Preliminary Programme (8.8.2014)

Conference of the International and Intercultural Communication Section of the German Communication Association (DGPuK) in Cooperation with the Creative Unit “Communicative Figurations”, University of Bremen

hosted by the Institute for Media, Communication and Information Research (ZeMKI), University of Bremen, coordination team: Stefanie Averbeck-Lietz, Rebecca Venema, Gabriele Gerber

Diversity in Transcultural and International Communication

October, 2nd.-3rd. 2014, Haus der Wissenschaft (House of Science), Bremen

Thursday, 2nd October

13:30 - 14:00 Conference registration

14:15 - 15:45 Opening and Keynote

- Short Introduction Prof. Dr. Stefanie Averbeck-Lietz (Head of the Intercultural and International Section of the German Communication Research Association)
- Welcome Address Prof. Dr. Yasemin Karakasoglu (Vice Rector for Intercultural and International Affairs, University of Bremen)
- Keynote Prof. Dr. Barbara Thomaß (Ruhr-University Bochum)

15:45 - 16:00 Coffee Break

16:00 - 17:30 Panel 1
Concepts of Diversity – Theoretical and Analytical Approaches

- Christine Horz (Frankfurt): Diversity in Transcultural and International Communication studies – Approaches, Trends and Consequences
Margreth Lünenborg (Berlin): From Diversity to Intersectionality: Theoretical Challenges and Analytic Approaches in Communication Studies

Elke Gittmann (Lüneburg)/Tanja Thomas (Bremen): Critical Cosmopolitism: New Approaches to Comparative and Transcultural Communications and Media Culture

**Panel Chair: Carola Richter**

17:45 - 18:30 Meeting of the International and Intercultural Section of the German Association for Communication Research (DGPuK) (*election of new spokespersons*)

19:30 Dinner: Restaurant Stadtwirt Katharinenklosterhof 7, 28195 Bremen (*self-funded*)

Friday, 3rd October

**9:15 - 10:45 Panel 2**
Diversity – Organizational Contexts

- Christina A. Becker (Düsseldorf): Diversity Management: Lip Service or corporate culture?
- Tim Karis (Münster): Religious Diversity as a Media Governance Issue: The Changing PSB Regulatory Frameworks in Germany, the Netherlands and the United Kingdom

**Panel Chair: Stefanie Averbeck-Lietz**

10:45 - 11:15 Coffee Break

**11:15 - 12:45 Panel 3**
Diversity – International Contexts

- Linda Ziberi (Tetovo)/Maja Muhic (Tetovo): The Accommodation of Diversity in the Republic of Macedonia: The Different Approaches to Diversity and the Applicability of this Concept in Non-EU Contexts
- Itxaso Araque Barriuso (Cambridge): Unheard Intellectuals: Introducing critical voices into the Spanish Public Sphere
- Philippe Viallon (Strasbourg): Globalisation or Localizaton of News Visuals?

**Panel Chair: Indira Dupuis**

12:45 - 13:45 Lunch (*at the House of Science*)
13:45 – 15:15 Panel 4
Representations and Constructions of Diversity in Entertainment Formats

- Christine Linke (Berlin): Identity and Diversity in Everyday Communication Practices. An Exploration on the Mediatized Experiences of Fashion Reality TV and Social Media
- Miriam Stehling (Bremen): Diversity in Global Television Formats: A Transcultural Comparison of America’s Next Top Model and Germany’s Next Topmodel
- Anne Grüne (Erfurt): Cultural Diversity in Transcultural Entertainment Shows. From Integrative to Post-Integrative Politics of Representation?

Panel Chair: Rebecca Venema

Coffee Break 15:15 - 15:30

15:30 - 16:00 Résumé and Concluding Discussion

- Résumé Prof. Dr. Carola Richter, Moderation Dr. Indira Dupuis (Bochum)

Conference Website (Accommodation & further Information)

Contact
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Location
Haus der Wissenschaft (“House of Science”)
Sandstraße 4/5 28195 Bremen
www.hausderwissenschaft.de

- Arrival at main station Bremen: take tramlines 4 (direction Arsten), 5 (direction Arsten), 6 (direction Flughafen) or bus lines 24 (direction Rablinghausen) and 25 (direction Weidedamm) to the stop “Schüsselkorb”
  - Exit tram at stop Schüsselkorb, cross Domshof (market square) and turn onto Sandstraße
  - after 120 m Haus der Wissenschaft is on the left

- Arrival at airport Bremen: take tramline 6 (direction University) to the stop “Domsheide”
  - from Domsheide, walk across Domsheide and up Violenstraße, then turn left onto Sandstraße