



## CONFERENCE OF THE ECREA POLITICAL COMMUNICATION SECTION

### COMPARING POLITICAL COMMUNICATION ACROSS TIME AND SPACE

20<sup>TH</sup> and 21<sup>ST</sup> October, 2011, MADRID.

Universidad Complutense de Madrid  
Avda. Complutense s/n,  
Facultad Ciencias de la Información

### PROGRAMME

**Location:** Unless otherwise stated, all meetings will take place in the *Sala de Conferencias* of the new building of the Facultad de Ciencias de la Información. See map for indications.

Sessions will be broadcast live through the Internet, cosponsored by UNIR, *Universidad Internacional de la Rioja*.

#### Thursday 20<sup>TH</sup> October

12.00 Registration.

12.45 Welcome/Introduction

13.00 **PLENARY PANEL 1. Communicating politics: professionalization and popularization**

**Chair:** Jesper Strömback, Mid Sweden University,  
Jesper.Stromback@miun.se

**Popularization of politics: a comparative analysis**

Gianpietro Mazzoleni, Università degli Studi di Milano

Patricia Moy, University of Washington

Michael Xenos, University of Wisconsin-Madison

**What factors explain the professionalization of political campaigning? Evidence from a comparison between Swiss cantonal elections**

Stefanie Knocks, University of Bern

**Dissolved politics: Trends in televised leaders' debates reports in Canada, 1968-2008**

Frederick Bastien, Laval University

**A comparative perspective in government communication? Looking at government communication across 13 countries**

María José Canel, Madrid Complutense University

Karen Sanders, CEU San Pablo University

**14.15 PLENARY PANEL 2. Role perceptions and performance of journalists**

**Chair:** María José Canel, Madrid Complutense University. [mjcanel@ccinf.ucm.es](mailto:mjcanel@ccinf.ucm.es)

**Journalists' trust in public institutions in 18 Countries**

Rosa Berganza, University Rey Juan Carlos

Thomas Hanitzsch, University of Munich

**Making sense of press freedom. A comparison of journalists' interpretations of press freedom in six new democracies**

Katrin Voltmer, University of Leeds

**Perceptions of journalists on the political agenda-setting power of the media in comparative perspective**

Peter Van Aelst, University of Antwerp/Leiden University

Arjen Van Dalen, University of Southern Denmark

**A comparison of interpretative political journalism in Swedish election campaigns 1998-2010**

Lars Nord, Mid Sweden University

Jesper Strömbäck, Mid Sweden University

15.30 Coffee break

**16.00 PARALLEL PANEL 3. The mediatisation of political institutions.**

**Chair:** Magdalena Wojcieszak, IE School of Communication, Madrid,

[Magdalena.Wojcieszak@ie.edu](mailto:Magdalena.Wojcieszak@ie.edu)

**Comparing newspaper coverage of parliaments across time and space**

Rene Jainsch, Dresden University of Technology

**Studying the tango: A longitudinal analysis of parliamentary questions and media coverage in the Netherlands**

Peter Van Aelst, University of Antwerp/Leiden University

Rens Vliegthart, University of Amsterdam

**Powerful but communicative as well? Similarities and differences in the communicative relationship between the administration and the media in Germany and Switzerland.**

Marlis Prinzing, Macromedia University for Media and Communication

**How much does communication matter? A comparison between strategies of Italian governments: 2001-2011**

Giuliano Bobba, University of Turin.

**16.00 PARALLEL PANEL 4. Constructed realities and public attention.**

**Room: 542, 5<sup>th</sup> floor, Old Building Facultad de Ciencias de la Información. See map for indications.**

**Chair:** Guillermo Velasco, Universidad Panamericana Guadalajara, México,  
jgvelas@up.edu.mx

**The impact of different political and media systems on European TV programs**

Steffen Kolb, University of Fribourg

**Good old days or bright futures? A discursive reconstruction of the structural transformation of the British public sphere 1960-2005**

Thomas Haeussler, University of Bern

**A case of identity: The role of political culture proximity in international newsworthiness**

Tamir Sheafer, Hebrew University  
Shaul Shenhav, Hebrew University  
Elad Segev, Tel Aviv University  
Janet Takens, VU University Amsterdam

**Tracing differences in media logic: A comparative content analysis of newspapers across six democracies and five decades**

Frank Esser, University of Zurich  
Andrea Umbricht, University of Zurich

**17.15 PARALLEL PANEL 5. Campaign images and campaign agendas.**

**Chair:** Gianpietro Mazzoleni, University of Milan.  
gianpietro.mazzoleni@unimi.it

**Marketing the candidate. Personalization in election posters in Austrian national election campaigns, 1945 – 2008**

Lore Hayek, University of Innsbruck

**New perspectives on agenda formation: Agenda building processes during election campaigns in Austria, 1970-2008**

Gabriele Melischek, Commission for Comparative Media and Communication Studies, Austria  
Josef Seethaler, Commission for Comparative Media and Communication Studies, Austria

**Mapping political reporting styles. The struggle between journalist-centered and politician-centered election communication in the United States, Great Britain, Denmark, Germany, Switzerland, France, Italy, and Spain**

