

Conference Reception: Wednesday September 14, 4:30pm

Location: Faculty of Design and Creative Technologies, 300 Queen Street Floor 11, AUT.

Session – Themes, Speakers, Times

Day One: Thursday September 15

Enrolment 8:15–9:00 AM

PLENARY 09:00–11:00 AM

WA220

- Welcome: TBA
- Overview: Associate Professor Martin Hirst – Co-director JMAD, School of Communication Arts, Deakin University, Melbourne, Australia
- Keynote Introduction: Associate Professor Wayne Hope – Co-director JMAD, School of Communication Studies, Auckland University of Technology
- Keynote: Professor Graham Murdock, University of Loughborough, University of Auckland

Ghost Hunting: Political Economy and the Common Good

- Discussant: Joe Atkinson, Political Studies Department, University of Auckland

Discussion

MORNING TEA 11:00–11:30 AM

PARALLEL MORNING SESSIONS 11:30 AM–1:00 PM

CAPITALISM, COMMUNICATION, IDEOLOGY: SOCIAL TOTALITIES

Oliver Jutel: *The Food Crisis: Neo-liberal discourse and the political economy of global media*

David Neilson: *Towards a Post Neo-liberal Model of Development Discourse and Strategy*

Chris Harris: *The Fire this Time? Protest Movements and the Political Logic of Large Technical Systems*

Stephen Turner and Sean Sturm: *Econometrics, Technical Capitalism and the 'Knowledge Economy'*

General discussion will occur after the speakers

COMMUNICATION POLICY, REGULATION

Brice Nixon: *Democracy Against Capitalism: Political economy, history and reform in US communication policy*

Peter Thompson: *Between Scylla and Charybdis? The political economies of public broadcasting policy in New Zealand*

Blayne Haggart: *North American Copyright Governance and the Potential for Variation*

General discussion will occur after the speakers

LUNCH 1:00–2:00 PM

PARALLEL AFTERNOON SESSIONS 2:00—3:30 PM

**CAPITALISM, COMMUNICATION
IDEOLOGY: SELLING, BRANDING,
PROMOTION**

Rosser Johnson: *Government Endorsed Public Information Advertising in New Zealand: A political economy perspective*

Sandra Smith and Margo Buchanan-Oliver: *A Narrative View of the Employee: Brand relationship and the issue of immaterial labour*

Melissa Gould: *Religion Sells: Religious imagery and commercial imperatives*

Petra Theunissen: *'Let's Have a Dialogue': The potential risks of dialogue for corporations*

General discussion will occur after the speakers

**POLITICAL ECONOMY OF NEW
MEDIA**

Pip Mules: *R U Litteret? The democratization of written communication*

Christopher Theunissen: *New Media and the Individual Voice: Amplification or attention?*

Ross Hebden, Ian Goodwin, Antonia Lyons, Tim McCreanor: *User Experiences of Facebook and Online Alcohol Marketing: Social life as commercialised consumption*

General discussion will occur after the speakers

AFTERNOON TEA 3:30—4:00 PM

PARALLEL AFTERNOON SESSIONS 4:00—5:30 PM

**CAPITALISM, COMMUNICATION
IDEOLOGY: IMAGINARIES,
EXPERIENCES, REPRESENTATIONS**

Nick Perry: *Urban Iconography Made Material: The 'Wellywood sign' episode in comparative perspective*

Adrian Athique: *The Indian Leisure Economy: Critical implications of the corporate agenda*

Katie Raso: *Running Out of Time at Hyperspeed: Neo-liberalism ICTs and perceived time poverty*

General discussion will occur after the speakers

**POLITICAL ECONOMY OF NEW
MEDIA**

Paula Ray: *Social Media in Activism: A means to an end*

Brett Caraway: *Theory of the Commons*

Brief questions to speakers

**CAPITALISM, COMMUNICATION,
IDEOLOGY: DEPICTING CLIMATE
CHANGE**

Ruth Irwin, Rahul Chopra: *Media, Democracy and the New Zealand Emissions Trading Scheme*

Bob Neubauer: *Climate Skepticism, Think Tanks and Neo-Liberal Hegemony*

CONFERENCE TAPAS/DINNER 7:00 PM

Vivace Restaurant and Bar (Level 1, 50 High Street)

Session – Themes, Speakers, Times

Day Two: Friday September 16

PLENARY 09:30–11:00 AM		WA220
<ul style="list-style-type: none">• Keynote Introduction: Associate Professor Wayne Hope – Co-director JMAD, School of Communication Studies, Auckland University of Technology• Keynote: Associate Professor Dwayne Winseck, University of Carleton, Ottawa, Canada <i>A Contribution to the Critique of the Political Economies of Network Media</i>• Discussant: Peter Thompson, Victoria University, Wellington, New Zealand		
Discussion		
MORNING TEA 11:00–11:30 AM		
PARALLEL MORNING SESSIONS 11:30 AM–1:00 PM		
MEDIA OWNERSHIP	POLITICAL ECONOMY OF MEDIA TEXTS	
Hendrarto Darudoyo: <i>Press Deregulation, Conglomerate Concentration and Editorial Dependence: Political economy of media ownership in contemporary Indonesia</i>	Joe Atkinson: <i>The Debate Over Fake News: A critical review</i>	
Merja Myllyhati: <i>Media Ownership in New Zealand: 2011 interim report</i>	Amy Piao: <i>Financial Media, Globalisation, and China's Economic Integration</i>	
Gavin Ellis: <i>Recalibrating News Media Ownership</i>	Anis Rahman: <i>Commercialisation of Broadcast News in Bangladesh and the Impact on Journalism</i>	
Geoff Lealand: <i>Aussie Rules? Film Distribution and Exhibition Networks in New Zealand</i>	Sarah Taylor: <i>Investigating the Impact of HBO's Neo-liberal Values on the Conceptualisation of 'Race': The use of 'neo humanism' in The Wire</i>	
General discussion will occur after the speakers	General discussion will occur after the speakers	
LUNCH 1:00–2:00 PM		

PARALLEL AFTERNOON SESSIONS 2:00—3:30 PM

**POLITICAL ECONOMY OF
ALTERNATIVE AND OPPOSITIONAL
MEDIA**

Tanya Wasacase: *The Ideology of
Capitalism and First Nations' Control over
Broadband Infrastructure in Canada*

Geraldine Peters: *The 'Collective Base' in
the Documentary Work of Vanguard Films*

Sue Abel: *Maori Television: Cultural
revitaliser and/or nation builder*

**POLITICAL ECONOMY OF MEDIA
TEXTS**

Linda-Jean Kenix: *A Converging Image?
Capitalism and the Visual Identity of
Alternative and Mainstream News Sites*

Jane Johnston and Susan Forde: *Tracking
the News Cycle: From press release to
agency copy and into the news*

Katalin Lustyik and Ruth Zanker: *A
Comparative Study of Local, Dedicated
Children's Channels in Three Small Nations*

AFTERNOON TEA 3:30—4:00 PM

PLENARY 4:00—5:30

- Keynote Introduction: Associate Professor Wayne Hope – Co-director JMAD, School of Communication Studies, Auckland University of Technology
- Keynote: Professor Janet Wasko, University of Oregon, Eugene
Studying Global Hollywood
- Discussant: Geoff Lealand, Screen and Media Studies, University of Waikato

Discussion

CLOSING FUNCTION 6:00 PM

Brooklyn Bar (332 Queen Street)