



# MeCCSA PGN CONFERENCE

## CONFERENCE PROGRAMME



5-6 JULY, 2018

CANTERBURY CHRIST CHURCH UNIVERSITY

MECCSA POST GRADUATE NETWORK  
CONFERENCE 2018

MEDIA, COMMUNITIES, CULTURES

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# INTRODUCTION

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Welcome to the 2018 MeCCSA PGN Conference at Canterbury Christ Church University, and we hope you have an enjoyable time here. We have an exciting programme over the next two days, with three keynote presentations, a roundtable, and seven panels taking place. The theme for this years conference is media, communities, and cultures and we have a variety of topics to discuss from communities and education, to writing communities, to community art festivals.

The notion of 'Communities' has a long history and been subject to various reassessments. It has also received renewed interest in recent times. In our call for papers we invited colleagues to explore how we might advance thinking on key topics such as communities in the digital age; communities and the commons; communities and cultures; communities on the margins; local and community media; politics and policies of communities; community engagement and cohesion; inclusion and exclusion in communities; communities and the past. With the explorations of these topics we aim to contribute to this important but often fragmented area within our disciplinary studies.

**The 2018 MeCCSA PGN Organising Committee**

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# TRANSPORT

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## BY AIR

Canterbury is accessible by air from London City (then rail via DLR and Stratford International Station), Gatwick (then rail changing at Redhill and Tonbridge or changing at Victoria) or Heathrow (then rail via Heathrow Express to Paddington or Piccadilly Line to St Pancras) airports.

## BY RAIL

There are two train stations in Canterbury, both approximately a 15-20 minute walk to the campus.

### CANTERBURY WEST

The quickest journey times to Canterbury West are via platforms 11-13 at St Pancras Station, using the South Eastern high-speed trains. During the day, these usually depart at 12 minutes past the hour and take about an hour to Canterbury West. A direct train also leaves London Charing Cross at 10 minutes past the hour, though the journey time takes almost two hours. Direct trains leave London Bridge at 19 minutes past the hour, taking approximately 95 minutes. Eurostar trains from Paris stop at Ashford International and Brussels and Lille stop at Ebbsfleet International. It is then possible to transfer to Canterbury from either Ebbsfleet International or Ashford International.

The easiest route to walk to the campus is to turn right from the station and then left onto St Dunstons. Cross North Lane at the Westgate Towers and head down the pedestrianized high street to Wilkinson's, where you should turn left up Burgate Lane. Cross at the double pedestrian crossing to go down Church Street St Pauls and turn left at the end. The campus may be entered through the large gateway in the wall behind the mini roundabout.

## **CANTERBURY EAST**

Trains leave London Victoria direct to Canterbury East at 10 and 42 minutes past the hour, with a journey time of about 100 minutes. The train divides at Faversham and usually the rear four carriages go to Canterbury/Dover Priory.

The easiest walking route is to cross the pedestrian footbridge and turn right along the wall. Stay on the wall until it drops down to a zebra crossing opposite Fenwick's; cross here and then cross the road to Wilkinson's. Return to the wall to the right of Wilkinson's and the path rises and then drops to a double pedestrian crossing. Go down Church Street St Pauls and turn left at the end. The campus may be entered through the large gateway in the wall behind the mini roundabout.

## **BY BUS/COACH**

The National Express coach service from Victoria Coach Station to Deal stops at Canterbury Bus station, with a journey time of about 2 hours. There are many journeys throughout the day. The National Express Station is less than ten minutes' walk from the campus.

## **BY CAR FROM LONDON/M25**

Canterbury is situated off the A2. If travelling from London or M25 (clockwise) follow signs to A2 (junction 2 of M25) which becomes the M2 just before Rochester. Leave the A2 at the first Canterbury exit. Go straight ahead at the roundabout along the dual carriageway. At the next roundabout follow the ring-road around to the right. Go straight on to the ring-road anti-clockwise, keeping to the outside lane; prepare to turn right at the third roundabout into New Dover Road. At the traffic lights take the left filter into Lower Chantry Lane taking the second exit at the next roundabout into Longport. The University visitors' entrance is situated on the left in the Old Sessions House. There is some pay and display parking in Canterbury. Alternatively, the Canterbury Park and Ride buses do stop on the ring-road outside the university. For people staying on-site car parking is available on request

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## ACCOMMODATION

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There are many places to stay nearby the University, but here is a list of some of them. Prices are subject to change.

