

**V Conference Media and Conference in Latin America -  
Communication in Contested Political Scenarios  
Jönköping University, Sweden- 20-21 June 2022**

OBS.: *Due to rapidly changing travel conditions in recent times, this programme might be subject to short notice changes.*

**Type of activities:**

**GREEN - hybrid**

**RED – Campus only**

**BLUE – Oline only**

All campus activities will take place in room Hc113 at the School of Education and Communication - Jönköping University

**Day 1, Monday 20 June**

**8:30-8:45 Opening session**

Welcome to attendants

Paola Sartoretto, Jönköping University

**8:45-10:00 Panel 1: Communication as resistance**

**Chair – Flor Enghel**

**Hegemonía, colegialidad y patriarcado: el discurso de los medios ecuatorianos durante las manifestaciones en octubre de 2019.** Karina Escalona (Universidad de Sevilla-Universidad Central del Ecuador)

**Everyday life, gender (in)justice and the communicational practices of women Argentina: what does it take to get the State's attention?** Flor Enghel, (Jönköping University)

**A semiotics of care and violence: memetic tactical media and Bolsonaro's necropolitics during the 2018 presidential elections in Brazil.** Isabel Löfgren, (Södertörn University)

**10:15- 11:30 Panel 2: Journalistic practices in Latin America**

**Chair: Karina Escalona**

**El miedo en la práctica profesional de los periodistas: el caso Venezuela.** Virpi Salojärvi (University of Vaasa), Maite Soto-Sanfiel (National University of Singapore)

**Between self-entrepreneurship and Paywall. Digital media and journalism practice in a transforming communication perspective.** René Jara and Antoine Faure (University of Santiago de Chile)

**Transnational investigative journalism: Contributing to improve governance in Latin America.** Dolors Palau-Sampio (Universitat de València)

**Gender inclusive language in Argentinian news: The role of journalists in sociolinguistic change,** Mariana Fried and Isabel Awad (Erasmus, University Rotterdam)

**Lunch break: 11:30- 12:30**

**12:30- 13:45 Panel 3: Communication on the margins**

**Chair: Isabel Löfgren**

**Racism and 'Whiteness' in UCKG Pentecostal Media: The Online, Religious Construction of Race in Brazil.** Kim Beecheno, (Uppsala University)

**Social media appropriation as a resistance strategy for Indigenous Peoples in contemporary Brazil.** Camila Emboava Lopes, (Umeå University)

**Rage against the machines - algorithm resistance and the political challenge of transport app workers collective action in Brazil.** Paola Sartoretto (Jönköping University), Lou Caffagni (Rio de Janeiro University)

**Transnational Evangelical Radio and Indigenous Modernity in the Andes.** Diego Mauricio Cortes, (University of Pittsburgh Bradford)

**14:00-15:15 Panel 4: Political representation, contemporary conflicts and communication**

**Chair: Ximena Orchard**

**"A neo-caudillista media? The Venezuelan press and authoritarian rule in historical perspective."** Ed Bracho-Polanco (Westminster University)

**Gobiernos y medios en América Latina. Las disputas durante el "giro a la izquierda" en Argentina (2003-2015) y Uruguay (2005-2015),** Iván Schuliaquer (Universidad Nacional de San Martín)

**Dimensiones de la confianza en el financiamiento irregular de la política – El caso del Congreso Chileno.** Claudia Labarca, Ingrid Bachmann, Daniela Grassau, Constanza Mujica (Pontificia Universidad Católica de Chile).

**Discursos mediáticos sobre la migración en Chile y la construcción de la otredad migrante en Iquique.** Andrea Cortés Saavedra, (University College London)

**The trajectory of Brazilian media system from 2016 institutional rupture process to pandemic crisis.** Jorge Alberto Ramos da Silva (UFRJ), Caterina Foá (OberCom, OPAC)

**15:30- 16:30 – Keynote Address by Professor Rossana Reguillo moderated by Flor Enghel – OBS.: IN SPANISH**

***El enigma de Moebio y la experiencia en red: hacia una lectura política de la mediación***

*La mediación (en singular) suele pensarse como un elemento central para la configuración de la experiencia social. Incluso, no es poco frecuente, que se le atribuya cierto grado de agencia (como si fuera un actor): "la mediación hace esto", "produce aquello otro", "logra que tal cosa". ¿Es un dispositivo? ¿Es un lugar? ¿Es un entre medio o un in betweenness? En el contexto sociopolítico y cultural actual, la pregunta por la mediación (y los mediadores) no es ociosa; por el contrario, resulta clave para escapar al enigma de Moebio y preguntarnos si hay posibilidad de transitar (e imaginar) por fuera de la banda para construir nuevos imaginarios del porvenir.*

**Möbius' enigma and the networked experience: towards a political reading of mediation**

Mediation is usually considered a central element in the configuration of social experience. More often than not agency is even attributed to it, as if it was an actor: "mediation does this", "produces that", "enables that other thing". Is it a device? Is it a space? Is it an in-between? In the current sociopolitical and cultural context, raising the question of what mediations is and what mediators are is not irrelevant. On the contrary, it is crucial in order to get away from Möbius' enigma and consider the possibility of moving beyond the strip in order to imagine and build new repertoires for the future.

