

Wednesday 7 July						
8.30am	Registration opens					
9.00am	Welcome to country - Agnes Shea, Ngunnawal elder					
9.15am	Opening - Stephen Parker, Vice-Chancellor, University of Canberra					
9.30am	Keynote - Professor John Durham Peters					
10.30am	Morning tea					
Concurrent Session 1						
	A	B	C	D	E	F
Room	MR1	MDR2	MDR3	Members Bar	Private Dining Room	L2
	<b>Journalism &amp; News Media</b>	<b>Media &amp; Citizenship</b>	<b>Public Relations</b>	<b>Entertainment</b>	<b>Information &amp; Knowledge</b>	<b>Health Communication</b>
Chair	Matthew Ricketson	Sue Turnbull	Peter Simmons	Alan McKee	Sally Burford	Kate Holland
11.00am	Kerry Green, Stephen Tanner & Jolyon Sykes <i>Reflecting society in journalism education</i> (Non-refereed)	Tim Marjoribanks, David Nolan & Karen Farquharson <i>Media representations of Sudanese people in Australia: an initial analysis</i> (Refereed)	Joy Chia <i>From the inside: executives' social capital investment perspectives and the public relations researchers' response</i> (Refereed)	Jan Kershaw <i>'Such was the status of women . . . That at first The Australian Women's Weekly was hardly taken seriously at all': the humble beginnings of</i>	Stuart Ferguson <i>Social capital, lifelong learning, information literacy and the role of libraries</i> (Refereed)	Debbie Rodan <i>Care of the self: remaking the obese 'self' in The Biggest Loser: Couples (Australia)</i> (Refereed)
11.25am	Diana Bossio <i>Defining professionalism within higher education journalism studies</i> (Refereed)	Terry Flew <i>Comparative communications research: Australian and New Zealand communications research in an international context</i> (Non-refereed)	Elsbeth Tilley & Tyron Love <i>Learning from Kaupapa Maori: issues and techniques for engagement</i> (Refereed)	Jennifer Juckel & Jennifer Robinson <i>It only works when I laugh: accessing humour in comedy</i> (Non-refereed)	Heidi Julien <i>Twenty-first century citizenship: the role of Canada's public libraries</i> (Non-refereed)	Katrina Clifford <i>The limits of responsibility: rethinking media ethics as a framework for sustainable risk communications in relation to fatal health crisis</i>
11.50am	Andrew Dodd <i>Media training: it's time journalists got even</i> (Refereed)	Georgie McLean <i>Online Cosmopolitanism or Self-Affirming Narcissism? Online engagement with public broadcasting and cultural diversity</i> (Non-	Jim Macnamara <i>Four gaps in public relations teaching and practice: the need for new approaches</i> (Refereed)	Pia Majbritt Jensen <i>The international extent and elasticity of lifestyle television</i> (Refereed)	C. Kay Weaver & Margaret Richardson <i>A longitudinal case study research analysis of government rhetoric and the distribution of power in a community broadband</i>	Michelle Imison, Andrea Fogarty & Simon Chapman <i>The Australian Health News Research Collaboration: findings and future directions</i> (Non-refereed)
12.15pm	<b>Lunch</b>					
	<b>Postgraduate Mentoring Session - John Durham Peters</b>					

Concurrent Session 2						
Stream	Entertainment	Media & Citizenship	Creativity and Knowledge	Indigenous Media &	Information & Knowledge	Organisational
Chair	Alan McKee		Elisabeth Paton	Kerry McCallum	Stuart Ferguson	Owen Hargie
1.15pm	Michelle Phillipov <i>The pleasures of popular music: methodological considerations in the understanding of entertainment</i> (Non-refereed)	Burcu Simsek <i>The perfect circle: the use of digital storytelling for the circulation of feminist concerns</i> (Non-refereed)	Phillip McIntyre <i>Communication and the creation of media content: A PBE study of popular music songwriting</i> (Refereed)	Lisa Waller <i>Singular influence: mapping the ascent of Daisy M. Bates in popular understanding and Indigenous policy</i> (Refereed)	Sally Burford <i>Web information architecture: a participatory practice</i> (Refereed)	John O'Sullivan & Colleen Mills <i>Making sense of stories: the interface between narrative, self, social context and sense</i> (Refereed)