Hotel	Price per single room	Price per double room
Premier Inn Canterbury City Centre	from £69.50	from £69.50
Abode Hotel	from £129.00	from £129.00
Canterbury Cathedral Lodge	from £95.00	from £105.00
Cathedral Gate Hotel	from £50.00	from £81.50
Travelodge Canterbury Chaucer Hotel	from £51.00	from £51.00
Falstaff Hotel	from £85.50	from £85.50
Best Western Abbots Barton	from £74.00	from £84.00

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# PROGRAMME

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## DAY 0: 4<sup>TH</sup> JULY

18:00	Pg06	A Canterbury Tale by Michael Powell and Emeric Pressburger, introduced by Bryan Hawkins
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## DAY 1: 5<sup>TH</sup> JULY

9:00-9:30	Powell building hall	Registration and refreshments
9:30-9:45	Pg09	Welcome by Professor David Bradshaw, Head of School of Media, Art and Design at CCCU
9:45-10:45	Pg09	Keynote by Dr Einar Thorsen "Fact, Flak, and Freedom: media in a new age of surveillance"
10:45-12:15	Breakout sessions	
	Pf06	Pf05
	Youth and Education	The Imaginary
12:15-13:15	Powell building hall	Lunch
13:15-14:15	Pg09	Keynote by Prof Nico Carpentier "Culture as an integral part of the discursive-material knot"

14:15-15:15	Workshops	
	Pf05	Pf06
	Craft and Techniques Tips for all Writing Genres. Nicole Holt	Facilitating learning from critical incidents and disorienting dilemmas. Chris Blamires
15:15-15:30	Break	
15:30-17:00	Breakout sessions	
	Pf06	Pf05
	Online Communities	International Media Representations
17:00-18:00	Pg06	MeCCSA PGN Annual Meeting
18:30	Penny Theatre pub	Social Event

## DAY 2: 6<sup>TH</sup> JULY

9:00-9:30	Powell building	Registration and refreshments
9:30-10:30	Pg09	Keynote by Dr Kaitlynn Mendes “#MeToo and the Promise and Pitfalls of Challenging Rape Culture through Digital Feminist Activism”
10:30-12:00	Breakout sessions	
	Pf06	Pf05
	Communities and social justice	Communities, technology, and the arts
12:00-13:00	Powell building	Lunch
13:00-14:30	Pg09	Roundtable  “From MeCCSA PGN to an academic career”  With Dr. Kaitlynn Mendes, Dr. Einar Thorsen, Dr. Ruth Sanz Sabido, Tianyang Zhou
14:30-15:30	Workshops	
	Pf05	Pf06
	Social networking for the researcher. Aurora Patera	Applying for research funding. Kerstin Neubarth.
15:30-15:45	Break	
15:45-17:00	Breakout session	
	Pf05	
	Writing communities	



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## KEYNOTE SPEAKERS

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### **FACT, FLAK, AND FREEDOM: MEDIA IN A NEW AGE OF SURVEILLANCE AND UNCERTAINTY**

DR EINAR THORSEN, BOURNEMOUTH UNIVERSITY

We are witnessing unprecedented political turmoil across the world, with new waves of nationalism and protectionism; new ways of political communication and hyper personalisation; and new forms of attacks on established news media. The US, often heralded as the “leader of the free world”, faces severe challenges to freedom of speech and expression; the UK, known for its Parliamentary institutions that have provided the model for many a young democracy, is a divided nation post-Brexit; and India, the largest democracy in the world, is witnessing an alarming erosion of democratic values and minority rights in the face of rising Hindu nationalism. Authoritarian states like Saudi Arabia are liberalising their restrictive laws against women, whilst persecuting activists that fought for those very changes; and North Korea is using its newly gained status as a nuclear power to negotiate peace through denuclearisation.

