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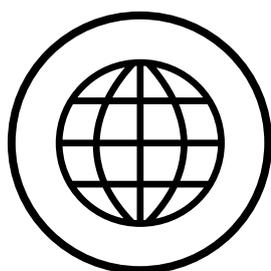
“Responding to a Disrupted World: New Narratives and Mediated Realities”

October 7-9, 2021

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Book of Proceedings

Blanquerna-Emerson 7th Global Summit 2021

October, 7th-9th, 2021

Responding to a Disrupted World: New Narratives and Mediated Realities

Edited by Enric Ordeix, Judit Agràs

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and Mediated Realities**
Blanquerna-Emerson 7th Global Summit 2021
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Responding to a Disrupted World
New Narratives and Mediated Realities

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Keynotes



Keynote 1

**Team Harmony: Global Civic Engagement on
Eradicating Hate: Team Harmony: Team Harmony
Project**

Rick Rendon

Co-Founder & Senior Partner at The Rendon Group, Inc.

Keynote 2

**Trends and Challenges in Social Media and Global
Public Relations**

Javier Curtichs

CEO Tinkle

Keynote 3

**Does Social Media Hinder You From Being Bold and
Blessed**

Trinitee Stokes

Emerson College

Panel Discussions



Thursday, October 7th | Panel 1

Issues in Gender Equity

The woman of the past through the eyes of the TV

Daniela Ortega

Universitat Pompeu Fabra - UPF

This work observes the representation of women in Spanish television fiction representing the past produced in the last decade (2011-2020). These fictions are 76, and around 50% have female protagonists as central characters or highlighted in the synopsis. Thinking about television fiction as a means to build collective memory (HALBWACHS, 2017; LE GOFF, 1990), the way in which women are represented contributed to the formation of an image of the past about the rights and possibilities of women. We assume a conceptualization of memory associated with the phenomena of remembering and forgetting the past, as a narrative instrument that sustains and guides the nation, following Halbswachs (1925,1941), Bloch (1982) and Ricoeur (2006). Considering that memory is fragmented, Halbswachs understands that collective memory functions as support for the individual, since memories are associated with moments, places ... Thus, memory, in the task of reconstructing the past, is lean on social frameworks to fill in the gaps. The article seeks to verify the construction of this image in two moments: 1) First Republic, when women conquer certain rights, such as voting and divorce; and 2) the later period, Franco regime, the most recent period of female repression. There are 21 productions set in these times. For an objective verification, the evaluation takes into account specific aspects: female occupation, relationship of parity/submission between the sexes, sexual liberation, women as subjects of social/political action. This shows that women are built in a defiant way and with few traces of submission, closer to contemporaneity than to the past.

Women in Lebanese Advertisements

Lubna Maaliki

Blanquerna School of Communication and International Relations - URL

Studies about women in advertising are abundant, however, studies from Arabic speaking countries remain insufficient. In general, some of the existing studies are of a comparison nature (Shahin, Kalliny, & Shahin, 2019; Siu & Au, 1997; Chakiry, 2014; Furnham, Babitzkow, & Uguccione, 2000; Kalliny, Dagher, Minor, & De Los Santos, 2008; Nelson & Paek, 2008). While other studies focus on the marketing and advertising field (Siu & Au, 1997; Saad et. al., 2015). In Lebanon, research about advertisement is limited (Farah & El Samad, 2014; Saad, Ibrahim, Naja, & Hakim, 2015; Melki et. al, 2014). More so, none of these studies look into the mental, physical, and societal impact of women representation in advertisement. Most of the existing studies confirm that women are stereotyped but do not delve into its repercussions. Inspired by Jean Kilbourne's lecture and documentary *Killing Us Softly* (1979-2010) and Jennifer Siebel Newsom's *Miss Representation* (2011), *Women in Lebanese Advertisements: Representations, Perceptions, Responses* will explore the depiction of women in Lebanese advertisement in the past decade (2010-2020) and how such depiction might be a gateway for an increase in eating disorders, harmful plastic operations, self and societal objectification, and low self-esteem among women. Since the study is still in its first stages, my presentation will provide an overview of the advertising scene in Lebanon and provide a few examples of televised ads. The presentation will also give an outline of the methodology, theoretical framework, the gaps the study will cover, and future suggestions.

Gender equality: a shareholders or stakeholders management tool?

Giorgia Miotto, Francisco Díez Martín, Camilo Prado Román
Blanquerna School of Communication and International Relations - URL, Universidad Rey Juan Carlos

Gender equality is a very important topic in the organizations' strategic management. Private and public institutions are claimed to work toward the UN 2030 Sustainable Agenda, and a specific goal is dedicated to improve gender equity, diversity and inclusion. A new legal framework, the stakeholders' pressure, financial performance improvement and new business ethics standards drive companies to develop and implement gender equality policies. This research analyzes if gender equality policies are aimed to improve the organizational or to increase financial performance. We took into consideration the companies included in the Eurostock during the 2019 and the information extracted from the Datastream database. The academic implications of this research sites in the fields of ethics, gender equality and business management. We identified the indicators that are more useful to pursue short-term financial results and which ones are aimed to improve the long-term legitimation. Thanks to this study managers may adjust their priorities and resources allocation in terms of gender equality strategies and policies taking into account their objectives.

Gender and Equity in Southeast Asia

Mehrod Sajjad

University of Kentucky

Women all around the world are fighting for equal rights every single day. Although gender inequality is a global issue but it is more pronounced in patriarchal societies like those in Southeast Asia. In countries like Pakistan and India, citizens have taken upon themselves to create opportunities for women in all aspects of life, be it work, home or just society in general. Social media, especially Facebook, has been a tremendous help in furthering the fight for women`s right, especially in Pakistan. Online groups like Soul Sisters and Ask the Village provide a safe space for women to come together and provide support in the form of advice and other tangible resources that has brought about a positive and welcome change in this part of the world.

Without women's voices, it is not journalism

Lidia Cordero Triay

Blanquerna School of Communication and International Relations - URL

The lack of presence of women in news, and the lack of gender perspective in news, and its consequences, is a widely discussed, studied and proven issue (from Tuchmann, Gaye 1978 and Gallagher, Margaret 1995 to GMMP 2020). In this paper, we focus on the representation, portrayal and function of women in COVID-19/Coronavirus related news. Our research reviews reports, articles and other publications produced for researchers and organizations around the world. Since this research is part of a bigger one, and because the Coronavirus crisis is not finished, we consider this paper as a work in progress. Even though the absence of gender perspective and women's voices in the news has been reported as an important problem with extremely serious consequences, the research shows that even now, facing a historical and global crisis, the media do not modify their practices or their incomplete and imperfect approach to the news. The purpose of this paper is to contribute to achieving better journalism. Our starting point is the deep-seated conviction that without the voices and the presence of 52% of mankind, the media are not doing properly their job. If the accuracy of news is a measure of its quality, applying a gender perspective will improve the quality of information produced and published by the media. The originality of this project lies in the opportunity to study a long-standing issue in an exceptional situation of global crisis, reviewing the role of communication in times of disruption.

Heartbeat or Handmaid's Tale? A Recontextualization of Texas' Six-Week Abortion Ban

Brianna Young

Emerson College

A woman can get pregnant once in a nine month period, yet a man can impregnate one woman every day for those same nine months resulting in approximately 270 pregnancies. A recent Texas six-week abortion ban went into effect on September 1st, 2021 and will have detrimental legal, financial, and logistical consequences on the citizens of Texas who can get pregnant. The purpose of this research is to examine the specific impacts of this “heartbeat bill”, legislation that may have an immense effect on those who seek an abortion. SB 8 limits abortions to just 42 days from conception, a period of time that is often so early in a person’s pregnancy that they may not even realize they are pregnant. Through content analysis of digital and print publications coverage of SB 8, this research will determine whether the heartbeat law has a direct impact on these vulnerable communities. This abortion law could effectively cease the majority of, if not all, abortion care throughout the state of Texas, by expanding the scope of people who, regardless of their relation to an abortion patient, can sue those who provide abortions or even assist in getting patients transportation to the procedure. This law, and its ensuing controversy, joins the larger scope of political polarization of a debate about women’s right to choose, one that has been going on since 1973 sparked by the Supreme Court decision on *Roe v. Wade*.

Thursday, October 7th | Panel 2

Legitimacy in Disruptive Era

How Covid has changed consumer behavior in supermarket: The effect of legitimacy

Alicia Blanco-González, Francisco Díez-Martín, Giorgia Miotto

Universidad Rey Juan Carlos, Blanquerna School of Communication and International Relations - URL

When Covid forced us to confine ourselves and changed our way of working and relating, going out to the street to shop at the supermarket was one of the few contacts with other people. In these purchases, consumers looked at each other with a pinch of fear but also with joy at seeing other people. Traditional marketing theory states that when a consumer decides which supermarket to buy, he considers price, quality and proximity (and, in some cases, sustainability). However, now, will it be necessary to incorporate new variables such as sanitary security or hygiene? Will supermarkets that have demonstrated more legitimacy win more consumers? To answer these questions, we conducted a survey of 201 consumers in Barcelona in June 2021, and we applied structural equations. The results show that consumers are not very concerned about getting sick from Covid, but that health safety is a variable that determines the decision to go to a specific supermarket, along with the variables of price, quality and proximity. Therefore, we ask whether it is necessary to reformulate the marketing strategy of supermarkets so that they adapt to these changes and improve their legitimacy. Now, we have to analyze if this adaptation will be in the short, medium or long term.