1.40pm	Carolyn Michelle <i>Understanding Avatar's global appeal: a study of cross-cultural receptions</i> (Non-refereed)	Brendan Reilly <i>American influence on citizens through New Zealand commercial music radio</i> (Refereed)	Louise Katz <i>Playfulness, ambivalence and creativity</i> (Non-refereed)	Jani Wilson <i>E Whakararuraru ana te 'Maori' i roto i te 'Hunga Matakiki Maori': problematising the 'Maori' in</i>	Marilyn Mitchell <i>Affordances and limitations of the dashboard in the visual communication of managerial information</i> (Non-refereed)	Melissa Sedmak & Phil <i>Enterprise system implementation projects: the role of communication</i> (Non-refereed)
2.05pm	Kathleen Williams <i>Re-reading the history of the trailer: the production and consumption of 'recut' trailers</i> (Refereed)	Jessica Rodgers <i>Analysing queer student media using a combined queer theoretical and media studies approach</i> (Non-refereed)	Michael Sergi <i>Selecting a directorial methodology for a creative practice film</i> (Refereed)	Sue Abel <i>'Balance' in the news and the indigenous voice(s)</i> (Non-refereed)	Kerry Green, Denise Wood & Susan Luckman <i>Northern Futures Archive: eresearch communication strategies for bringing disparate stories together</i> (Non-refereed)	Tony Self <i>Context-agnostic writing in modular documents</i> (Refereed)
2.30pm	Afternoon tea					

<b>Concurrent Session 3</b>						
<b>Stream</b>	<b>Journalism and News Media</b>	<b>Media &amp; Citizenship</b>	<b>Advertising/Marketing Communications</b>	<b>Political Communication</b>	<b>Intercultural Communication</b>	<b>Organisational Communication</b>
Chair	Kerry Green	Terry Flew	Kay Weaver	Kerry McCallum	Nina Weerakoddy	Colleen Mills
2.45pm	Matthew Ricketson <i>Writing media releases disguised in narrative form: a comparison of the work of Bob Woodward and Mark Danner</i> (Non-refereed)	Robyn Penman & Sue Turnbull <i>From listening . . . Into the dialogical space at the radical centre</i> (Non-refereed)	David Pearson & Joanna Henryks <i>What are marketing communications telling consumers in Australia about the sustainability of local organic food purchases?</i>	Libby Lester, Brett Hutchins & Simon Cottle <i>Online media and the 2010 Tasmanian election: changing political environments?</i> (Non-refereed)	Aparna Hebbani & Jayson McNamara <i>Examining the impact of 'visible differences' on multiple marginalization of Somali and Sudanese former refugees in Australia</i> (Refereed)	Owen Hargie, Mairead McCoy & Pauline Irving <i>The role of communication following terrorist attacks: a Pan-European study</i> (Non-refereed)
3.10pm	Lucy Morieson <i>Reconsidering interactivity in online journalism: two Australian case studies</i> (Refereed)	Tim Dwyer & Fiona Martin <i>Voice diversity and news content sharing: tracking the impact of online reuse</i> (Non-refereed)	Mark Morrison, David Waller, Jenni Greig & Rod McCulloch <i>Effective communication to landholders: A survey of local environmental authorities</i> (Non-refereed)	Geoffrey Craig <i>How Should A Prime Minister Speak? Habitus, Field, and the search for the real Kevin Rudd</i> (Non-refereed)	Kazuko Ikedo <i>Intercultural communication: Chinese way and Japanese way</i> (Non-refereed)	Margaret Richardson, Mary Simpson & Ted Zorn <i>Encore careers in older New Zealanders: experiences of wellbeing and positive ageing</i> (Non-refereed)
3.35pm	Christina Koutsoukos <i>A five-year plan: Beyond the crumbling fortresses and the never-ending story</i> (Refereed)	Nina Funnell, Kath Albury & Estelle Noonan <i>Sexting and citizenship: the limits of (self) representation</i> (Refereed)	Joanna Henryks & David Pearson <i>Marketing communications create confusion: perception versus reality for Australian organic food consumers</i>	Myra Gurney <i>Speaking in tongues: risk aversion and the discursive practice of 'strategic-ambiguity' in Australian</i>	Teone Reinthal <i>"we'll both belong to the place": developing cultural awareness through receptivity and recognition</i> (Refereed)	Mary Simpson, Margaret Richardson & Ted Zorn <i>Interactive ageism: communication at the elder-organisation interface</i> (Non-refereed)
4.00pm	Panel: Is there a spin doctor in the house?					