Truth claims become a matter of spectacle in this world, rather than a matter of record anchored in verifiable evidence. This challenges not only our assumptions about the role of representation within politics (and democratic nations in particular), but also the role of media as a Fourth Estate that seeks to hold power to account. In this talk I will explore these contradictory power relations through three distinct and interrelated dynamics: fact, flak and freedom. It will seek to demonstrate how the cyclical paradox the interrelation of these concepts creates serves to reinforce existing power-relations, and why we urgently need to disrupt its operating logic.

## **CULTURE AS AN INTEGRAL PART OF THE DISCURSIVE-MATERIAL KNOT**

PROF NICO CARPENTIER, UPPSALA UNIVERSITY

Contemporary communication and media studies has developed a strong sensitivity for the importance of culture in processes of signification, mediation, representation, mediatization, ..., relying heavily on cultural studies' (and on the approaches on which cultural studies is built) anthropological definition of culture as the way(s) of life. Still, this is not uncontested domain, as the upsurges of the struggles between cultural media studies scholars and political economy of communication scholars demonstrate. This talk will look for ways to bypass these struggles and to enrich our field of media and communication studies by looking across the fence, to discourse studies and new materialism. The objective is to discuss a respectful and non-hierarchical integration of the frameworks of intelligibility of the world of meaning and the material world. The applicability and usefulness of his integration, labelled the discursive-material knot, will be illustrated by a theoretical re-reading of participatory and community media theory, and a (small) case study on a Cypriot community (web) radio station.

## **#METOO AND THE PROMISE AND PITFALLS OF CHALLENGING RAPE CULTURE THROUGH DIGITAL FEMINIST ACTIVISM**

DR KAITLYNN MENDES, UNIVERSITY OF LEICESTER

On 24th October 2017, the #MeToo hashtag began trending on Twitter. Initiated by actress Alyssa Milano in response to allegations of sexual assault by Hollywood producer Harvey Weinstein, Milano encouraged members of the public to use the hashtag to showcase the magnitude of the problem of sexual violence. Capturing both public and media attention, the hashtag was used 12 million times in the first 24 hours alone (CBS, 2017). Since 2014, alongside Professor Jessica Ringrose and Dr. Jessalynn Keller, I have been studying the ways feminists have increasingly turned to digital technologies and social media platforms to dialogue, network and organise against contemporary sexism, misogyny and rape culture (see Mendes et al., forthcoming).\*

What makes our study and findings unique is not only our attention to how these digital tools are being used, but our mapping of the experiences of those involved. In addition to analysing over 800 pieces of digital content, including blog posts, tweets, and selfies, we also conducted semi-structured interviews with 82 girls, women and some men around the world, including 'leaders' or 'organisers' of various feminist campaigns, and those who have contributed to them. This talk will provide an overview of key findings from our forthcoming book (Mendes et al., forthcoming) which highlights the promise, potential and pitfalls of doing digital feminist activism. Indeed, as we have found from our study, digital feminist activism is far more complex and nuanced than one might initially expect, and a variety of digital platforms are used in a multitude of ways, for many purposes. Furthermore, although it may be technologically easy for many groups to engage in digital feminist activism, there remain emotional, mental or practical barriers which create different experiences, and legitimate some feminist voices, perspectives and experiences over others.

**\* THIS WORK WAS SUPPORTED BY THE ARTS AND HUMANITIES RESEARCH COUNCIL (UK) [GRANT NUMBER AH/L009587/1] "DOCUMENTING DIGITAL FEMINIST ACTIVISM: MAPPING FEMINIST RESPONSES TO NEW MEDIA MISOGYNY AND RAPE CULTURE.**

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# WORKSHOPS

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## **FACILITATING LEARNING FROM CRITICAL INCIDENTS AND DISORIENTING DILEMMAS.**

CHRIS BLAMIRE, CANTERBURY CHRIST CHURCH UNIVERSITY

This session will explore what we mean by the term “critical incident” and how we as facilitators and coaches can support our learners to draw out the learning from the incident and develop their capability to respond to critical incidents in the future. A range of models will be shared for use by delegates in their professional practice.

## **CRAFT AND TECHNIQUES TIPS FOR ALL WRITING GENRES**

NICOLE HOLT, CANTERBURY CHRIST CHURCH UNIVERSITY

In this session, Nicole Holt will be providing you with essential writing tips, to help you with writing a good thesis and beyond. There will be lots of practical guidance and tips, this hands-on workshop helps you to improve your writing style, learn some new studying techniques and avoid common problems, such as writer’s block and repetition.