Managing Legitimacy through the introduction of Social Responsibility policies within Employees during the Covid-19 pandemic

Cristina Del-Castillo-Feito, Alicia Blanco-González

Universidad Rey Juan Carlos, Universidad de Castilla-La Mancha

The COVID-19 pandemic has led to an uncertain environment from a health, social and economic perspective. Changes in society's demands and expectations regarding companies' behavior have appeared and will likely remain. Under this scenario, enterprises must continue investing in Social Responsibility if they want to receive stakeholders' support and be perceived as legitimate to operate. More precisely, organizations should direct their social efforts on improving their employees' management, since the success of the business is highly related with the performance and motivation of this stakeholder group. The main purpose of this research is to identify the influence that different social responsibility policies have on the legitimacy level of companies. To achieve it, a survey was distributed and data from internal and external CSR experts was gathered. Next, to treat the data and test the proposed relationships, PLS-SEM was applied. The results confirm the hypotheses, highlighting the positive impact that improving employees' social conditions have on organizational legitimacy perceptions. Corporate managers could apply these results to improve their social acceptance and employees' commitment levels. Considering these uncertain times, the involvement of internal stakeholders as well as the positive legitimacy assessments will determine organizational success and long-term survival.

Consumer's Resilience modulates Consumer's Behavior during Pandemic

Alberto Prado Román, Miguel Prado Román, Camilo Prado Román, Iria Paz Gil

Universidad Rey Juan Carlos

The COVID-19 pandemic equals a challenge for all market agents. The early consumption response of the consumers is related to their resilience as individuals. This response modulates the companies' strategies and outcomes as well. This research deeps into consumer's behavior during the pandemic. Results show that individual resilience modulates consumer's reaction to uncertainty, directly influencing their confidence, as well as indirectly influencing their loyalty. Thereby, influencing their perception of companies.

Purpose-driven communication in hybrid organizations with competing institutional logics

Joan Cuenca

Blanquerna School of Communication and International Relations - URL

This paper seeks to explore the mediating role of strategic communication in hybrid institutional forms, where competing institutional logics require strategic conciliation and pragmatic collaboration to survive and succeed in increasingly complex and competitive institutional environments. Complexity grows even more when a plurality of institutional logics co-exists and toil for legitimacy and supremacy within the organization, amongst organizations in the same institutional environment and across organizational fields. Strategic communication -

anchored in a clearly defined purpose- can play a mediating role to conciliate internally competing logics and harmonize the stakeholders' legitimate claims and interests with institutional goals. Methodology: as a multiple case study, the research design comprises a comparative analysis of three private universities with certain similarities (among best private HEIs at national level, less than 100 years since foundation, a certain degree of institutionalized communication management) and from three contrasting countries. Thematic analysis has been applied to qualitative data, collected through in-depth semi-structured and unstructured interviews with 50 representatives of the selected universities. Findings: the contribution of communication in reconciling competing logics appears to be closely dependant on the strategic significance granted to the organizational purpose as the touchstone for all managerial decisions and subsequently, on the degree of institutionalization of the communication function in organizations. The more purpose-driven is the organization in strategic decision-making, the better conciliation of intact and legitimate demands derived from institutional logics and expectations of stakeholders. This in turn is reflected in the purpose- driven and strategically generated contents, disseminated through purposefully selected channels for participative interaction with key stakeholders. Regular evaluation of communication performance under the light of purpose fulfilment and commitment with stakeholders also emerges as an important task of strategic communication in hybrid institutions. Research limitations/implications: data were collected during the last 4 years; thus, changes may have occurred in positions held by interviewees; adjustments have been implemented in communication and institutional strategies. Amongst organizations recognized as institutionally

complex by their very nature, hospitals, universities and social enterprises can be listed for their jurisdictional overlap by which structures and practices permanently face the challenge of competing logics (Greenwood, Raynard, Kodeih, Micelotta, & Lounsbury, 2011). In this paper, private universities have been chosen as the milieu for empirical evidence of hybrid institutional logics and specifically from a communicative perspective. Other alternative means to bridge rival logics could be the object of further research. Originality: the Institutional Logics Approach (ILA) has been applied to hybrid institutions in the Higher Education (HE) sector, highlighting the significance of purpose-driven communication to achieve strategic conciliation of competing logics and demands. The strategic management of purpose-driven communication in private universities is seen as a key element to pursue and gain legitimacy in the eyes of multiple stakeholders with demands emanating from institutional logics.

Nike Shoe Scandal

Nela Argenal

The University of Texas at San Antonio

On February 20, 2019 Duke University's basketball player Zion Williamson tore his Nike shoe in the middle of a game against North Carolina. This crisis hurt Nike's reputation for a time and made customers question the company's commitment to performance and technology of its products. Nike used the Press Agent/ Publicity Model, this model's goal is to influence the public to have a desirable reaction by only offering half-truths and persuasion tactics. In order to persuade, they briefly expressed their concern for the injured athlete in hopes to gain the audience's sympathy and show that they care for the person affected. Nike's PR main responsibility revolves around the maintenance of the brand's good reputation and dealing with mishaps when they occur. Essentially, bad PR can cost the company a great deal in respect to finances, market, customers, sales and more importantly the company's reputation. Some of the objectives the company kept as a priority were to increase the company's revenue amount despite the incident to persuade consumers that Nike products deliver the utmost quality and to maintain the relationship with the athletic teams that Nike sponsors. Today, Nike continues to invest in high quality products and is globally recognized. The company is constantly increasing its revenues and remains as one of the best in the market. The incident that occurred in 2019 did not decide the company's future.

"Global PR" versus "Glocal PR": Why intercultural differences do matter in the Public Relations practice

Rumen Dimitrov

Blanquerna School of Communication and International Relations - URL

Our observations and recommendations about the theory and practice of what is called “global PR” are based on the nearly 20-year experience of the GlobCom project, in which 14 universities around the world participate. We also refer to examples from the last case of the project in 2021, the students’ work for the Daily Mail Foundation. Our discussion is based on an epistemological presumption. We prefer the term “glocal PR” to “global PR” because communication plans and campaign should address both cultural similarities and differences between key (strategic) publics. Both similarities and differences secure the concrete, unique – that is intercultural – profile of those publics. Differences are not necessarily national and political ones. They may be cultural and between regions, which may be smaller or larger than national borders. In that regard, intercultural may be international or not. Globalisation only increases this differentiation. Discussing the experiences and issues, which student teams have tackled in drafting their communication plans, we make various suggestions about how to further “glocalise” their design and implementation. Such are: The use of inductive, not deductive model of objective and strategy building. Inclusion of the campaign priorities and limits in the client brief. Inclusion of regional variations of message and media strategies; an “one size fits all” global strategy does not exist. Differences in one place are similarities in another; for the goals of a campaign, a public, objective or strategy may be marginal in one region but central in another one.

Often, not only students but also professionals confuse strategies with tactics, because tactics are ready, “universal” tools that one can learn from the textbooks, but strategies are unique, particular for the situation, and one must always figure them anew. In that regard glocal PR is very strategic due to the concreteness of its intercultural modelling. The implementation of a global communication plan, where only similarities are abstracted – that is where culture is deleted – would then need a new plan, including new research, new budget and so on, to be implemented locally. That is why a more comprehensive glocal communication plan, which preserves the regional variations, would also be theoretically more rigorous and practically more cost-effective.

Thursday, October 7th | Panel 3

Credibility and Health Communication

Social Media Hesitancy Amongst Healthcare Workers: A Narrative Review

Lina Alhafez, Maria Lourdes Rubio Rico, Míriam Díez Bosch

Universitat Rovira i Virgili, Blanquerna School of Communication and International Relations - URL

The Covid pandemic has spotlighted the parallel infodemic and the growing influence of misinformation and disinformation on social media (SM). This has led many to call upon Healthcare Professionals (HCPs) to be more active on SM to confront the infodemic. This paper looks at the history of the medical community's attitude towards HCPs use of SM as a tool of professional communication with the public. A narrative review was performed to determine attitudes towards the subject. Six Databases were searched for editorials published in peer-reviewed journals between 2010 and 2021. A total of 161 articles were identified and screened, of which approximately a quarter was included in this review. Editorials written in the first half of the study period were mainly hesitant towards HCPs use of SM to publish health related information. A shift phase was observed in between, then editorials published in the last few years tend to have lower hesitancy towards this use of SM by HCPs. The medical community is gradually catching up to the rapid shifts in the functions of SM. More research is needed to understand the reasons behind the SM hesitancy many still have. That is the first step to address their needs/concerns and help HCPs develop engaging communication strategies to confront the infodemic safely and efficiently. Most research on this topic has focused on the needs of the public/audience, or the behaviour of non-HCP content creators. Little has been researched about HCPs' attitudes regarding the use of SM to share health-related information.

