

Table of Contents

INTRODUCTION

- 9 Introduction: Researching Present Scenarios of Media Production and Engagement
Simone Tosoni, Maria Francesca Murru, Laura Peja and Nico Carpentier

PART I

Section 1. Scenarios of Convergence and Transmedia Communication

- 25 Branding *Game of Thrones* Across Media: HBO's Visual Creation of a Brand Identity
Julie Escurignan
- 39 Vidding and its Media Territories: A Practice-centred Approach to User-generated Content Production
Simone Tosoni and Mariana Ciancia
- 55 The Class: Living and Learning in the Digital Age
Sonia Livingstone
- 67 Videogames as a Political Medium: The Case of *Mass Effect* and the Gendered Gaming Scene of Dissensus
Leandro Augusto Borges Lima

Section 2. Strategies and Transformations of Media and Cultural Industries

- 85 The Spanish Contribution to the Study of Cultural Industries. The First Steps
Montse Bonet
- 95 New Scenarios in News Distribution: The Impact of News Aggregators Like Google News in The Media Outlets on the Web
Tania Lucía Cobos

107 “We Need to Keep Moving”: Strategies of News Media to Attract Young Audiences in Germany
Leif Kramp

123 Bourdieu in Greenland: Elaborating the Field Dependencies of Post-colonial Journalism
Naimah Hussain

Section 3. Politics of representation in contemporary media discourses

139 Humanizing Violent Extremism: Journalistic Reflections on In-depth Personalized Narratives of Western jihadists
Anna Grøndahl Larsen

151 “Exotic Brotherhoods” in Serbian Media Discourses: The Caucasus
Justyna Pierzynska

163 Truce and Consequence. Indexing Theory and COP15 in the Danish Press.
Michael Bruun Andersen

173 Farewell to a Utopia. Technology Discourse in the German NSA Debate
Johanna Möller

185 Perceptions of Acceptance and Inclusion: the Influence of Legislation and Media on LGBT Student Identity and Embeddedness
Scott Ellis

Section 4. Researching Media and Communication

201 Notes about Common Sense and Academic Knowledge
Bertrand Cabedoche

207 Translating an Academic Text into Sound Art. An Experiment with a Communication Studies’ Text on Participation
Yiannis Christidis and Nico Carpentier

225 Statistical Tales: Bringing in Reflexivity to Make Sense of Quantitative Data
Yuliya Lakew

239 Time in Neoliberal Academia – How to Make the Most of It
Pille Pruulmann-Vengerfeldt

PART II

Abstracts

251 The Transformation of the Spanish Television Industry: Technologic Transition, Digital Regulation and New Audiovisual Markets (2010-2016)
Marta Albújar Villarrubia

252 Vernacular Immigration Debate: How Citizens in the Scandinavian Countries Discussed the 2015 Refugee Crisis Online
Ida Vikøren Andersen

253 The Quest for Identity: The Online Presence of Autism in Brazilian Social Media
Débora Antunes

254 The Dark Side of Media. Persistent Negative Experiences with Mass Media and Possible Explanations from Research on Identity.
Miriam Bartsch

