

MEDIA BUSINESS LANDSCAPES

**International Conference
March 19-20, 2015**

Lisbon, Catholic University of Portugal
<http://mbconference2015.wix.com/mbconference2015>

FCT Research Project South Atlantic Media Groups. Singularities of Lusophone Modernity.
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Keynote Speakers:

JAMES CURRAN

(Goldsmiths, University of London)

ISABEL FERIN CUNHA

(University of Coimbra)

AFONSO DE ALBUQUERQUE

(Federal Fluminense University, Brazil)



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Centro de Estudos
de Comunicação e Cultura



Fundação para a Ciência e a Tecnologia
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Programme

Thursday, 19th March

9.45 – 10.15	Registration	
10.15 – 10.30	Opening Session – Room Exposições	
10.30 – 11.30	PLENARY SESSION I (Room Exposições) James Curran (Goldsmiths, University of London, UK): <i>Reassessing Media Political Economy</i>	
11.30 – 11.45	Coffee Break	
11.45 – 13.00	JOURNALISM: SOCIAL AND POLITICAL REPRESENTATIONS (Room Exposições) Emma Lupano (University of Milan, Italy): <i>New journalists, new opinions? Chinese freelancers and the genre of news commentary</i> Simon Roberts (University of Chester, UK): <i>What role might online journalism have in the portrayal of minority linguistic and ethnic groups in post-conflict regions of the former Soviet Union?</i>	
13.00 – 14.30	Lunch	
14.30 – 16.00	PAPERS SESSION I – NEWSPAPERS AND TELEVISION BUSINESS IN THE DIGITAL ENVIRONMENT (Room Exposições) Iris Rittenhofer (Aarhus University, Denmark) & Andrea Esser (Roehampton University, UK): <i>Travelling TV-drama series: Exporting 'national productions'?</i> Denise Lopes (University of Rio de Janeiro, Brazil) & Ibrahim Seaga Shaw (Northumbria University in Newcastle, UK): <i>National versus international content: comparative reflections on the TV market in Brazil and United Kingdom</i> Bahar Dincakman (Afyon Kocatepe University, Turkey): <i>Semiotic Analysis of E-Newspapers Interface Views within the Scope of Advertisements</i>	PAPERS SESSION II – NEW PRODUCTION AND CONSUMPTION PRACTICES (Room Timor) Carlos Canelas (Instituto Politécnico da Guarda); Jorge Ferraz de Abreu (Universidade de Aveiro); Jacinto Godinho (Universidade Nova de Lisboa): <i>The video editing: a new practice and routine of Portuguese television journalists</i> Patrícia Dias (Catholic University of Portugal) & Inês Teixeira Botelho (Lusófona University, Portugal): <i>TV and Advertising Need a Change: Multi-screening emergent practices</i> Paula Cordeiro (ISCSP – University of Lisbon); António Mendes (ISCSP – University of Lisbon) & Carla Rocha (ISCSP – University of Lisbon): <i>Brands, communities and attention economy: from voyeurism towards the audience</i>
16.00 – 16.15	Coffee Break	
16.15 – 17.30	ROUND TABLE - CONVERGENCE AND (DE)REGULATION: NEXT STEPS? (Room Exposições) Pedro Lomba (Secretary of State Assistant to the Minister in the Cabinet of the Prime Minister and for Regional Development) João Confraria (Member of the Board of ANACOM Directors) Alberto Aarons de Carvalho (Vice-President of the Regulatory Council of ERC) Luís Nazaré (Executive Director of Private Media Platform)	



Friday, 20th March

10.00 – 11.15	SOUTH ATLANTIC MEDIA GROUPS PROJECT – PROJECT CONCLUSIONS (Room Exposições)
11.15 – 11.30	Coffee Break
11.30 – 13.15	PAPERS SESSION III – GLOBALISATION AND CONVERGENCE (Room Exposições) Thomas Guignard (University of Paris - PRES Sorbonne Paris Cité, France): <i>Digital intermediaries and content industries: the “global” developing influence of distribution platforms</i> Iris Rittenhofer (Aarhus University, UK): <i>Convergence and culture divergence? The uneven globalization of international TV business</i> Aske Kammer (University of Southern Denmark): <i>Radical Convergence and its Challenges to Media Regulation</i> Carla Ganito & Cátia Ferreira (Catholic University of Portugal): <i>Connected Readership in the Lusophone Digital Reading Landscape: How mobile devices are transforming reading habits in Portugal and Brazil</i>
13.15 – 14.15	Lunch
14.15 – 15.15	ROUND TABLE – PERSPECTIVES FROM THE INDUSTRY: (NEW) CHALLENGES IN THE MEDIA SECTOR (Room Exposições) José Lopes de Araújo (Director of Legal and Institutional Affairs, RTP) Bárbara Reis (Director of daily newspaper ‘Público’) David Dinis (Director of online newspaper ‘Observador’)
15.15 – 15.30	Coffee Break
15.30 – 17.00	PLENARY SESSION II (Room Exposições) Isabel Ferin Cunha (University of Coimbra, Portugal): <i>The Lusophone Media System exists: Colonialism, Post-colonialism and Globalization</i> Afonso de Albuquerque (Federal Fluminense University, Brazil) - <i>The Brazilian Media System in the Context of Latin America</i>