Frank Esser, University of Zurich  
Florin Buechel, University of Zurich

**U.S. and international coverage of the election of Barack Obama: Trends and differences**  
Salma Ghanem, Central Michigan University

**17.15 PARALLEL PANEL 6. Changing technologies-changing politics?**

**Room: 542, 5<sup>th</sup> floor, Old Building Facultad de Ciencias de la Información. See map for indications.**

**Chair:** Pablo López Rabadan, Universidad Jaume I,  
rabadan@com.uji.es

**Institutionalized political change and mobile phones: Exploring global trends and linkages from the post-war era through the information age**

Jacob Groshek, Erasmus University Rotterdam  
Alex Farivar, University of Michigan

**The effect of elections on the digitisation of political communication. A panel study looking for the role of political interest and cognitive mobilisation**

Pablo Porten, Ilmenau University of Technology, Germany  
Jens Wolling, Ilmenau University of Technology, Germany

**Global Climate Change, global public sphere? A Quantitative Analysis of Climate Change Coverage in 25 Countries from 1996 to 2010**

Mike Schäfer, University of Hamburg  
Ana Ivanova, University of Hamburg  
Andreas Schmidt, University of Hamburg

18.30 End of day one

**Friday 21<sup>ST</sup> October**

**9.30 PLENARY KEY NOTE: Promise fulfilled? Comparative research in political communication systems.**

**Speaker:** Barbara Pfetsch, Free University of Berlin

**Chair:** Katrin Voltmer, University of Leeds

**10.30 PARALLEL PANEL 7. Audience responses to political messages**

**Chair:** James Stanyer, Loughborough University,  
J.Stanyer@lboro.ac.uk

**Candidate-voting revisited. A longitudinal analysis of individual media usage and voting behaviour**

Reimar Zeh, Universität Erlangen-Nürnberg

**Direct democracy and political socialization: Comparing Switzerland and the Netherlands**

Judith Möller, University of Zürich  
Ruth Kunz, University of Zürich  
Frank Esser, University of Zürich  
Claes De Vreese, University of Amsterdam

**Youth conceptions on elections and mediated democracy: what patterns reveals timeline?**

María José Brites, Universidade Nova de Lisboa  
Cristina Ponte, Universidade Nova de Lisboa  
Isabel Menezes, Universidade do Porto

**The dynamics of political interest and news media consumption: A longitudinal perspective**

Jesper Strömbäck, Mid Sweden University  
Monika Djerf-Pierre, University of Gothenburg  
Adam Shehata, Mid Sweden University

**10.30 PARALLEL PANEL 8. Comparing public spheres**

**Room: 542, 5<sup>th</sup> floor, Old Building Facultad de Ciencias de la Información. See map for indications.**

**Chair:** Karen Sanders. University CEU San Pablo, Madrid,  
kbfsanders@googlemail.com

**Between European and national public spheres: The Euroelections 2009 in British and German quality newspapers**

Hannah Middendorf, University of Muenster

**Why poor and why rich: cross-cultural consistency in Liberal-Conservative orientation**

Mark Harmon, University of Tennessee

**Mediatization of Public Agencies in Australia and the Netherlands**

Thomas Schillemans, Universiteit Utrecht

11.45 Coffee break

12.15 **Business Meeting**

13.15 Lunch. Restaurante Museo del Traje. See map for indications.

**15.00 PARALLEL PANEL 9. The communication of European elections.**

**Chair:** Frank Esser, University of Zurich,  
f.esser@ipmz.uzh.ch

**Across time and space. Explaining over-time and cross-country variations in the coverage of European Elections**

Hajo Boomgaarden, University of Amsterdam  
Claes de Vreese, University of Amsterdam  
Andreas Schuck, University of Amsterdam  
Matthijs Elenbaas, University of Amsterdam  
Rachid Azrout, University of Amsterdam  
Rens Vliegthart, University of Amsterdam

Joost Van Spanje, University of Amsterdam

**Framing Europe: A cross-cultural analysis of party-political broadcasts for the 2009 EU elections**

Manon Van der Laaken, University of Amsterdam

**Transformations in second-order campaigning: A German-Finnish comparison on the occasion of the European parliamentary elections 2004 and 2009**

Jens Tenschler, Universität Augsburg

Tom Moring, University of Helsinki

Juri Mykkänen, University of Helsinki

**Going negative! A study of negative campaigning in election posters in Sweden 1911-2010**

Bengt Johansson, University of Gothenburg

**15.00 PARALLEL PANEL 10. Crossing borders: Transnational communications and transnational connections.**

**Room: 542, 5<sup>th</sup> floor, Old Building Facultad de Ciencias de la Información. See map for indications.**

**Chair:** Andreu Casero Ripollés, Universidad Jaume I,  
[casero@com.uji.es](mailto:casero@com.uji.es)

**In or out? A cross-national comparative newspaper analysis of reciprocal perceptions between Western Balkan countries and the EU against the background of a future EU accession**