4.45pm	Kate Cowie - Welcome & Introduction to the Museum of Australian Democracy					
5.00pm	Drinks - Members Bar					
7.30pm	Conference Dinner - National Press Club, 16 National Circuit, Barton, ACT					

Thursday 8 July						
9.00am	Introduction - Monique Skidmore, Dean, Faculties & Design, University of Canberra					
9.15am	Keynote - Robyn Archer					
10.15am	Morning tea & book launch - Sponsored by McGraw Hill Education Australia & New Zealand					
Concurrent Session 4						
	A	B	C	D	E	F
Room	MDR1	MDR2	MDR3	Members Bar	Private Dining Room	L2
Stream	<b>Narrative &amp; Literary</b>	<b>Health Communication</b>	<b>Global Media &amp;</b>	<b>Creativity &amp; Communication</b>	<b>Digital and Social Media</b>	<b>Pedagogy</b>
Chair		Simon Chapman	Bethaney Turner	Phillip McIntyre	Scott Rickard	Christina Koutsoukos
10.45am	Matthew Ricketson <i>The practice of book-length journalism: reframing the debate</i> (Refereed)	Kate Holland & R Warwick <i>Not just another flu? The framing of swine flu in the Australian press</i> (Refereed)	Peter Putnis <i>Communication revolution: American-Australian news links 1930-1950</i> (Non-refereed)	Elizabeth Paton <i>The potential effects of media use on adult creativity</i> (Refereed)	Axel Bruns <i>In search of Australian blogs: determining the extent of the contemporary Australian blogosphere</i> (Non-refereed)	Dugald Williamson <i>The rhetoric of invention: research skills for undergraduates and coursework postgraduates</i>
11.10am	Marcus O'Donnell <i>Apocalyptic journalism: meandering through savage dreams</i> (Non-refereed)	Michelle Imison, Andrea Fogarty & Simon Chapman <i>H1N1 on television: is it important and what should you do?</i> (Non-refereed)	Carmela Baranowska <i>Cold Blood</i> (Non-refereed)	Judith Sandner <i>Collaborative cultural production: generative processes of participation in textual creation</i> (Refereed)	Sora Park <i>The hierarchy of online discussants in political message boards</i> (Non-refereed)	Niranjala Weerakkody <i>Teaching and learning in a mandated wholly online unit which is theory and analysis-based: 2007 to 2009</i> (Non-refereed)
11.35am	Janet Fulton <i>Print journalism and the creative process: the social organisation of journalism and its influence on print journalists' creative practices</i>	Andrew Dare & R Warwick <i>Online representations of the novel H1N1 2009 pandemic</i> (Non-refereed)	Eva Polonska-Kimunguyi <i>Media and democracy in Central and Eastern Europe: the promise of 1989 revisited</i> (Refereed)	Rosemary Williamson <i>Buying the creative life: the rhetorical function of Australian quilters' magazines as advocates for choice</i> (Refereed)	Michael Galvin & Christine Lim <i>'Speaking truth to power', Singapore style: the case of STOMP</i> (Non-refereed)	Jane Mills <i>The significance of visual communication for literacy learning and national cultural wellbeing</i> (Non-refereed)
12.00pm		R Warwick Blood, Kate Holland, Simon Chapman & <i>Mediatized 'risk-events' and the H1N1 global pandemic in Australia: audience understandings, perceptions and behaviours</i> (Non-refereed)	Ramaswami Harindranath <i>Global and local 'performance' of terror on the Internet: towards a framework for analysing different dimensions of</i>	Chloe Killen <i>Investigating creativity in the production of Australian children's literature: implications for future research</i> (Refereed)	Hugh Macdonald <i>Implications for social media use for Australian professional sporting organisations</i> (Non-refereed)	
12.25pm	Lunch					
1.25pm	ANZCA AGM					
3.05pm	Afternoon tea					

Concurrent Session 5						
Stream	Creativity & Communication	Health Communication	Public Relations	Journalism, Media & Pedagogy	Mobile Communication	Interpersonal Communication
Chair	Judith Sandner	Warwick Blood	Elsbeth Tilley	Jolyon Sykes	Christina Spurgeon	Carolyn Hartcher
