

APSA Political Communication Division Pre-Conference
“Power and Strategy in a New Communication Environment”
September 1, 2010
George Washington University

Registration will be on the third floor of the Cloyd Heck Marvin Center, located at 800 21st Street NW, Washington DC 20052. All activities will be held in the Marvin Center and the Media and Public Affairs Building which is located across the street at 805 21st Street NW.
 Metro Stop: Foggy Bottom.

Conference Overview

Registration	Marvin Center 3 rd Floor	9:30-10:30
Morning Session	Marvin Center 3 rd Floor	10:15-11:45
Lunch	Media and Public Affairs Building 2nd Floor Gallery Lobby	12:00-12:30
Conversation with Joe Lockhart	Media and Public Affairs Building Jack Morton Auditorium	12:45-1:30
Afternoon Session A	Marvin Center 3 rd Floor	1:45-3:15
Afternoon Session B	Marvin Center 3 rd Floor	3:30-5:00
Reception	Media and Public Affairs Building 2 nd Floor Gallery Lobby	5:15-6:30

Panels for Morning Session (10:15-11:45)

- Global Potential, Local Limits: Measuring Constraints to Online Engagement in Comparative Perspective
- Strategic Narratives: Leaders and Strategic Communication in a New Media Environment
- U.S. Campaign Communication: New Media, New Formats

Panels for Afternoon Session A (1:45-3:15)

- Authoritarian States and Media
- Audience Exposure to Media: Important Research Considerations

Panels for Afternoon Session B (3:30-5:00)

- Discourse Civility, Partisanship and Governing in a Polarized Media Environment
- New Media and Political Processes: Email, Tweets, Social Media

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Schedule

MORNING SESSION (10:15 – 11:45am)

PANEL 1: Global Potential, Local Limits: Measuring Constraints to Online Engagement in Comparative Perspective.

Marvin Center Morris Room - 309

Rachel K. Gibson, (University of Manchester), “Exporting Obama Online: Measuring Whether American E-Party Strategy Can Work for British Parties”

Andrea Roemmele, (Hertie School of Governance, Berlin), “Online Social Networks in the 2009 German National Election: Better Cohesion or More Fragmentation of the Voters?”

Filippo Trevisan, (University of Glasgow), “More Barriers? Yes Please!: Strategies of Control, Co-optation, and Hijacking of Online Disability Campaigns in the United Kingdom”

Sarah Oates, (University of Glasgow), “Comrades Reunited: Why the Russian Web Fails to Spark Social Action”

Chair: Sarah Oates, University of Glasgow

Panelists will discuss common themes and address questions after presentations as guided by the chair.

PANEL 2: Strategic Narratives: Leaders and Strategic Communication in a New Media Environment

Marvin Center Parks Room – 308

Alister Miskimmon, (Royal Holloway, Univ. of London), “Understanding Smart Power: the Role of Strategic Narratives”

Ben O’Loughlin, (Royal Holloway, Univ. of London), “Discordant Narratives: The Diplomacy on Iran’s Nuclear Programme”

Tamir Sheafer, (The Hebrew University of Jerusalem), Shaul Shenhav (The Hebrew University of Jerusalem), Janet Takens (VU University Amsterdam) and Wouter van Atteveldt (VU University Amsterdam), “The Role of Political Culture Proximity in Mediated Public Diplomacy: An Empirical Exploration.”

Shawn Powers (University of Southern California), “Interpreting Secretary Clinton’s Proposed ‘Freedom to Connect’ as Strategic Narrative: A Critical Analysis”

Chair: Laura Roselle, Elon University and Duke University

Discussant: Richard Anderson, UCLA

PANEL 3: U.S. Campaign Communication: New Media, New Formats

Marvin Center Kayser Room – 307

Philip Edward Jones (Univ. of Delaware), Lindsay H. Hoffman (Univ. of Delaware), Julio Carrion (Univ. of Delaware), Dannagal Goldthwaite Young (Univ. of Delaware) and David C. Wilson (Univ. of Delaware), “Political Communication and Engagement in the 21st Century”

Rasmus Kleis Nielsen (Columbia University), “The Ground War as Political Communication”

Dannagal G. Young (Univ. of Delaware) and Michael Nigro (Univ. of Delaware), “The Conflation of Sarah Palin and Tina Fey: An Empirical Examination of the Press’ Evolving ‘Feylin’ Narrative”