Romy Wohler, Austrian Academy of Sciences in Vienna

**City-diplomacy in the EU context**

Teresa La Porte, Universidad de Navarra

**Mediating alliance: The role of the press in sustaining reciprocity in the US-Canada relationship**

Katherine Dunsmore, Fairleigh Dickinson University NJ

**Migrant minority media in Madrid and London: political actors in the migratory transnational field**

Alicia Ferrández Ferrer, Universidad Autónoma de Madrid

16.15 Coffee Break

**16.30 PLENARY PANEL 11. The art of comparing political communication: methodological issues.**

**Chair:** Barbara Pfetsch. Free University of Berlin.  
[pfetsch@zedat.fu-berlin.de](mailto:pfetsch@zedat.fu-berlin.de)

**Political vs. media logic or simply different worlds? A typology of political communication cultures across Europe**

Barbara Pfetsch, Freie Universität Berlin

Eva Mayerhöffer, Freie Universität Berlin

Tom Moring, University of Helsinki

### **Media attention cycles**

Steffen Kolb, University of Fribourg

Sünje Paasch-Colberg, University of Fribourg

### **The role of measurement invariance in comparative research**

Schemer, Christian- University of Zurich

Kühne, Rinaldo- University of Zurich

Matthes, Jörg- University of Zurich

### **Politicians' peccadilloes in comparative context: Using fuzzy set qualitative case analysis (fsQCA) to explain the frequency of political sex scandals in eight democracies**

James Stanyer, Loughborough University

John Downey, Loughborough University

5.45 Final Remarks

6.00 End of workshop

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### **Local organisers**

María José Canel

Mario Gurrionero

### **Conveners**

Katrin Voltmer

María José Canel

Jesper Strömbäck

### **Scientific Committee**

Adam Shehata, *Mid Sweden University*

Aeron Davis, *Goldsmiths University of London*

Arjen van Dalen, *University of Southern Denmark*

Barbara Pfetsch, *Free University of Berlin*

Bengt Johansson, *University of Gothenburg*

Carsten Reinemann, *Ludwig-Maximilians-Universität München*

Christina Holtz-Bacha, *University of Erlangen-Nürnberg*

Claes de Vreese, *University of Amsterdam*

Darren Lilleker, *Bournemouth University*

Dominic Wring, *Loughborough University*

Frank Esser, *University of Zurich*

Gianpietro Mazzoleni, *University of Milan*

James Stanyer, *Loughborough University*

Jesper Strömbäck, *Mid Sweden University*

Juan Jesús González, *UNED University*

Karen Sanders, *CEU San Pablo University*

Katrin Voltmer, *University of Leeds*

María José Canel, *University Complutense of Madrid*

María Teresa La Porte, *University of Navarre*

Patricia Moy, *University of Washington*

Philippe J. Maarek, *University Paris 12*

Rachel Gibson, *University of Manchester*

Sarah Oates, *University of Glasgow*

Steve Reese, *University of Texas*

Toril Aalberg, *Norwegian University of Science and Technology*

## SOCIAL PROGRAM

Date	Time/Location	Characteristics
Wednesday 19th	<p>Time: 20.30</p> <p>La Pecera (Círculo de Bellas Artes)</p> <p>Address: Alcalá, 42 Madrid, 28014</p> <p>Metro station: Sevilla</p> <p><a href="http://www.circulobellasartes.com/">http://www.circulobellasartes.com/</a></p>	<p><i>La Pecera Restaurant</i> is located at El Círculo de Bellas Artes, a cultural entity placed at the very centre of Madrid. Interesting building from 1880.</p> <p>Drinks and typical Spanish 'picoteo' is available at an average price of 25 euros.</p>
Thursday 20th	<p>Time: 20.30</p> <p>Tablao Las Tablas</p> <p>Address: Plaza de España 9</p> <p>Metro Station: <i>Plaza de España</i></p> <p><a href="http://www.lastablamadrid.com/comidaingles.html">http://www.lastablamadrid.com/comidaingles.html</a></p>	<p>Tablao las Tablas is a cozy space where you will discover the passion of flamenco. You will enjoy a typical Spanish supper with a selection of Spanish wines and Iberian products, followed, at 10.00 p.m., by a Flamenco dance show (one hour).</p> <p>Both performance and supper is free for ECREA participants, drinks included</p> <p>If you are interested in the program: <a href="http://www.lastablamadrid.com/PROGRAMACIONINGLES.html">http://www.lastablamadrid.com/PROGRAMACIONINGLES.html</a></p>
Friday 21st	<p>Time: 20.30</p> <p>Place: <i>Taberna Rayuela</i></p> <p><a href="http://www.tabernarayuela.com/">http://www.tabernarayuela.com/</a></p> <p>Address: Calle Morería 8 (with Bailén)</p> <p>Phone number: 913658276</p> <p>Metro stations: 8 minutes walking from <i>Opera, Latina</i> and <i>Sol</i></p>	<p>Located in a very charming area of 'Madrid de los Austrias', dinner will consist of typical Spanish tapas, at your choice.</p> <p>Tapas-dinner is arranged for ECREA participants. Average price: 25 euros.</p>