3.30pm	Sarah Coffee <i>Exploring creativity through freelance journalism: testing out the systems model</i> (Refereed)	Andrea Fogarty & Simon Chapman <i>Framing and the marginalisation of evidence in media reportage of policy debate about alcopops, Australia 2008-09:</i>	Peter Simmons <i>Disliking public relations: democracy and ethical communication habits</i> (Refereed)	Anna Daniel, Terry Flew & Christina Spurgeon <i>The promise of computational journalism</i> (Refereed)	Scott Rickard <i>The mobile challenge to fix(ed)</i> (Non-refereed)	Mary R Power <i>Managing and adapting to communicative change across the life span</i> (Non-refereed)
3.55pm	Sarah Attfield <i>Where are the working-class stories and how is work-class creativity communicated?</i> (Non-refereed)	Debbie Rodan, Lynsey Uridge & Lelia Green <i>Using nicknames, pseudonyms and avatars on HeartNET: a snapshot of an online health support community</i> (Refereed)	Anne Lane <i>Modelling the process of dialogic communication in public relations: a role-based approach</i> (Refereed)	Jennifer Robinson, Siree Treleaven-Hassard, Anika Schweda & Duane Varan <i>The 'Bloomberg' effect: processing cluttered TV news format</i> (Non-refereed)	Clare Lloyd <i>Intimate mobile connections: a tool for intimacy</i> (Refereed)	Zorana Kostic <i>Transnational television genres: the cultural flow of Japanese current affairs</i> (Non-refereed)
4.20pm	Chang Shu-Fei <i>Field, quanxi and work practices: a study on Taiwanese TV producers working in Mainland China</i> (Non-refereed)	Shujie (Phoebe) Guo, Cheryl Cockburn-Wooten, Prue Homes & Mary Simpson <i>Becoming a good consumer: intercultural communication experiences with maternity carers and health providers in New Zealand</i> (Non-refereed)	Chris Devauld & Lelia Green <i>'Don't throw anything away': Greenwashing in public relations</i> (Refereed)	Harry Criticos <i>Centralisation in regional radio: networking and localism in the Super Radio Network</i> (Refereed)	Gerard Goggin & Kate Crawford <i>Friendship and (mobile) media</i> (Non-refereed)	Justina Cheang <i>Formation of personal email addresses: a Macau case study</i> (Non-refereed)
4.45pm	Mark David Ryan & Greg Hearn <i>Generation Next: post-cinema Australian moviemaking, innovation and implications for cultural policy</i> (Refereed)	Don Perlgut <i>Indigenous health communication: a case study of the 'Strong' series, 2005-2010</i> (Non-refereed)	Melanie James & Rhianna Fursdon <i>Sydney PR agencies: why are they blogging? An exploratory study of the blogging practices of Sydney public relations agencies</i> (Refereed)	Christina Koutsoukos & Felicity Biggins <i>Putting the 'i' into Journalism Education: the why and the how of the re-working of the journalism curriculum at the University of Newcastle</i>		Mary R Power <i>Managing peer conflict at school and throughout life</i> (Non-refereed)

Friday 9 July						
9.00am	Keynote - Professor John Keane					
10.15am	Morning tea - sponsored by the Public Communication Research Cluster, University of Canberra					
Concurrent Session 6						
	A	B	C	D	E	F
Room	MDR1	MDR2	MDR3	Members Bar	Private Dining Room	L2
Stream	Advertising & Marketing Comm	Creativity & Knowledge	Science & Environment Communication	Information & Knowledge Sharing	Disability & Communication*	Pedagogy
Chair	Joanna Hendryks		Geoff Craig	Marilyn Mitchell	Cassie Loeser	Nina Weeradoddy
10.45am	C. Kay Weaver, Shoa Sean Yun & Fabrice Desmarais <i>A content analysis of gender representations in Chinese television advertising: the blending of traditional Confucian and modern western values</i> (Non-refereed)	Emma Keltie <i>Fan fiction: remaking popular entertainment</i> (Non-refereed)	Bethaney Turner <i>Food, citizenship and democracy: contested representations of GMOs</i> (Refereed)	Lelia Green, Christine Teague & David Leith <i>Watching me watching you: the use of CCTV to support safer work places for public transport transit offices</i> (Refereed)	Note changed paper times for this session *10.45 - Vicki Crowley <i>The rhizomatics of hearing: becoming deaf in the workplace and other spaces of hearing</i> (Non-refereed)	Georgeta Hodis & Flaviu Hodis <i>Patterns of change in self-perceived communication competence: a multiple-group latent growth modeling analysis</i> (Refereed)