Blue Bell Creameries Efforts to Repair its Damaged Reputation After a Listeria Outbreak: Public Relations Lessons Learned

Tala Kseibi, Sienna Ramirez

The University of Texas at San Antonio

This study assesses the public relations efforts that Blue Bell Creameries pursued to manage an unprecedented crisis caused by a listeria outbreak. On March 13, 2015 the company faced serious allegations that three people from Kansas were killed and several others from different states were sickened after being infected by strain of listeria in one of its ice cream products. Tests conducted by the Central for Decease Control and Prevention (CDC) and the U.S. Food and Drug Administration (FDA) have proven that the strain can lead to serious illness or death in vulnerable populations such as pregnant women, newborns, those with compromised immune systems, and the elderly. Blue Bell pleaded guilty to two misdemeanor charges of products that were manufactured under unsanitary conditions and contaminated with *Listeria monocytogenes*. This was a violation of the Food, Drug, and Cosmetic Act. Based on available evidence Blue Bell sought to reduce the negative publicity and reassure consumers that the company is taking all precautionary measures to provide a safe product. The campaign objectives could not be precisely evaluated because they were neither measurable nor time-bound. However, after conducting a survey to analyze consumers' attitudes and behaviors, reviewing news articles, and navigating through websites, the authors concluded that Blue Bell managed to maintain a large and loyal consumer base and repair some of the damages, including the tarnished reputation. However, the company could have been more proactive than reactive by implementing a massive recall of all products. Furthermore, Blue Bell's former president Paul Kruse should have been more transparent and strained from concealing efforts.

Exploring distrust in the wait and see: Lessons for vaccine communication

Lauren Rau, Hannah Stuart Lathan, Scott C. Ratzan
City University of New York

We conducted in-depth interviews with survey respondents who were distrusting of government authorities and/or communications, and also undecided about accepting the COVID-19 vaccine. Our sample was racially and ethnically diverse, mostly lower income without a college degree. This presentation is intended to help audience members get “inside the heads” of people who are distrusting of government and hesitant about the COVID-19 vaccine (although not necessarily vaccines in general). This presentation will not focus on the public health impact of mandates or its political viability. Rather it will focus on insights about this population, how they respond to mandates, and recommendations for communication strategies that can be most effective in convincing this population to change their minds and get vaccinated.

COVID-19 App Trackers and the news media in a Nordic perspective

Ebba Sundin, Malin Hallén
Halmstad University

The COVID-19 pandemic exposes fundamental questions about the development and use of digital services and applications. Within the concept of digital health, a complexity is shown when society becomes more dependent on digital structures. One major issue is the understanding of how the digitalization influences strategies as well as structures and systems. The Pandemic applications (apps) are examples of challenges; despite well-meaning intentions there may be matters that go awry.

The starting-point for this study Beck's (2007) arguments about risk society linked with globalization and changing structures in society. The overall aim is to study the Nordic countries' strategies of using digital apps for tracking COVID-19 among people, and to find out what questions of digital health structures were visible in the media context from a societal perspective. The research question is the following: How did the leading news media in Nordic countries report on COVID-19 applications, with a special focus on issues concerning digital health structures, ethics and integrity? A qualitative text analysis has been carried out for the media content in this study. Inspired by the ECA model (Ethnographic Content Analysis) by Altheide and Schneider (2013) the material has undergone a systematic and reflexive process through several steps. The data collection was obtained from the database Mediarkivet Retriever, and includes four Nordic countries: Sweden, Norway, Denmark, and Finland. For each country, the search has been followed the name of the app used in the country: COVID Symptom Tracker (Sweden), Smittestopp (Norway), Smittestop (Denmark) and Coronablinkern (Finland). A cross-search was also conducted for each country to find out if any of the other Nordic countries were discussed in any of the leading news sources, i.e. national newspapers and Public Service media. Also, the sample search was extended to include earliest article dated April 8, 2020 to August 4, 2021. In total, 327 items from newspapers, TV, radio and web were collected in the different searches. Since Iceland is not part of the database no search was made among Icelandic media. The preliminary results show a variety of issues highlighted in the news about the different apps used in the Nordic countries. Some issues are shared among the countries, such as concerns raised about personal integrity and privacy when collecting and sharing data in the apps. Other issues are more specific to a certain country, for example the delay in the reporting about positive tests from private actors in Denmark, and deleted apps in Finland due to changes of phones or when the vaccination rate was increasing.

One of the criticisms mentioned in the news media is that the apps lead to a “false security” and by no means substitute for other restrictions and recommendations, such as keeping physical distances and hand hygiene. In overall, the comparison of the four Nordic countries shows many similarities, but there is also different emphasis in the narratives of the digital technology applied for the virus tracking in each country.

The hidden victims - COVID-19 seen through the eyes of the law and the vulnerable in society

Timothy Affonso

University of West Indies

The COVID-19 pandemic has affected the global community in a sudden and unpredictable manner. The response by States globally has been reactive more than proactive. The paper examines the disproportionate effect the pandemic has had on minority groups including women, children and people of colour. It is the aim of this paper to critically analyse the articulation of the right to health in the international human rights treaty regime and compare that with the actions of States in their response to the COVID-19 pandemic. The paper seeks to examine the measures taken by States in their handling of the pandemic set against a backdrop of the right to health as embodied in the international human rights treaty regime and the effect on socially vulnerable groups. In engaging in this exercise, the aim will be to bring attention to the social victims of the COVID-19 health pandemic.

Friday, October 8th (Morning) | Panel 1

Religion, Culture and Identity in the Global Village

Evangelization in less than a minute: the tiktokers approaching Christianity to Generation Z

Abel Cobos-Alcázar, Miriam Diez Bosch

Blanquerna School of Communication and International Relations - URL

TikTok is one of the most benefited social media platforms due to the COVID-19 lockdown. In Spain, the social network saw a user increment from 3% to 16%. The vast majority of its Spanish users (66%) belong to Generation Z (born between 1997 and 2012) and Millennial (born between 1981 and 1996): it is, therefore, a mostly young social network. In a social context in which Catholicism is dwindling between Spanish youth and the Church has shown interest in having a presence on social networks, it is surprising that TikTok is ignored by Spanish ecclesiastical institutions and the weight of evangelizing and sharing Christian messages through the platform depends entirely on anonymous users (religious and secular). This study has analyzed more than 5,500 videos belonging to 50 Spanish-speaking users to understand how Christianity is perceived on TikTok, with what messages it is distributed, which formats are more successful, and what do influencers with the most engagement have in common. The study concludes that there is a pattern between the use of memes, the youth of the tiktokers, and the Christian messages that go viral. Also, the study puts figures on what type of content is more likely to reach large audiences and which ones have lower digital performance.

The COVID-19 and its challenges on religion. The emergence of a new digital landscape

Sílvia Pascual, Alba Sabaté

Blanquerna School of Communication and International Relations - URL

The COVID-19 global pandemic was a critical challenge for religions worldwide but also the situation offered a great opportunity in the means of digitalisation. How was it possible to spread the faith and reach believers if religious celebrations were restricted and temples were closed? The answer was to move religion into the online scenario and the digital platforms and, consequently, “people are living their religion on and through the Internet medium” (Helland, 2005). This investigation was born to analyze and gather the different digital initiatives developed by religious communities. Consequently, innovative practises emerged: quizzes, online prayers, escape rooms... and we are experiencing “how religion has and will continue to have to change to respond to social conditions and health requirements created by the COVID-19 pandemic” (Campbell and Shepherd, 2021). The methodology of this research followed a 3-step process. Firstly, a literature review on authors and their publications around the topics of religion and the digital world. The second step consisted of a mapping of the different interfaith initiatives on a global scale. Finally, they were displayed on a website, specifically, created for this project. As a result of the digitalization of religious practises, the virtual landscape became a space for dialogue between religious communities. The pandemic accelerated this change from traditional practices to online ones. Therefore, religion has taken a more pivotal position within the society, encouraging involvement and connection through the virtual world, which is a critical aspect in times of distancing and social disconnection.

The Demonization of Islam through Social Media: A Case Study of #StopIslam in Instagram

Sabina Civila, Luis Miguel Romero Rodriguez, Amparo Civila Salas
Universidad de Huelva, Universidad Rey Juan Carlos, Universidad de Málaga

This article studies the process of demonization, its consequences, and how social media contribute to the formalization of its axiology. The demonization of societies aims to create social subjects that fit into the idea of the "other" by exposing them to compulsory invisibility. This research's main objective was to examine how demonization is used as a weapon of oppression to devalue specific individuals through the hashtag #StopIslam and Instagram's role in this process. The methodology used for this purpose has consisted of an empirical and quantitative analysis of the most recent (1 January 2020–31 July 2020) posts on Instagram with #StopIslam, analyzing the images and the content. The study has determined how, through social media manipulation, erroneous ideas are transmitted that prevent the Islamic collective's integration, especially in European countries. The conclusions will reflect hate speech and how the Islamic world's demonization results in the Muslim community's stigmatization, racism, and Islamophobia. Although there are different articles related to demonization and hate speech, there are not many scientific resources that explain these variables on Instagram and how it affects the inclusion of the Muslim community in Europe, significantly when the time spent on the Internet is growing.