## **SOCIAL NETWORKING FOR THE RESEARCHER**

AURORA PATERA, CANTERBURY CHRIST CHURCH UNIVERSITY

This workshop will offer an overview of the main social media platforms available to researchers to promote their work and build their own network of contacts. It will also provide insight on which social media platform to choose depending on the content of they want to promote, and how to engage their audience in a significant way.

## **APPLYING FOR RESEARCH FUNDING**

**KERSTIN NEUBARTH, CANTERBURY CHRIST CHURCH UNIVERSITY**

The workshop will give an introduction to bidding for research funding. Of course research projects and funding schemes differ but there are some common (and common-sense) considerations. The session will look at principles and examples of what funders offer, how to promote your research project and what to keep in mind when preparing a funding application.

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# PANELS

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## YOUTH CULTURE AND EDUCATION

CHAIR: UMAR JAHUN

IGENERATION: TAUGHT BY MILLENNIALS, PARENTED BY GEN X, LED BY BOOMERS- GENERATIONAL TRUST AND TRUTH

DR CLAIRE E. HUGHES, CANTERBURY CHRIST CHURCH UNIVERSITY

THE EXPERIENCES OF INTERNATIONAL POSTGRADUATE STUDENTS OF READING TEXTS CRITICALLY FOR ACADEMIC PURPOSES.

ZINA LEHEF, CANTERBURY CHRIST CHURCH UNIVERSITY

THE EFFECTS OF SEXUALLY EXPLICIT MATERIAL ON CHILDREN AND YOUNG PEOPLE

KRISTINA MASSEY, CANTERBURY CHRIST CHURCH UNIVERSITY

AN AUTO/BIOGRAPHICAL INVESTIGATION EXPLORING LIFE STORIES OF ADULTS WITH DYSLEXIA.

JULIE SPEERS, CANTERBURY CHRIST CHURCH UNIVERSITY

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## THE IMAGINARY

CHAIR: EMMA KAYLEE GRAVES

LIFE AS A PEASANT AIN'T VERY PLEASANT: MODERN VIEWS ON LATE-MEDIEVAL COMMUNITIES IN THE ADAPTATIONS OF KEN FOLLET'S THE PILLARS OF THE EARTH

NICHOLAS FURZE, CANTERBURY CHRIST CHURCH UNIVERSITY

IMAGINED COMMUNITIES IN SOCIAL MEDIA: OUTLANDER FACEBOOK  
FAN COMMUNITIES AND THE JOURNEY TO SCOTLAND

STEPHANIE GARRISON, UNIVERSITY OF ABERDEEN

COMMUNING WITH THE "MONSTROUS": VISUAL POLITICS OF RESIS-  
TANCE IN THEORY AND IN PRACTICE

JUDITH RIFESER, UNIVERSITY OF ROEHAMPTON

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## ONLINE COMMUNITIES

CHAIR: AURORA PATERA

PUPPETS AND PROTECTORS IN CHINA'S ONLINE FILM MARKET: HOW  
ONLINE COMMUNITIES ARE HELPING SHAPE THE DEVELOPMENT OF  
THE CHINESE FILM INDUSTRY.

LARA HERRING, EDGE HILL UNIVERSITY

SELF-OTHER DYNAMICS WITHIN GROUPS: MEETINGS IN THE SHERLOCK  
HOLMES FANDOM

JULIA KNAUS, UNIVERSITY OF NOTTINGHAM

EMBODIED ONLINE ACTIVISM: BREASTFEEDING ON FACEBOOK

LULA MECINSKA, LANCASTER UNIVERSITY

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# INTERNATIONAL MEDIA REPRESENTATIONS