Stephen J. Farnsworth, (George Mason University), S. Robert Lichter, (George Mason University), and Roland Schatz (Media Tenor International), “International News Coverage of Barack Obama as a Presidential Candidate and as President”

Chair: Kimberly Gross, The George Washington University

Discussant: Diana Owen, Georgetown University

LUNCH (12:00 – 12:30pm)

Box lunch will be available in the Gallery Lobby of the Media and Public Affairs Building

A CONVERSATION WITH JOE LOCKHART (12:45 – 1:30pm)

Jack Morton Auditorium, Media and Public Affairs Building

Moderated by Frank Sesno, Director School of Media and Public Affairs, The George Washington University

Joe Lockhart is a Founding Partner and Managing Director of The Glover Park Group. He is the former chief spokesman and senior adviser to President Bill Clinton from 1998-2000. Lockhart, a veteran of political campaigns, served as Senior Advisor to Sen. John Kerry's 2004 presidential bid. He has also served as National Press Secretary for the 1996 Clinton-Gore campaign, Deputy Press Secretary for the 1988 Dukakis-Bentsen campaign, and Assistant Press Secretary for the 1984 Mondale-Ferraro campaign. In 1980, he was Regional Press Coordinator for President Carter's re-election bid. Lockhart is a George Washington University School of Media and Public Affairs Fellow for the 2010-2011 academic year.

AFTERNOON SESSION A (1:45 – 3:15pm)

PANEL A1: Authoritarian States and Media

Marvin Center Kayser Room – 307

James D. Fielder (University of Iowa), "Dissent in Digital: The Challenge of Contemporary Information Communication Technology to Authoritarian States"

Philip N. Howard (University of Washington) and Mr. Muzammil Hussain (University of Washington), "Information Technology and Democratic Islam"

Daniela Stockmann (Whitman College and Leiden University) and Ashley Esarey (Whitman College), "Advertising Chinese Politics: The Effects of Public Service Announcements in Urban China"

Chair: Ellen Mickiewicz, Duke University

Discussant: Selcan Kaynak, Bogazici University

PANEL A2: Audience Exposure to Media: Important Research Considerations

Marvin Center Parks Room – 308

Magdalena Wojcieszak (IE University), Natalie Jomini Stroud (Univ. of Texas at Austin), Lauren Feldman (American University), Bruce Bimber (UC, Santa Barbara), "The Political Effects of Forced versus Selective Exposure to News Media"

Travis N. Ridout (Washington State Univ.) and Kathleen Searles (Washington State Univ.), "In Defense of FOX News: Why Its Influence is Small"

Joshua M. Scacco, (University of Texas at Austin), "A Weekly Genre: The Rhetorical Content and Persuasive Effects of the Saturday Presidential Address in the Obama Administration"

Chair: Jenifer Whitten-Woodring, Univ. of Massachusetts, Lowell

Discussant: Johanna Dunaway, Louisiana State University

AFTERNOON SESSION B (3:30 – 5:00pm)

ROUNDTABLE: Discourse Civility, Partisanship and Governing in a Polarized Media Environment
Marvin Center Parks Room – 308

Participants: W. Lance Bennett (University of Washington), Robert M. Entman (The George Washington University), Roderick Hart (University of Texas), Susan Herbst (Georgia Tech), Regina Lawrence (Louisiana State University)

PANEL B1: New Media and Political Processes: Email, Tweets, Social Media
Marvin Center Kayser Room – 307

G. R. Boynton (University of Iowa), “New Media and Politics: There’s a Hashtag for That”
Dave Karpf (Rutgers University), “Advocacy Group Communications in the New Media Environment”
Josh Pasek (Stanford University), Eian More (University of Pennsylvania), Daniel Romer (University of Pennsylvania), “Social Media & Political Engagement: A Prospective Evaluation”
Diana Owen (Georgetown University), Suzanne Soule (Center for Civic Education), Jennifer Nairne (Center for Civic Education), Rebecca Chalif (Georgetown University), Michael Davidson (Georgetown University), Kate House (Georgetown University), “Civic Education and Social Media Use.”

Chair: Betty Hanson, University of Connecticut

Discussant: Ken Rogerson, Duke University

Thank you to the following organizations for their support of the preconference:

APSA Political Communication Section
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