Using the full spectrum of marketing and communication tools to promote a cultural organization: A successful Greek case study

Chrysoula Bousiouta

Blanquerna School of Communication and International Relations - URL

This is a case study research that investigates the communication strategies of a cultural space in Greece, Onassis Stegi, and their impact on its audiences' participation. The research is based on a theoretical framework that concerns arts marketing, communication in arts, the audience of performing arts, decision making process and factors that affect the audience and the attendance patterns. It also describes briefly the Greek picture. Onassis Stegi or OCC opened in Athens in 2010, it is exclusively funded by Onassis Foundation and hosts events and actions across the whole spectrum of arts. The first research question concerns the communication strategies OCC uses to promote its cultural programming and the brand of Onassis Stegi itself. The second one regards how the communication strategies of OCC affect the attendance of the consumers. OCC has a strong branding, promotes its competitive advantages, having indeed few competitors, and it does constant market research. Additionally, it has contemporary and provocative cultural products, with reasonable and accessible prices, it acts as a producer, intermediary and distributor, and it uses integrated marketing communication. This research has used a qualitative approach: in-person and phone interviews, mostly semi-structured, with OCC's personnel, mail communication, and study of material that Onassis Stegi's people shared with the researcher. For the effect of the communication strategies on the consumers of OCC's products, box office statistics were observed, showing the success of the cultural organization, in terms of fullness of spectacles (auditoriums) and ticket sales.

How the COVID-19 Media Coverage Affects the National Identity of Chinese Overseas Students

Wang Xiling, Cui Jiayong

University of China

After the outbreak of the COVID-19 epidemic, Chinese overseas students mailed a large number of anti-pandemic materials such as masks and disinfectants to the motherland, and took a chartered flight to return to China, which attracted widespread attention from the domestic public. What motivates the national consciousness of them, what motivates Chinese students living abroad to show such a high national identity? The research team conducted a survey at the beginning of the outbreak of the pandemic. By distributing online questionnaires to 334 Chinese students studying in 22 countries, the research team studied their media use, risk perception and national identity. Based on the social amplification theory of risk, on the perspective of constructivism, this study established a structural equation model with the perception of epidemic risk as a mediator. The study found that the familiarity with the news frames of conflict, responsibility, moral value, economic interests and leadership can explain the risk perception and national identity of Chinese overseas students. The fearfulness of perceived risk partially mediates the media construction effect of national identity. This study extended the understanding of the relationship between media coverage and risk perception in the context of public health risk and explored the subtle connection between health risk perception and national identity in China.

Friday, October 8th (Morning)| Panel 2

Building Global Communities Through Soft Power

Disruption and interactivity: the psychological HbbTV emotions

Joan-Frances Fondevila-Gascón, Marc Polo-López, Omar Muñoz-Sánchez Eduard Vidal

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The way of practicing interactivity in television is in evolution. The psychological attitude towards this added value phenomenon allows unpredictable emotions. It is especially relevant in the HbbTV (Hybrid broadcast broadband Television) standard, which reach thirty countries, especially in Europa, Asia and Oceania. In the monetization goal, all the actors involved in this paradigm (networks, media agencies, advertisers and others) try to take advantage from the options generated by the interaction with the viewer. In this sense, attacking emotions is essential for obtaining positive results. Thanks to an experimental methodology from the viewing of an advertising block that included conventional and interactive advertisements, the emotions of the viewer were analyzed. This research is experimental in nature. The European multinational Conforama (the Europe's second largest home furnishings retail chain with over 200 stores in France, Spain, Switzerland, Portugal, Luxembourg, Italy, and Croatia) participated as advertiser, and Blanquerna-URL and CECABLE (Center for Cable Studies) as academic and methodological advisers.

The international research, which was carried out in laboratories in Blanquerna (Barcelona, Spain) and the Universidad Pontificia Bolivariana (Medellín, Colombia) during 2020 and early 2021 (a time marked by the rigidities of the COVID-19 pandemic), consisted of in the viewing of a block of ads between which three of Conforama with interactive HbbTV format were inserted, in order to detect the reaction and emotion of the spectators. We conclude that the order of the announcements is not decisive. Furthermore, the emotion of anger and sadness predominates over that of joy, due to a negative predisposition to viewing advertising proposals and the content of the advertisement itself. Moreover, less intrusive formats are more accepted.

Disruptive cities

Marc Polo, Núria Arbonés Aran, Joan Francesc Fondevila Gascón, Dra. Sandra Vilajoana

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When the area of Bijlmermeer in Amsterdam was born in the 60's, and it was expected to be "tomorrow's city", it was unpredictable to know the changes their buildings and inhabitants were going to live. In the last 40 years, a series of infrastructure and social vicissitudes, such as varied elements as ethnicity, demolitions or unoccupied apartments have made the Bijlmermeer outline quite different as it was expected to be. Similar situations with other cities around the globe will allow the researchers to work in a researching method, trying to find the most appropriate to compare the levels of disruption or innovation a city have. This article examines the evolution of changes in the Bijlmermeer as an example and base of comparison, and illustrates relevant international referents able to help the area.

The purpose of the paper is to show how different variations along the recent history didn't help enough in that case, but how there are positive perspectives for the future taking advantage of the polyphony of the cities, more than just one relevant aspect. The place, the way to live in, the creativity or the culture are different but not mutually exclusive issues. The research, based on academic literature, existing material in different stadiums plus the analysis of the city imaginaries, will help to concrete relevant elements in terms of innovation, creativity and disruption.

La imagen como objeto de innovación social: elemento transformador de entornos sociales

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Este artículo pretende mostrar cómo una acción de crear una imagen desde un espacio urbano genera nuevas construcciones sociales en zonas vulnerables de la ciudad de Medellín. En donde la imagen que es elaborada por medio del arte popular - el grafiti-, se convierte en objeto de innovación social. Es así como esta visualidad se transforma en una pieza fundamental con características propias y específicas de dicha zona de conflicto. Este tipo de propuestas gráficas, hacen que el espectador se transforme en un consumidor visual, crítico y empoderado del medio, es así como la proliferación del mensaje se hace por diferentes medios, ya que la estética es un factor determinante para que este sea visualizado, compartido, llegando a ser consumido por el público al cual quiere alcanzar. Por tanto, este artículo propone un análisis de la imagen mediante una revisión bibliográfica desde la

perspectiva de los estudios culturales con libros, sitios web y bases de datos. El objetivo de este artículo consiste en analizar cómo las visualidades generan nuevas dinámicas de comunicación en zonas vulnerables de la ciudad de Medellín, partiendo de aspectos estéticos y sociales. Una de las implicaciones importante del estudio es que a raíz de este estudio se pretende crear un laboratorio visual con énfasis en lo social, en donde el habitante del barrio o comuna sea el beneficiado. A modo de conclusión desde la revisión bibliográfica, la imagen se convierte en un modelo de comunicación como transformadora del espacio urbano. La originalidad de este artículo radica que hace parte de un estudio doctoral.

Bringing the Values and Principles of Sustainability and Global Citizenship to Education through the lens of the Earth Charter

Mirian Vilela

Earth Charter

For more than 20 years, several individuals and organizations have worked with the Earth Charter in education settings, contributing to the field of Education for Sustainability and of Education for Global Citizenship with a special focus on values clarification and analyses. These experiences demonstrate that values-based education can be accomplished through self-reflections on practical and real-life situations, interactions, dialogue and participatory processes. They also demonstrate that this process does not have to be abstract, rigid, vertical or by imposition. In this article, I share the results of my research on experiences of Earth Charter workshops and courses offered between 1996 and 2018. The research involved identifying 126 and analyzing more closely 44 Earth Charter education experiences carried out in diverse contexts by

various groups in all seven continents of the world, as well as my own experience. This chapter offers an overview of the research and especially the findings. These allowed to identify seven pedagogical elements used in processes of education and learning related to values of sustainability and global citizenship with the Earth Charter. These may be considered useful for future work in the field.