11.10am	Pingali Venugopal <i>Positioning a green brand</i> (Non-refereed)	Michael Olsson <i>Making Sense of Shakespeare: the Embodied Knowledge Sharing of Theatre Professionals</i> (Non-refereed)	Sophie Lieberman, John Gollan & Phoebe Hill <i>Citizen science: three perspectives</i> (Non-refereed) Tom Roberts <i>James Murdoch's bright idea: how The Sun tried to change its readers' minds on climate change through the 'Great British Light Switch'</i> (Non-	Frank Sligo, Elspeth Tilley, Niki Murray & Margie Comrie <i>Community of practice as barrier to knowledge and skills: the case of apprentices' learning</i> (Refereed)	*11.05 - Gerard Goggin <i>Disability and media justice</i> (Non-refereed) *11.25 - Mary R Power <i>Aiding communication: reasons for non-use of hearing assistance devices</i> (Non-refereed)	Catherine Simpson <i>Exploring Tim Flannery: developing models for interdisciplinary curriculum on climate</i> (Non-refereed)
11.35am	David Waller <i>Attitudes to advertising in a changing society: a study of Chinese students</i> (Non-refereed)	Megan le Masurier <i>Independent magazines and print creativity in a digital age</i>		Jocelyn Williams <i>The role of opinion leaders in community internet use: connecting people, creating cohesion</i> (Non-refereed)	*11.45 – Cassandra Loeser <i>Muscularity, mateship and malevolent masculinities: experiences of young men with hearing disabilities in</i>	Toija Cinque <i>Educating Generation Next</i> (Refereed)
12.00pm		Peter Murphy <i>Writing what cannot be written about: the poietics of creation</i> (Refereed)		Natalya Godbold <i>You want honesty or a cheer squad? Talking about kidney failure and dialysis on online renal discussion boards</i> (Non-refereed)	*12.05 - Teone Reinthal <i>Blue colour: entrapment, initiation and freedom</i> (Non-refereed)	
12.25pm	Lunch & Prize-giving (Grant Noble Prize)					

Concurrent Session 7						
Stream	Digital & Social Media	Global & Environment	Journalism and News Media	Communication in Taiwan		
Chair	Clare Lloyd	Kay Weaver				
1.25pm	Ann Hardy, Craig Hight & Caroline Michelle <i>Come on in! Reservoir Hill and audiences for interactive online drama</i> (Non-refereed)	Christine Lim & Michael Galvin <i>Situating New Zealand's 'purescape' in the global imaginary</i> (Non-refereed)	Brett Hutchins <i>Contesting the definition of sports news: the 2009 Australian Senate Inquiry into 'Sports News and Digital Media'</i> (Non-refereed)	Hung So-Jeng, Chen Yen-Ling, Chi Mei-Chung & Lo Yen-Hung <i>The cross-cultural communication effect of culture symbols in mascots: a case study in 2008 Beijing Olympic official mascots Fuwa</i>		
1.50pm	Serene Tng <i>The promise of citizen journalism for a more democratic media</i> (Non-refereed)	Pingali Venugopal <i>GM crops controversy: stakeholder analysis of the case of Bt Brinjal (eggplant) in India</i> (Non-refereed)	Umi Khattab, Saat Awang Damit, Syahrudin Awang <i>'Development Journalism' is dead: new(s) media and the birth of new politics in Malaysia</i> (Refereed)	Chen Huey-Rong <i>The Time-'Place' construction/self-presentation of a national identity of heterogeneity: a semio-narrative analysis of cultural citizenship and symbolic meanings of Taiwanese Indigenous peoples in the</i>		
2.15pm	Julie Freeman <i>'Does emailing come under the internet?' Impediments to e-government development</i> (Non-refereed)	Antonio Castillo <i>Latin America media: a political battlefield</i> (Non-refereed)	Perrin Brown <i>To shield or not to shield: A discussion of recent contempt of court cases where journalists have been charged for maintaining the</i>			
2.40pm	Hamideh, Molaei Farsangi <i>Active netizens on Facebook: case study of Indonesians' online participation regarding 2009 presidential election</i> (Refereed)					
3.05pm	Afternoon tea & close					