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COMMUNICATION BEYOND MEDIATIZATION

*Workshop on the changing nature of
participation, political community and campaigning in the era of Life Politics*

Organised by

**The Centre for Political Communications Research, Institute for Political Science,
Hungarian Academy of Science (PKK)**

in collaboration with the

**“Audience Interactivity and Participation” Working Group of the COST Action IS0906
Transforming Audiences, Transforming Societies (COST TATS)**

23-24 November 2012
Budapest, Hungary

Workshop Theme

More than a decade ago, Blumler and Kavanagh (in *The Third Age of Political Communication: Influences and Features Political Communication*, 1999) claimed that political communication was undergoing a substantial development: the overwhelmingly top-down and mass-oriented nature of political communication seemed to change radically. Apparently, there is a wide consensus in doubts about the relevance of the ‘old’ questions like *who dominates the public sphere; whether media coverage is objective; how the mainstream media/political elites set the agenda for public debates or how they influence the voters’ opinions* etc.

The meaning of the basic concepts of political communication (e.g. *campaigning, political community, participation*) are also more and more debated. We have to revise what campaigning, but also what institutionalised politics and *the political* mean today when web 2.0 with its real-time, direct and participatory logic seems to speed up the democratisation of all realms of society. And political communities need to be identified again when they are in flux rather than stable entities. The concept of participation also needs to be rethought again: for long we know that participation is much more than voting, now, its forms and status are multiplying even further.

In order to comprehend the contemporary political communication, we need to create new paradigms and rework old paradigms, so that we can leap beyond the current mass communication/media centred approaches. Addressing the challenge of searching for this paradigmatic renewal of political communication, the Centre for Political Communications Research, Institute for Political Science, Hungarian Academy of Science (PKK) and the Working Group 2 of the COST Action TATS invite the members of the Action to a workshop in Budapest on 23-24 of November 2012.

The schedule of the workshop

Friday afternoon, 23rd November

13:00 *Welcome - Balázs Kiss, PKK*

Chair: Pille Pruulmann-Vengerfeldt

13:10 *Keynote Presentation*

Peter Lunt – Recognition, Justification and the Public Sphere

13:50 *Panel on Theoretical questions - part 1*

Manuel José Damasio – Contemporary configurations of mediatisation:
understanding "media influence"

Anastasia Kavada – Political communication in the social media age

15:10 *Coffee break*

15:20 *Keynote Presentation*

Kiss, Balázs – Communication versus Indeterminacy. Rethinking Politics and
Communication

16:00 *Panel on Theoretical questions - part 2*

Nico Carpentier – The not-so-new audience. Dislocations in the new media's
claims for novelty

Mirosljub Radojkovic – Participation or piratisation

François Heinderyckx – E-government and e-democracy: between hopeful
innovation and hopeless utopias

18:00 *End of Panel*

Saturday morning, 24th November

Chair: Nico Carpentier

9:00 *Panel on Aspects of participation and its case studies - part 1*

Birgit Stark - Audience Participation in Online News Media: Case Studies from
Germany

Fausto Colombo and Francesca Pasquali – “Parrhesia”, social media and the
Italian political debate

Tobias Olsson – Modes of Digital participation: For citizens, consumers and
civic consumers

11:00 *Coffee break*

11:10 Panel on Aspects of participation and its case studies – part 2

Pille Pruulmann-Vengerfeldt – Literacy for political participation: analysis of Estonian case

Sara Henriques (with Manuel José Damasio, Inés Botelho) – Mobile Internet and Participation – online social activities via mobile devices

José Manuel Noguera Vivo – Morphology of online political movements and the networked activism: Flows of communication within Spanish movement 15-M

13:10 *Lunch break*

Saturday afternoon, 24th November

Chair: Peter Lunt

14:10 Panel on journalism and campaigning in new conditions – part 1

Szabó, Gabriella – Post-objectivity – The new way of talking politics or the revival of the 19th century-style political discourses?

D. Beybin Kejanlioglu – Opposites, fertilizing one another: networked journalism and political communication in a changing media landscape

15:30 *Coffee break*

15:40 Panel on journalism and campaigning in new conditions – part 2

Mihályffy, Zsuzsanna – Does campaigning 2.0 win? A case study of the 2010 Hungarian national elections

Lucia Vesnic-Alujevic – Electoral campaigning on social media: creating strategies for 2014 European elections

17:00 *Conclusions and follow-up*

17:30 *End of workshop*