255 Gaming Politics: Gender and Sexuality on Earth and Beyond
Leando Augusto Borges Lima

256 Multimodal Representations of the Roma in Romanian Media
Petre Breazu

257 The Renewal of Portraits in Magazines: A Widely Used Practice in a Context of Standardization
Philippine Clot

258 The Chinese Museum in a Digital Era: Cultural Policy and Communication Research
Qiong Dang

259 Reputation Constitution of the Catholic Church in Austria
Mihael Djukic

260 Female Blogging and the Fight Against Gender Inequality in Nigeria – A Netnographic Approach
Diretman Dusu Bot

261 Social Media and New Collectivism in Recreational Sports Cultures
Veera Ehrlén

- 262** TV Fandom is Coming: Transnational Fans and Transmedia Experience of Game of Thrones
Julie Escurignan
- 263** Communication Power and Socio-economic Frameworks: An Analysis of Western Economics Reportage in the Post-Bretton Woods Era
Shant Fabricatorian
- 264** Danish Media Policy in the Digital Age – Institutionalization and Regulation in a Changing Media System
Sofie Flensburg
- 265** Identity Management Through Social Networking Sites: The Case of Environmental Activists in China
Serena Fossati
- 266** Augmented Reality in the Fields of Advertising, Marketing and Commerce in the Postmodern Era: Comparative Research and Classification of Projects, Developments and Key Players in Spain and United Kingdom
Gemma Gómez Bernal
- 267** Getting Creative with BBC Arts: Public Service Broadcasting in the New Media Landscape
Amy Genders
- 268** Bridging Cultural Differences in Strategic Alliance Negotiations between Chinese and Belgian Potential Business Partners: An Intercultural Communication Perspective
Sarah Gillaerts
- 270** Reporting Violent Extremism in the Digital Age
Anna Grøndahl Larsen
- 271** The Construction of Religious Authority in the German Catholic Charismatic Renewal Movement
Hannah Grüenthal
- 272** Domestic Violence in the Hungarian Media 2002-2013: The Mediation of Suffering and the Role of the Media as a Moral Agent for Social Change
Gyorgyi Horvath
- 273** Moving to the West: Media, Cultural Transnationalism and Identity – Cultural Dynamics of Korean Women in Diaspora
Hu Xiaomin

- 274** Journalism Practice in Small Communities – A Study of National Greenlandic News Media
Naimah Hussain
- 275** Transnationalisation of Television: Structures, Management and Practices within TV Production Networks
Jolien van Keulen
- 276** An Investigation of Emerging Mediascapes and Materialities
Demetra Kolakis
- 277** The Clustering of Media in Localities: Strengthening Media Clusters in Brussels and Beyond
Marlen Komorowski
- 278** The Role of Media and Interpersonal Communication in Youth's Environmental Behavior
Yuliya Lakew
- 279** Media and Tibetan Nationalism in China
Dianjing Li
- 280** TV in Convergent Media Environments
Diana Livadic
- 281** Collaborative Online International Learning (COIL): The Effects of Technology (Technostress) on Intercultural Communication Apprehension and Ethnocentrism in a Computer Supported Collaborative Learning Environment
Amy McHugh
- 283** Transnational Nordic Film Culture and Minority Politics
Kate Moffat
- 284** Public Responsible or Click Generating? A Phenomenological Sociological Study of Experienced Tensions Among Contemporary Local Journalists
Karianne Sjørgård Olsen
- 285** Professionalism and Power: The Struggle Over Journalism Inside the Newsroom. Ethnography in Two Finnish Regional Newspapers
Pauliina Penttilä
- 286** Understanding the Caucasus: Geopolitical Knowledge(s) in Central and Eastern European Media
Justyna Pierzynska

- 287** Practice-based Approach to Structural Change. The Case of a State Organisation.
Age Rosenberg
- 288** The Significance of Magnum Photos Agency for Central European Photography
Marija Skočir
- 289** Digital Revolution and the Information Society: ICT Regulatory Policy in Vietnam Under the Influence of the Association of Southeast Asian Nations (ASEAN)
Ngo Thi Thanh Loan
- 290** Emotions on the Front page. Effectiveness of Visual Communication in the Digital Era.
Martina Topinková
- 291** Online Television: Netflix and Global Original Production. A Compared Analysis of Strategies Adopted by Netflix in Television Production across UK and Italy
Novella Troianiello
- 292** An Analytical Study of Social Media Usage Pattern by International Political Leaders
Maryam Vaziri
- 293** Community Media as Sites of Agonistic Constructions of Victimhood, and their Contribution to Conflict Transformation
Christiana Voniati
- 294** Role Negotiation in the Everyday Life of Journalists in Post-socialist China. An Ethnographic Study in XX Press Group.
Wang Dan
- 295** Chinese Television between Propaganda and Entertainment, 1992-2017
Yingzi Wang