Analysing Polarised Discourse in Sports TV Programs: How to Use Infotainment to Engage Audiences

David Puertas-Graell

**Blanquerna School of Communication and International
Relations - URL**

Sports communication face new challenges related with the inevitable settlement of platforms like TikTok or Twitch, in charge of rethink the role of communication in times of disruption and journalism based on business models focused on infotainment (Ortells, 2011; Thussu, 2011) and the attention economy (Goldhaber, 1997). In addition, prioritizing sports content has configured a market niche with an extensive and multiple mass of public captivated by all kinds of formats (Rojas Torrijos, 2012). Thus, sport fits into any television genre, it allows different types of discourses, accepting frames that range from the most imperturbable to the slyest (Gallardo-Camacho et al., 2016; Genovese, 2010). This hybridization has progressively contaminated different journalistic genres with a structure based on a polarised debate, passion (Lacroix, 2005), audience engagement and reality shows. This research is focused on four influential sports programs on television in Spain: Estudio Estadio, El Club de la Mitjanit, Deportes Cuatro and El Chiringuito de Jugones. Main objective is determining how the different practices associated with infotainment have

been adopted in the sports programs under study. Methodology is based on 125 hours of content analysis. Semi-structured interviews have also been conducted with the anchors of these programs. Sports programs use different techniques related to infotainment such as colloquial language, humour, drama or a dynamic staging. All this occurs mainly in spaces for debate where journalists and his opinion become the true protagonists. Focusing exclusively on soccer (Frandsen, 2019) allows programs creating narrative lines based on emotions and replacing information with entertainment.

Further Exploring the Relationship Between Sports Fandom and Racial Stereotyping

Lauren Anderson, Art Raney

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In news media, one stereotype that has continually been perpetuated is the over- representation of Blacks as criminals, leading to what many refer to as “the Black criminal stereotype.” Although research suggests that distorted portrayals of criminals in news affect social reality judgments regarding race and crime and provoke stereotypical responses in viewers, limited evidence exists that connects these effects to sport media. However, recent instances involving issues related to race and crime in sport have prompted us to consider the prevalence of a Black criminal stereotype among sport fans. With increased media attention given to off-field transgressions—particularly, violent ones perpetuated by high-profile Black athletes—we are left wondering how such attention may influence fans’ attitudes and beliefs. We explored these issues in an experimental study (n = 234) and not only found evidence of a Black criminal stereotype among

sports fans, but also that sports fans differ from nonfans in basic attitudes and beliefs about crime and violence in sport. More specifically, the more a participant claimed to be a fan of sports and (more so) combative sports, the more she or he viewed an athlete charged with domestic abuse in a favorable light. In a replication study with a similar experimental design (n = 350), our aim was to expand the current literature by examining the effects of priming racial stereotypes in a sports context, specifically within the current political climate of the Black Lives Matter movement.

Friday, October 8th (Morning) | Panel 3

Global Challenges and the New Normal

Framing the Catalan conflict: a decade of el procés in the international media

Cristina Perales.-García, Carles Pont-Sorribes, David Meseguer, Enric Xicoy-Comas

Universitat Pompeu Fabra, Blanquerna School of Communication and International Relations - URL

Since 2010 the Catalan secessionist movement has been reported on extensively in the global media. Beginning with the 2010 demonstrations against the decision of the Spanish Constitutional Court to reject a new Catalan statute of autonomy, and covering subsequent events such as the unofficial self-determination referendum in 2017; the trial and imprisonment of Catalan political leaders; and the violent protests against the verdicts, events in the region have all featured heavily on the front pages of the international press. This study analyzes how US and UK newspapers have covered the Catalan independence movement during the period of 2010 to 2019. To do so, this study focuses on two US newspapers (The New York Times and The Washington Post) and two from the UK (The Daily Telegraph and The Guardian) and observes how the positions of the Spanish and Catalan governments are represented through the analysis of the frames used to construct the newspapers' coverage, as well as the overall tone and the sources used by the journalists. To detect the dominant framework, a framing analysis is undertaken from a communicative and deductive perspective, applying Semetko and Valkenburg's (2000) classification. In-depth interviews are also conducted with the newspapers' Spanish-based foreign correspondents which allows the analysis to include the correspondents' views on the difficulties faced during their spent covering of the conflict.

Understanding Dissatisfaction at the University Through Evaluation Theory: Motives, Emotions and Confrontation Strategies

Laura Pascual-Nebreda, Alicia Blanco-González, Pablo Cabanelas-Lorenzo

Universidad Rey Juan Carlos, Universidad de Vigo

Despite its effects in organizations, students' dissatisfaction is an under-researcher topic in higher education management, and it is particularly relevant in times of strong budgetary and competitive pressures. This research provides a theoretical model built upon Evaluation Theory that helps to understand the motives (reputation and identification), negative emotions (dissatisfaction and trust), and confrontation strategies (loyalty) of the students when they are not satisfied with the services given. In the model, legitimacy is presented as an antecedent of loyalty. This model is empirically tested in a sample of 844 university students using partial least squares structural equation modelling (PLS-SEM). The research findings show the importance that managing intangible assets have in students' dissatisfaction, namely university reputation, identity, trust, to improve loyalty. It will be possible to use these immaterial assets for future research that can equip university managers and public-sector decision makers with more detailed information for taking decisions.

"What truth?" An analysis of knowledge production around truth commissions in transitional justice settings

Carles Fernández Torné, Ana Isabel Rodríguez Iglesias, Albert Caramés Boada, Óscar Mateos, Nirajan Thapaliya

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Are truth commissions an instrument of empowerment for victims of human rights violations? Or, are they mechanisms that States establish in times of weakness and debatable legitimacy in order to justify a new social contract with the citizenry? The experience of more than forty truth commissions over the past four decades leads us to conclude that there has been a significant effort to include victims' associations and human rights organisations in conflict resolution. However, the inclusion of these traditionally excluded actors does not necessarily mean that they have been empowered. This article analyzes to what extent victims' associations and human rights organisations are responsible for the narrative produced by truth commissions in four post conflict contexts: Sierra Leone, Ivory Coast, Nepal and Colombia. Particularly, the article studies to what extent these commissions have been inclusive through examining their interactions with victims and human rights organisations at two different moments. First, in the period leading to the establishment of a truth commission, the analysis considers whether these mechanisms were conceived bottom-up, acknowledging victims and human rights organisations voices, and whether these voices converged in aims and strategy or rather conflicted with each other. Second, regarding the

implementation of the commission's mandate, we also examine the interactions between victims and human rights organisations with the truth commission, and whether these victims and human rights organizations were able to influence/shape the process through providing their testimonies and voices. The research for the article has been conducted through the support of a research grant (R-ICIP) from the International Catalan Institute for Peace.

Characteristics and Trends: Pluralistic Construction of Chinese Media Realities on Western Social Riots

Mengyu Jin, Rong He

Communication University of China

The authors searched the keywords "West + riot" through China's Baidu On September 14 and sorted out 4 riot narrations related to the United States and Spain in the first 8 pages and then analyzed the narrative characteristics of these news sources and commentary subjects and producers, finding the main sources of these narrations included original suppliers, mediators, mainstream media commentators and we-media comments. We compared narrative characteristics between Chinese media and their western counterparts and wanted to figure out whether the chaotic world and the chaotic narration of the world could shape people's psychological mirror image of the world (media realities). Based on Plato's cave metaphor and Lippmann's media realities theory of pseudo-environment, this paper presents a difficult problem of understanding intercultural communication. Our preliminary findings include:(1) Chinese media constructs the media realities of western social riots with multiple subjects and perspectives;(2) The narrations

follow the principle of original source discourse narrative method; the mainstream commentary of Chinese media expresses an empathic narrative about the Western countries, with the exception of the United States; We- media in China has diversified values.(3) Functional construction of these narrations is to help Chinese people to strengthen the internal identification with their own values. The original revelation of this paper is there are anxiety presentation and dual opposition values in western media narrations, meanwhile Chinese media maintain and seek the value direction of peace and equality through common interests which are narrated from multiple subjects and perspectives.

The super evolution of an online document: a new usage of collaborative media in the digital age

Jiaming Li

The Chinese University of Hong Kong

As a typical collaborative media, online document had become popular due to the outbreak of COVID-19 epidemic, during the home isolation period, we use it as an office tool to increase productivity. But what if I tell you it can be a lifeline of hundreds people ? On Jul 20th 2021, when an unprecedented rainstorm swamped Henan and thousands people were trapped, several university students established an online document in order to connect refugees and rescuers. Since first appeared online, it has received millions views and been updated thousands of times with joint efforts from public. Hundreds of people were rescued as a result. The super evolution and the unimaginable contribution of that online document was empowered by digital technology and it inspired us to rethink the potential of collaborative media.

In this essay, I will first replay the whole evolution process of this document, which included so many functional upgrades that it can be analogied as a condensed development history of online media. From individual publish to public communication and finally became organization collaboration, it also indicated the trend of the whole internet world. Then by analysing the functions and effects of that online document, I will try to summarize the new features and predict the potential usage as well as the development trend of collaborative media (Not just co-using but also co-building). Finally I will discuss we give full play and well control to collaborative media in this digital age, from the perspective of public users, platform builders and government managers.