CHAIR: NICHOLAS FURZE

SPACES OF SOCIAL REPRESENTATION IN THE NEW URBAN LANDSCAPE:  
THE CASE OF KYPSELI MUNICIPAL MARKET, ATHENS, GREECE

ALEXANDROS DANIILIDIS, UNIVERSITY OF SUSSEX

CHARLIE HEBDO ATTACK AND THE REPRESENTATION OF MUSLIM IMMIGRANTS IN THE BRITISH AND DANISH PRESS

MICHELLE LAWRIE, ROBERT GORDON UNIVERSITY

NEWS FRAMING OF THE UKRAINE CRISIS IN THE RUSSIAN AND BRITISH MEDIA: COMPARING THE MOSCOW TIMES AND THE GUARDIAN

ZIXIU LIU, UNIVERSITY OF LIVERPOOL

'THEY AREN'T CIVILISED': ENCOUNTERING THE DOMINANT DISCOURSE OF COLONIALISM THROUGH ORAL LITERATURE

NOUR ELHOUDA SOULEH, CANTERBURY CHRIST CHURCH UNIVERSITY

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# COMMUNITIES AND SOCIAL JUSTICE

CHAIR: NICHOLAS FURZE

EVERYDAY MASCULINITIES IN AUSTERE TIMES: YOUTH CULTURE, TRANSITIONS AND ASPIRATION

ISAAC HOFF, CAMEO, UNIVERSITY OF LEICESTER

ACCESS AND BEYOND: AN INTERSECTIONAL APPROACH TO WOMEN'S EVERYDAY EXPERIENCES WITH ICTS

FATMA KHAN, LONDON SCHOOL OF ECONOMICS



## SPORT OR POLITICS? CRITICAL DISCOURSE ANALYSIS OF EUROPEAN MEDIA COVERAGE OF SOCHI OLYMPIC GAMES 2014

SVITLANA TUBALTSEVA, UNIVERSITY OF ROEHAMPTON

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## COMMUNITIES, TECHNOLOGY, AND THE ARTS

CHAIR: AURORA PATERA

### THE STRUCTURE OF REPRAP AND ARDUINO COMMUNITIES

YILMAZ ALISKAN, UNIVERSITY OF SUSSEX

### THE ROLE FOR COMMUNITY ARTS FESTIVALS FOR GENERATING COMMUNITY WELLBEING

TRISTI BROWNETT, CANTERBURY CHRIST CHURCH UNIVERSITY

### POSITIVE VERSUS NEGATIVE NEWS REPRESENTATIONS OF VIRTUAL REALITY

EMMA KAYLEE GRAVES, CANTERBURY CHRIST CHURCH UNIVERSITY

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## WRITING COMMUNITIES

CHAIR: EMMA KAYLEE GRAVES

### THE LEXICAL FORMATION PROCESSES EMPLOYED BY WRITERS WHEN CREATING AUTHORIAL PSEUDONYMS IN ONLINE FANFICTION COMMUNITIES.