**Rossana Reguillo** holds a PhD in Social Sciences with a specialisation in Social Anthropology. She is Professor Emerita in the Mexican National System of Researchers and member of the Mexican Academy of Sciences. Reguillo is also Emerita Research Professor at ITESO at the Jesuit University of Guadalajara, where she coordinates Signa\_Lab, the Laboratory for Complex Systems and Network Analysis. She has authored several books including the latest '*Necromáquina. Cuando morir no es suficiente*', NED, 2021.

**Day 2, Tuesday 21 June**

**09:30-11:30 Panel 5: Mediating Social Dissent**  
**Chair: Irene Rapado**

**Is the media lying? The complexities of different narratives from different media outlets in the 2019 social movements in Chile**, Gabriella Fahlström Spiik (Dalarna University and Uppsala University)

**News framing on political polarization in Colombia after the peace agreement: strike and demonstrations 2019-2021** – Yeny Serrano (University of Strasbourg)

**Mediating resistance: social media and the emergence of a transnational social movement for democracy in Brazil**. Bartira Fortes (Stockholm University)

**Protestas sin precedentes en Cuba en 2021: El desafío de las redes sociales a la comunicación del líder autoritario**. Luis Yaim Martínez Acebal (Universidad Iberoamericana Ciudad de México)

**Chile's revolts and its articulations through the media**. Margarita Navarro Pérez (Universidad de Castilla-La Mancha)

### **11:30- 12:30 LUNCH BREAK**

#### **12:30 -13:45     *Panel 6: Media and Governance in Latin America***

**Chair: Paola Sartoretto**

**El papel de los medios en la gobernanza de Ecuador en la era Correa (2007-2017)**. Carlos Barrera y Allen Javier Panchana Macay (Universidad de Navarra)

**El Sistema mediático colombiano en el siglo XXI: nuevos medios, viejos problemas**, Diego García Ramírez (Universidad del Rosario), William Zambrano Ayala (Universidad Sergio Arboleda)

**Understanding the role of the Colombian media in a peace process during crisis times: the 2014 escalation of the conflict**. Jose David Ortega Chávez (University of Leeds)

**The construction of national images by foreign correspondents in times of crisis: a study case of recent Brazilian news coverage in the international media**. Antonio Brasil Goncalves (Erich-Brost Institute for International Journalism TU Dortmund)

**Between being and becoming visible: counter-agency strategies of circulation**. Ana Paula da Rosa, (Universidade do Vale do Rio dos Sinos)

#### **14:00- 15:15     *Panel 7: Political communication***

**Chair: Mariana Sánchez**

**“A Very Difficult Choice”:** **Bolsonaro and Petismo in Brazilian Newspapers**, Juliana Gagliardi (Fluminense Federal University); Afonso Albuquerque (Fluminense Federal University), Camilla Tavares (Federal University of Maranhão)

**Populist Rhetoric in presidential communication in Brazil and Mexico**, Mariana Sánchez, (American University).

**Between condemnation and celebration: The Television Coverage of the 2019 Chilean protests**, César Jimenez (Cardiff University), Ximena Orchard (Universidad Alberto Hurtado), Nadia Herrada (Universidad Católica de Chile)

**Share it Soon! Digital Disinformation in Venezuela**. Carmen Beatriz Fernández, Jordi Rodríguez Virgili and Javier Serrano Puche, (Universidad de Navarra).

**La comunicación en el sector público en América Latina y su impacto en contextos de pandemia**. Alejandro Álvarez-Nobell (Málaga U), Isabel Ruiz Mora (Málaga U), María Belén Barrozo

### ***15:30-16:30 – Keynote Plenary Panel with Gabriela Sued and Thaïs Machado-Borges moderated by Paola Sartoretto***

#### ***Understanding contested sociopolitical scenarios in Latin America through the accelerated temporalities of socio-technical networks***

*Seeing feminism through platforms: networks, data, and algorithms.*

Gabriela Sued - Post Doctoral Fellow at Universidad Nacional Autónoma de México

Networks, data, algorithms, and users are central components of today's digital culture. The current penetration of platforms in society is also present in social movements, particularly in feminism. How does this socio-technical system work when claiming rights, demanding justice, and asking for the end to violence against women? What are the possibilities and limitations of public expression in the passage from networks to platforms? We will try to answer these questions in our participation at Media and Governance in Latin America 2022.

#### ***Green and Yellow Temporalities: Media, Materiality, and the Future of Democracy in Contemporary Brazil***

Thaïs Machado-Borges - Director of the Nordic Institute of Latin American Studies at Stockholm University

This presentation proposes to analyze the iconography of a recent event in Brazilian history, the commemoration of Independence Day on September 7, 2021. With a point of departure on online images reporting on this day from different cities in Brazil, this presentation discusses how political struggles are happening through the mediation of images and cultural artifacts. Circulating at an accelerated pace and with a relatively short durability, these forms of mediated and mediating materiality reveal processes of meaning making and unmaking where concepts such as liberty and democracy are mixed with calls to intervention, displays of patriotism, of hegemonic masculinity, and dreams of futures that remind us of recent pasts.

***16:45-17:30 - Closing plenary – Keynote address by Silvio Waisbord***