Conceptualizing the Evaluation of Sustainability Communication Based on the Intended Goals

Chanapa Itdhiamornkulchai, Pavel Slutskiy
Chulalongkorn University

Sustainability communication is a growing area both from practical and theoretical perspectives. In this paper, in order to conceptualize how sustainability communication should be evaluated, we conducted a qualitative meta-analysis of journal articles written in English that contain the terms “sustainability communication(s),” “sustainable communication(s),” “communicating sustainability,” or “sustainability reporting” in titles, abstracts, and/or keywords to examine their methodologies in conceptualizing and operationalizing the evaluations of sustainability communications so that we could identify any limitations and gaps and propose new directions for future evaluations. We found that most studies that

evaluated sustainability communications focused on the content and processes, while there has been limited research on assessments of sustainability communication outcomes in relation to the intended goals of the communication agent. In communications, it is widely held that communication management must be driven towards and by measurability and transparent evaluation. Hence when we evaluate sustainability communications, it is essential to acknowledge that while all sustainability communications have sustainability-related content, not all are intended for achieving sustainability-related impacts. This paper suggests that the effectiveness of sustainability communications should be evaluated based on the intended goals of the communication agent instead of measuring the variables related to the processes and channels of communication, or the impact on sustainable development itself.

Friday, October 8th (Evening)| Panel 1

Politics and Mediated Reality

Strategic political communication on Instagram and socio-cultural influences: A comparative between Spain and India

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Do heads of state use social media to develop, shape, and project a strategic political image showcasing political positions and values in order to appeal to specific segments of the public? We investigate this question by using a hybrid visual quantitative and qualitative approach to examine 2,000 posts on the personal Instagram feed of two heads of state that were shared between September 2018 and June 2020, a period that was marked by elections and transitions of power in both countries. These politicians were at the helm of nations that are vastly different of each other. Among the differences include their geographical location as well as the socio-cultural tradition of their respective population: India and Spain. The findings suggest that both India prime minister Narendra Modi and Spain president Pedro Sánchez shared images on Instagram in order to stage political performances, craft in strategic ways public political images conveying their stance on strategic issues and their values. This study pays particular attention to the ways in which the geographical location as well as the different socio-cultural tradition of the population of these countries have influenced how Modi and Sánchez present themselves visually on Instagram. It spotlights on this subtle shift in online political communication to Instagram to engage a young and dynamic audience, adding to the growing literature on framing visual political communication on Instagram in the context of political campaigning and communication gaining prominence on this platform.

The Cultivation of Ambiguity in an Era of Outrage

Robert Brown

Emerson College

Returning from a walk with some friends on a December afternoon in 1817, the English poet John Keats wrote to his brothers about his insight: that given life's complexities, certainty will simply not do. What's more, having been assaulted by a friend's tedious certainty put the young poet in a bad humor. What was needed, Keats wrote, was to embrace what he called Negative Capability -- that is, "when man is capable of being in uncertainties, Mysteries, doubts, without any irritable reaching after fact & reason. . ." Negative Capability is the realm of Shakespeare, not science. W.T. Coombs, a leading researcher of crisis communication, cites the condition of ambiguity as typical in a crisis, and crucial for crisis management teams in parsing information and message development. Ambiguity generates not only uncertainty in audiences, it also stirs their anger. This paper argues that while scholars have identified anger as the correlative, if not the causal variable associated with the polarization of American political discourse, far less attention has been paid to the destabilizing condition of ambiguity itself, with its rewards for the politically profitable cultivation of ambiguity, distrust, and anger, and the crystallization of partisan opinion among targeted voters. The psycho-social stress of ambiguity's destabilizing and arousing effect on emotion, which has spiked conspiracy theories, is another example of the operations of Uncertainty Reduction Theory (URT).

The downfall of the Catalan rebellion: A graphic representation of secessionist political discussions

Ginesta Xavier, Adrià Alsina, Jordi de San Eugenio

Blanquerna School of Communication and International Relations - URL, Universitat de Vic

The main objective of this article is to identify and compare the main historical frames used by Catalan secessionism during the Catalan independentist political and civic rebellion that happened in the October 2017. Some authors have analyzed the Catalan pro-independence vindications (Guibernau, 2013; Requejo & Sanjaume, 2013; Ordeix & Ginesta, 2014; Rico & Liñeira, 2014; Rodon & Guinjoan, 2018). However, this is one of the firsts researches that focus its attention on how political discourses have been created and how these political discourses legitimized the degree of rebellion that Catalonia lived. This research uses discourse analysis with the tools of second-level agenda-setting and cognitive linguistics in order to classify and compare quantitatively and qualitatively all messages posted on Twitter (16.201) by major pro-independence organizations and leaders during 2017. Drawing from the historiographical analysis, we propose to name the frames as follows: "administration", "fight against injustice" and "sovereignty", and codify them from 1 to 3, in a classification that we define as "degree of political rupture". From this comparison several conclusions are drawn. The first conclusion is that the three frames actually match the strategies and thoughts of organizations and leaders during 2017, and allow us to make graphic representations of the discourse analysis. Another conclusion is that most actors de-escalated their degree of political rupture from October 2017, once they became aware of the actions of the Spanish police and the legal prosecution against them.

The role of the civil society in the Catalan Political Process (2012-2021)

Marta Pascal-Capdevila

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The purpose of this paper is to understand the role of the civil society during the Catalan political process (2012-2021). In a context of a huge political polarisation of the Catalan society, we would like to focus on the influence and role of the organised civil society in the political decisions during this period. The methodology used in this paper is based on a qualitative research using in-depth interviews with Catalan spin-doctors and participant observation. In the paper we can prove that the role of the organized Catalan civil society was fundamental to understand some of the decisions taken by the Catalan government; such as the consultation of 9th of November 2014; the referendum of 1st of October 2017; the proclaim of the Catalan Republic; the demonstrations against de verdict of the Spanish Supreme Court; the pressure of the civil society to boost pro-independence Catalan political parties to continue with a separatist agenda after the 2021 elections; and the following negotiation process with the Spanish government. As far as the findings is concerned, it is important to underline how the Catalan civil society have used different ways to organize themselves and mobilise their followers. We will comment the effectiveness of social networks; how these groups have converted themselves in actors of the political digital conversation; and how they have been able to modify the political agenda and have impacted in the media agenda setting. This paper contributes to understand more effectively the important role of the organized civil society in the Catalan political process, and emphasises its political role and influence. So do, we are able to suggest future political scenarios that could have an important impact on the political polarization that currently affects Catalonia.

The Spanish Government insurrection against the post war agreements: How and why Spain left the Multi-National Force in Iraq in 2004

Jordi Xuclà-Costa

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This paper seeks to analyze the hypothesis that the withdrawal of troops of the Spanish army in Iraq in 2004 was an act of authority by prime minister, José Luis Rodríguez Zapatero, winner of the March 14th, 2004 elections. This act was against the civilian and military powers that pressed to maintain the status quo and privileged relationship with the administration of US President George W. Bush. The decision was "loyal to the major public opinion and against the de facto powers," as the President Zapatero stated. This brought Spain toward a crisis of confidence among Iraq's allies (Multi-National Force-Iraq) sponsors of the invasion in March, 2003. This decision meant an increase of the political role at the European political scene, especially with Germany and France. Later, this helped to recover the relationship with the new United States Administration, during the Barack Obama presidency, as well as among the Democratic Party leaders. This case study shows how the decision was confidentially communicated to the United States Administration and towards the other allies of the Multi-National Force-Iraq; how the withdrawal was carried out, and how it was communicated to the Spanish public opinion. The research also provides unpublished documentation of how the new government resisted pressure to make the operation fail. The current information and data is based on the author's own experience as a member of the Foreign Affairs Committee of the Spanish Parliament at that time. In-depth interviews were conducted with the Spanish Prime Minister in 2004, José Luís Rodríguez Zapatero,

with the ministers involved in the operation and with Spanish diplomats in charge of the implementation of the political decision. The author has also conducted some interviews with Communication professionals to analyze the strategies involved and the political profit.

Rebels, heroes, and the re-rooting of the Maya: Indigenous media practitioners and cultural revivalism in Mexico

Antoni Castells-Talens

**Blanquerna School of Communication and International
Relations - URL**

Mexico's nationalist discourse has been contradictory: if on the one hand the state has constructed an indigenous, glorious past, on the other hand, it has tried to assimilate, when not eliminate, the impoverished indigenous present. For the past decades, the Maya of the Yucatan Peninsula, like many other indigenous peoples in Mexico, have been engaged in a revival of their language and culture. The revivalist movement questions the official narratives of Mexican nationalism about nation and history, and Mexico's project of cultural homogenization. Indigenous-language radio stations and independent indigenous video, with messages that can reach audiences who live far from the indigenous intellectual milieu, are key elements in the new cultural effervescence. Through in-depth interviews and longitudinal ethnographic field research at three indigenous-language radio stations, this article describes and analyzes how Maya radio and video practitioners perceive key historical Maya figures. These perceptions are analyzed as discourses of resistance that challenge Mexico's nationalism. Many historical, indigenous historical figures that had been appropriated by official nationalism to narrate the nation and build a Mexican identity are now reinterpreted as the heroes and rebels who fought to defend a Maya identity.

