bucharest, ADVERTISING AS A MEANS OF REVEALING CONSUMERS VULNERABILITY AND BEHAVIOUR CHANGES

Chiara Perin, University of Milan, GENDER WARS: REDDIT STRIKES BACK. EXPLORING THE CONSTRUCTION OF GENDER AND SEXUALITY WITHIN THE ONLINE MASTURBATION AND PORNOGRAPHY ABSTINENCE SUBREDDIT R/NOFAP

Romina Surugiu, University of Bucharest, Adriana Ștefănel, University of Bucharest, CITIZENS' RESPONSE TO A POPULIST DISCOURSE. EVIDENCE FROM THE CRISIS OF ROMANIA'S SCHENGEN ACCESSION

12.30-13.30 – Special ESA Panel for Mentoring young researchers - Publishing in impact journals: Challenges, opportunities and pitfalls

Moderators: Peter Golding (editor at European Journal of Communication) and Pasko Bilic (vice-coordinator of the ESA Research Network 18: Sociology of Media and Communications Research)

13.30 - Lunch & Closing of the conference

Digital Transformation, Media and Social Inequalities
Bucharest, Romania, 25-26 January 2024

Call for papers

Recent technological developments and transformations in media and communication require a global reflection on their effects and outcomes on society, democracy and business. The platformisation process with its institutional dimensions: data infrastructures, markets and governance (Poell, Nieborg & van Dijck, 2019) led to new business models and relationships between social, market and political actors. Journalism as an institution has been under question for over a decade or even two (Deuze, 2020) as the news industry is declining. Journalism as a profession strives to retain or regain the people's trust. With its recent advances artificial intelligence is seen as a threat or a chance for humanity. The AI's impact on the media and communication sector is open for debate. Is it a threat or an asset for professional practice? At the same time, the hybridisation of communication professions – roughly defined as a mixture of journalistic and public relations and advertising&marketing practices in the digital context – adds new challenges in maintaining a fair and democratic public sphere and ensuring equal access to quality information.

Our focus is to foster an open academic debate on broad themes related to the outcomes of digital transformation in contemporary media and communication. We encourage contributions that adhere to the critical sociology perspective.

Local Organizing Committee – University of Bucharest, Faculty of Journalism and Communication Studies
Associate Professor Romina Surugiu, Lecturer Nicoleta Elena Apostol, Oscar Stănciulescu, Dana Mendolicchio

The ESA RN18 organising committee is led by:
Coordinator: Thomas Allmer, Paderborn University, Germany
Vice-Coordinators: Paško Bilić, Institute for Development and International Relations, Croatia
Tatiana Mazali, Politecnico di Torino, Italy
Honorary Chair: Peter Golding, Northumbria University, UK

Organizers

European Sociological Association (ESA) – Research Network 18: Sociology of Communications and Media Research provides a platform for critical research and debate on questions of power, inequality, identity and social change in increasingly mediatized societies. Key research areas include but are not limited to the Internet, digital and social media, alternative media, media and protest, journalism, media and capitalism, media work, ideology and media discourse, media and gender, global media, public sphere, political communication, theories of media and communication, media policy, media industries, ownership and power.

You can become a member of ESA RN18 by joining the ESA and subscribing to the network. The network needs material support, so we encourage you to join or renew your membership. The network subscription fee is only 10 Euro:

<https://www.europeansociology.org/membership/become-a-member>

With a history of over 150 years and a constantly confirmed prestige, **the University of Bucharest** is today a dynamic and inclusive academic milieu, student-centered and characterized by creativity, innovation and pragmatism. With over 34,000 students, 1,300 professors and 600 researchers, 1,200 employees as administrative staff, the University of Bucharest is a strong and supportive community, constantly working to ensure the highest quality of provided services, guaranteeing its graduates easy and effective assimilation in the labor market, regardless of the field or program of study.

Founded in 1990, the **Faculty of Journalism and Communication Studies (FJCS)** is the leading higher education institution in the domain of Journalism and Communication Studies in Romania. FJCS is nationally and internationally known as an institution that offers professional training of the highest quality. Our alumni have a strong impact on the development of quality media and professional PR & Advertising industry in Romania.