LISA DONLAN, UNIVERSITY OF MANCHESTER

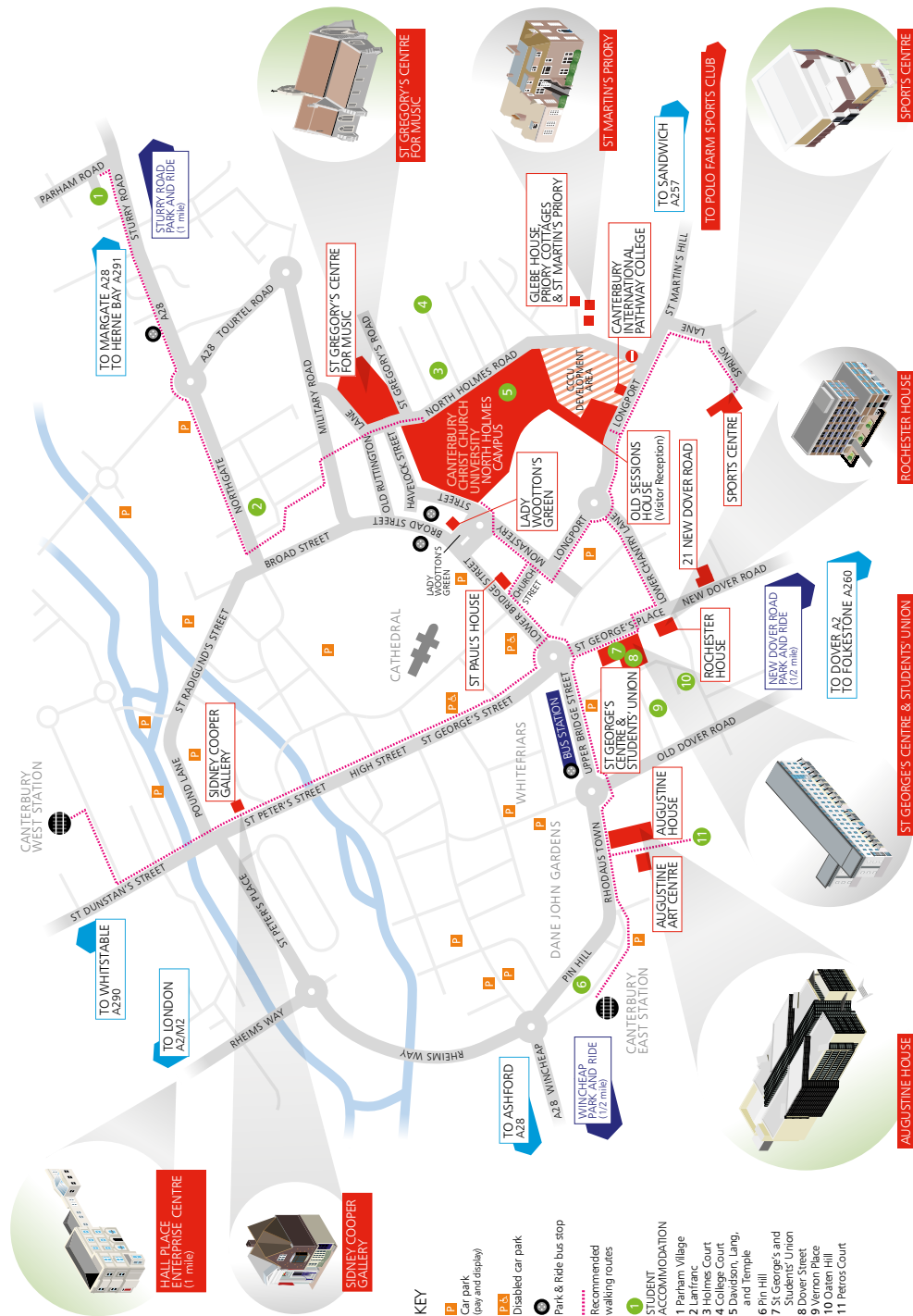
### POLICING PARATEXTUALITY: TRANSMEDIA IMBRICATION VS. TRANSMEDIA DIALECTICS

RYAN TAYLOR, UNIVERSITY OF PORTSMOUTH

# 'MY WRITING DAY': HOW THE GUARDIAN PRESENTS A COMMUNITY OF WRITERS

CHRISTINA WILLIAMS, CAMEO, UNIVERSITY OF LEICESTER

# Locations of Canterbury Christ Church University buildings around Canterbury



## FINDING THE ROOM LOCATION

### ROOMS ARE USUALLY NUMBERED AS FOLLOWS:

- First letter/s (upper case) = building name
- Second letter (lower case) = floor
- Number = room number

### FOR EXAMPLE:

- Lg26 = Laud building, ground floor, room 26
- N03 = Newton building, first floor, room 03
- For buildings with more than 3 floors, numerals are used to denote the floor.

### FOR EXAMPLE:

- F403 is Fisher building, 4th floor, room 03

A	Anselm	L	Laud
CH	Coleridge-House	M	Moore
E	Erasmus	MD	Maxwell Davis
F	Fisher	N	Newton
FL	Fleming	O	Old Sessions House (TOSH)
FY	Fynden	P	Powell
GH	Governors House	R	Ramsay
H	Hepworth	S	Somerville
I	Invicta	TH	Thorne
J	Johnson	WB	White Building

### BUILDINGS OUTSIDE THE NORTH HOLMES CAMPUS

AAC	Augustine Arts Centre
AH	Augustine House
HP	Hall Place
INDR	New Dover Road
PR	Priority
RH	Rochester House
SC	Christ Church Sports Centre
SCC	Sidney Cooper Centre
SL	St Paul's House
W	Lady Wootton's Green



For information on accessible routes please see <http://www.canterbury.ac.uk/equality-and-diversity/disability>







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