Friday, October 8th (Evening)| Panel 2

The Quest for Social Justice

The Influence of Social Justice Movies

Owen Eagan, Sharifa Simon-Roberts, Spencer Kimball

Emerson College

In 2020, then Minneapolis police officer Derek Chauvin murdered George Floyd by placing his knee on Floyd's neck for 9 minutes and 29 seconds. This incident, combined with reports of killings of other Black men and women such as Breonna Taylor and Ahmaud Arbery, fueled international outcry. The global conversation that ensued disrupted a narrative, long held by many, that racism was no longer a significant concern in the U.S. Across the globe, there was collective condemnation decrying police brutality, racism and other forms of social injustice. As incidents of racial injustice have received greater news coverage, the number of television shows and movies centered on or including these topics in their storylines have increased. Media have the power to introduce new narratives and shape viewers' perceptions. Taking these factors into account, the current research assessed the public's attitudes toward racism and social injustice in the U.S. and evaluated the role of movies in shaping viewers' perceptions. Initial survey results show that for the vast majority of respondents, social justice movies influenced their perception of racism in the U.S. In fact, nearly 30 percent of respondents indicated that having watched social justice movies, we need to do more to eliminate racism. The next stage of the research involves collecting more survey responses. The researchers will also employ qualitative methods to gain in-depth understanding of the influence of social justice movies and ways in which such movies can promote change.

Non-aggression against oppressors, aggression against non-oppressors?

Pavel Slutsky

Chulalongkorn University

The past couple of years saw another spike in protests all over the world - from BLM protests and Capitol riots in U.S. to demonstrations in Belarus, Thailand and Russia just to name a few. Protests, just like any other social action, can be categorised into two distinct types — aggressive and non-aggressive, with “aggression” being understood as the initiation of force. Some protestors declare their actions as entirely peaceful, while some other protests clearly have an element of violence in them. Both forms of protest represent a particular choice of means for achieving a political ends. I argue that the current choices demonstrated by protestors are irrational. Recent events demonstrate that political protests tend to be non-aggressive when they are directed at oppressive or totalitarian governments, and aggressive when aimed at democratically elected and generally non-oppressive regimes. At the same time, history teaches us that dictatorships are not frightened by peaceful protests and are unlikely to be defeated by non-aggressive actions. Dictators do not see peaceful protests as a threat, instead they seem to be triggered by them to engage in further oppression. At the same time, aggressive protests against non-oppressive regimes tend to lead to unintended outcomes in terms of inflicting harm on innocent third parties.

Regional Disruptions and Sectarian Narratives in the MENA: The Impact of Regional Rivalry on Public Attitudes After the Arab Spring

Alireza Raisi

Emerson College

Despite a growing body of analyses on sectarian tensions in the MENA, few have examined the evolution of religious attitudes in the past decade. The paper examines the impact of a regional disruption, i.e., the Arab Spring, on the Arab attitudes towards Shia Muslims in the Sunni majority countries. Drawing from a case study and statistical analysis of time series data in the MENA, the paper compares the impact of this regional shock with domestic determinants of sectarian attitudes. The analysis result indicates that public attitudes towards Shia Muslims align with the past relationship with regional players. Although the Arab spring fueled the negative sentiments towards Shia Muslims in the regional allies of Saudi Arabia, countries with stronger ties with Iran favor Shia Muslims more after the Arab Spring. The analysis further reveals the impact of media campaigns in the Saudi allies. Finally, it demonstrates that the political and religious elite in the Arab world generally discusses an existential threat from Shia Iran. This framing of sectarian tension in the MENA, which resulted from regional rivalry between Iran and Saudi Arabia, heavily relies on a Salafi anti-Shia discourse. It utilizes ethnoreligious myths to depict Shias as an enemy and construct an existential threat from Shias. Thus, the symbolic politics and emotionally laden hatred in the Arab countries lay the ground for understanding sectarian attitudes after regional shocks. This study contributes to the field of political communication by bridging the literature on international relations, global communication, political psychology, and hate speeches.

Extremist armed groups in the Syrian crisis in Arabic speaking tv Channels. Al Jazeera as a case study

Lana Kazkaz

Blanquerna School of Communication and International Relations - URL

The present study aims at exploring the characteristics of the Arabic-speaking Al-Jazeera Channel's coverage of extremist religious groups taking part in the Syrian crisis in the period 2013-2018. The examination includes the news frames adopted and the main editorial features of relevant news content, leading to conclude the channel's editorial policy towards religious groups fighting in Syria. The descriptive method is adopted, using a special tool to analyze the news coverage content of the Syrian crisis. The analysis employs complex sampling in an appropriate/purposeful form, then a systematic/random form. Three major events are chosen in the dilemma along with fifteen TV reports for each according to the closest coverage model to reality, making a total of 45 news reports. It is found that Al-Jazeera's coverage of such groups is more affected by the conflict than political and other human frames. In reporting the Syrian conflict, the channel tries to differentiate between these organizations and the IS. The same even applies to the use of professional standards by covering them more than the general conflict itself, particularly with regard to the multiplicity of sources and separation between opinion and news.

Politicians Disrupting Higher Education

Jennifer Summary

Florida Southwestern State College

The purpose of this abstract is to enlighten everyone to the changes, happening in the state of Florida's higher education system. Governor Ron DeSantis has been in the news for fueling the fire around the cultural war, regarding masks. His stance is to allow parents to make the best decision about their children's' health. Conversely, there are several school districts that want to continue the masked mandates. Governor DeSantis has threatened to withhold state funding from the schools, leading to court battles. The courts initially ruled against DeSantis, then later it was overturned to support the governor. Despite the fact that in less than a week before school started, three educators died in Broward County. State colleges and universities that are compiling with DeSantis now merely "recommend" face masks in the classroom. The political climate in Florida is causing the anti mask debate to overshadow the fact we are experiencing a public health crisis. Another controversial state law championed by Florida's conservative governor is HB233 better known as the "Viewpoint Discrimination" law. According to an article in *neaToday* by Mary Ellen Flannery (2021), she states that the law: requires state universities to survey faculty and students on their political "viewpoints." The information gathered could be used to cut funding to state universities, to launch digital witch hunts against specific students and faculty members, and to deny tenure to professors. The law also enables students to record faculty, without their consent, to gather evidence of political bias. (para. 3). The United Faculty of Florida has joined a federal lawsuit to strike down this law.

Constitutional Originalism and the Hermeneutics of Hans-Georg Gadamer

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The nomination of Amy Coney Barrett as supreme court justice (October, 2020) has generated an intense public debate over the political dimension of the judiciary, the balance between conservative and progressive forces within the court and over originalism, the theory of constitutional interpretation embraced, among others, by Coney Barrett. Despite its different interpretations, originalism could be widely defined as a legal theory that holds that the American Constitution should be interpreted and applied according to the original meaning of its precepts. This understanding of the constitutional statutes has potentially far reaching consequences in terms of people's rights and in terms of our conception of the nature of the American political community. The recent debates around the constitutionality of the H.R.1 - For the People Act of 2021, which aims to expand voting rights and to regulate several aspects of the electoral process is a good example of how competing interpretations of the constitution directly reflect on people's lives. According to Frank B. Cross (2013), originalism has an "undeniable appeal", that the author attributes to the successful combination of an appealing conservative political agenda and an "authoritative constitutional narrative". For its supporters, originalism is the theory best suited to protect the "rule of law", as without originalism the interpretation and application of the constitution would fall under the subjectivity of the supreme court justices and their personal political agendas.

Willing to protect the rule of law and to avoid subjective interpretations of the constitution, originalists put forward a presumably objective criterion: the intention of the Framers (hard originalism) or the public meaning of the constitution by the time it was ratified (soft originalism). The purpose of this study is to examine the conceptions of language and of meaning that lay at the basis of the two main versions of contemporary originalism. Following the remarks of Martin Heidegger and especially of Hans Georg Gadamer on hermeneutics, we aim to point out to which extent both versions of originalism fail to address the intrinsic historical nature of all human understanding and to point out that while willing to protect democracy and the rule of law, originalism ends up contesting the legitimacy of difference and consequently to deny the political nature of constitutional interpretation.

Friday, October 8th (Evening) | Panel 3

Refuting Fake News and Disinformation

Assessing the impact of disinformation narratives in a polarized electoral campaign: the case of 2021 Catalan elections

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We present data from a survey conducted a few days after last Catalan elections (February 2021). Election of special interest due the recent push for independence of some Catalan political parties, but also due the fact that elections took place during covid-19 pandemic: an ideal scenario for disinformation to flourish. We team up with one of the leading Spanish fact-checkers, Newtral, to have daily information about fact checks. Research team analyzed then the material detected to identify content that was related or that belonged to similar narratives. The goal was to identify the key disinformation narratives that were spreading during electoral campaign, rather than just isolated content. A survey was then conducted (N=1650) to test the impact of disinformation narratives, spreading patterns and effectivity of the messages. Results show high disparity of impact among disinformation narratives: those more connected to ideological issues are more likely to spread among the population. Television seem to be an amplifier of disinformation narratives, with Twitter and Facebook having scarce importance, while WhatsApp keeps a moderate profile. Results point towards the fact that disinformation narratives during the electoral campaign were part of political discourses and strategies, rather than the work of hyper partisan media or social media organized disinformation campaigns.

Data Journalism in Spanish Newsrooms: A change in journalistic culture

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Working with data is always an important part of journalism but its combination with technology is an innovation for newspapers. In recent years, newspapers have started to adapt data journalism and data journalism became a part of newsrooms to the contrary of the traditional journalism environment in Spanish newspapers. This research aimed to analyse data journalism practices in Spain with a qualitative analysis focused on interviews with 15 interviewees from Marca, Mundo Deportivo, AS, El Mundo, El Confidencial and El Pais. The results were analysed and described in 3 main topics as production process, implementation of data journalism and current situation in Spanish newspapers.

WhatsApp as a technological mediator for teaching creativity in times of confinement and social distancing times caused by the Covid-19 pandemic

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Universidad Pontificia Bolivariana

This article presents an experience of Continuing Education amid the challenges caused by the Covid-19 pandemic in 2020. It is about Libremente Creativos (Freely Creative), a course proposed by the Department of Continuing Education of Universidad Pontificia Bolivariana (Pontifical Bolivarian University) – (UPB by its Spanish initials) to train in soft skills those approaching Comfama from the public employment service. It is an initiative that begins

by being delivered in person and with the COVID-19 coronavirus pandemic declaration, it adapts quickly to telepresence training using the Whatsapp tool as a learning mediator. The main research objective was to analyse the results of implementing WhatsApp as a technological mediator to deliver content and academic exercises amid the Covid-19 pandemic declaration in the city of Medellin-Colombia. For this, qualitative descriptive research was carried out with the support of 26 facilitators, 226 groups of students were formed, 4.024 people were certified, 98% satisfaction was achieved and the desertion rate was 9.3%. In this manner, resilience prevailed over adversity achieving not only visual but also audiovisual literacy.

How academic research can contribute against misinformation: the case of fake news about the COVID-19 vaccine in Catholic media

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Online media were the most widely used source of scientific information by citizens during the COVID-19 pandemic, and often the only source on science-related topics. However, research showed that much of the information available on the Internet regarding the health crisis lacked scientific rigor. Misinformation around the COVID-19, labelled by the WHO as an "infodemic", can pose a threat to public health. It was detected that millions of Catholics are against COVID-19 vaccination based on fake, misled religious arguments. In this context, Google News Initiative awarded the project "Vaccine and Prejudices in the Catholic Community" to Aleteia.org and a consortium composed of Catholic media, fact-checkers, a scientific committee and research centres. This project includes academic research to monitor the situation of misleading information on the COVID-19 vaccine in

109 Catholic online media, before and after implementing a verification portal. A research team analysed publications in five different languages that were compiled via an algorithm designed for each website that scraped all publications that included keywords related to the COVID-19 vaccine. The first phase consists of an analysis of a total of 970 publications, corresponding to the period prior to the verification portal implementation. The team categorised the publications in order to find out the journalistic genres, the types of headlines and information sources. The second phase, still in progress, consists of analysing the publications of these media after the portal was launched, in order to check whether the portal had an impact on reducing misinformation about the vaccine.

Hypocrisy and "Fake News": American Middle Eastern Propaganda Masked as Public Diplomacy

Ali Kansa, Richard Nelson

University of Texas at San Antonio, Retired Professor

This paper investigates the ethics of U.S. public diplomacy efforts after the September 11, 2001, attacks during the George W. Bush administration, particularly the Shared Values Initiative of the State Department. While the authors present various definitions of public diplomacy, they consider it as one facet of governmental public relations. In scrutinizing U.S. public diplomacy efforts, the authors posit that there is a rift between what public diplomacy advocates and the foreign policies the United States pursue. This perceived rift is most acute in U.S. relations with the Middle East. They also contend that effective public diplomacy not only must be well grounded in the source country's ethical standards but also must conform to ethical norms of the people and states that are recipients of the public diplomacy message. The authors note that the Bush administration used a plethora of tactics to achieve the following objectives: (1) disseminate information and analysis

to international audiences consistent with the U.S.'s repeated calls to join "us" in the war against terrorism, (2) distribute selective messages to individuals/influentials in Arab and Muslim countries and to the American public, (3) enlist the support of American Muslims in order to use their "voices" to favorably describe their lives in the U.S., (4) ensure a receptive climate both at home and abroad for justifying American interventions in the Muslim world, (5) garner national and Arab media support for the government's message, (6) preserve the already favorable position in some Arab countries, (7) secure acceptance of U.S. troops after the invasions of Iraq and Afghanistan, and (8) control access and interpretation of information contrary to the government's agenda. The writers agree with critics who assert that U.S. public diplomacy initiatives have suffered from various shortcomings that need serious and immediate attention. A main problem with the United States' approach to public diplomacy is its limited effect on the policy making process. Public diplomacy should go beyond its advisory role and become part of the decision making process. Even today the U.S. communication tactics rely on a hegemonic model of communication. As a result of these hegemonic practices, differences in policy and message, and emphasis on image building rather than mutual dialogue, the United States' credibility has decreased. With this flawed outlook, historical and contemporary public diplomacy initiatives are perceived as hypocritical and often dismissed as "fake news." In conclusion, the authors call for high level of transparency to clean public diplomacy from unethical practices. They conclude that truth remains essential in public diplomacy but temptations to stray from truth are plentiful.

Friday, October 8th (Afternoon)| Panel 1

The Great Transformation

Sonia Tita Puopolo, Dr. Jennifer Joe, Dr. Ami Bhatt, Donna D'Cruz
**Affiliated Faculty Emerson College and Co-Founder and CEO of
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We are currently experiencing the greatest global transformation of our lifetime. This grande transformation permeates the “WellBeing” of every aspect of humankind. Wellness and Selfcare is at the forefront of this paradigm shift and is a priority and must have for all. In 2020, the global pandemic created a seismic shift in life as we know it, and its impact—loss of life, businesses shuttered, polarizing politics, racial injustice, and a growing mental wellness crisis led to specific Global Wellness Trends. The definitions of wellbeing, wellness and selfcare are evolving and the way in which people communicate and rely on traditional healthcare is experiencing a complete rebirth. The COVID19 Pandemic has been a catalyst for people to reset their lives with wellness and selfcare and embrace the 4 pillars of a healthy lifestyle! Understanding how living a happier and healthier life is not a luxury but rather a necessity has gone global. The more wellness and selfcare tools and techniques available then the better life you will live! We are living in unprecedented, tumultuous times with the global COVID19 Pandemic, the Delta variant, social unrest, environmental catastrophes, and so on... Yet, with the right WELLNESS and SELFCARE tools, and embracing wellbeing, we can reset our lives and forge a new pathway forward. We don't truly understand as of yet the devastation or full impact that the Pandemic is having and will continue to have on mental wellness. I believe the need for blended lifelong learning of Wellness and Selfcare Education is critical. This is more relevant now than ever before in particular, in terms of one's role as a global citizen in a global community because Wellness and

Selfcare is important for everyone - It is important to be healthy and understand how your wellbeing impacts not only your daily life, your family, your workplace, your community, and the world. Wellness and Selfcare is the foundation of our lives and community as health is about physical, mental, emotional, and spiritual wellbeing and taking deliberate action to improve your wellbeing is what practicing mindfulness is all about. tumultuous times with the global COVID19 Pandemic, the Delta variant, social unrest, environmental catastrophes, and so on... Yet, with the right WELLNESS and SELFCARE tools, and embracing wellbeing, we can reset our lives and forge a new pathway forward. We don't truly understand as of yet the devastation or full impact that the Pandemic is having and will continue to have on mental wellness. I believe the need for blended lifelong learning of Wellness and Selfcare Education is critical. This is more relevant now than ever before in particular, in terms of one's role as a global citizen in a global community because Wellness and Selfcare is important for everyone - It is important to be healthy and understand how your wellbeing impacts not only your daily life, your family, your workplace, your community, and the world. Wellness and Selfcare is the foundation of our lives and community as health is about physical, mental, emotional, and spiritual wellbeing and taking deliberate action to improve your wellbeing is what practicing mindfulness is all about. It can help to generate compassion and kindness for yourself and then therefore, you are increasing your ability to have empathy, tolerance and understanding for others. I believe there has never been a more perfect time in history for our global community to evolve, to become better, to improve, and embrace wellbeing and thrive, but it takes perseverance, motivation, wisdom, and hard work. We will discuss "The Grand Transformation" and Transforming A Crisis Into An Opportunity and have 4 experts here to talk about specific topics on how to improve and ameliorate these challenges. We believe the aftermath hasn't even begun as people are rattled and a complete change in lifestyle is happening.

