

# Intensive Programme in Media and Communication – enlarging Europe, enlarging communication?

European Valorisation Conference  
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**DAAD**



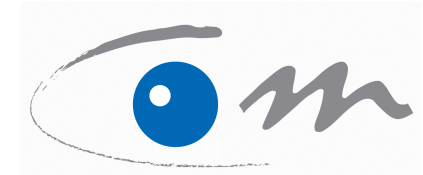
# Aims and objectives

- To provide an intercultural and multilateral dialogue between academics of new and old EU member states focusing on an enlarged Europe, participation and the European knowledge society.
- to provide mutual support for doctoral studies in Media and Communication at the expanding network of the partner universities and ECREA,
- to expand the collaboration to universities not yet members of the network,
- to create a respectful but critical dialogue between academic researchers, governments, civil society and media industries focusing on new demands and developments in media within an enlarged Europe and a European knowledge society.



Tartu 2007

# Situation in 2007



19 partner universities

University of Tartu, University of Helsinki, Lund University, University of Roskilde, University of Tampere, University of Amsterdam, Autonomous University of Barcelona, University of Bergen, University of Erfurt, University Stendhal, Grenoble 3, University of Stirling, Vrije Universiteit Brussel, University of Westminster, Vytautas Magnus University, London School of Economics and Political Science, University of Ljubljana, University of Bremen, Jagellonian University and University of Jönköping

23 lecturers

Aukse Balcytiene, Bart Cammaerts, Bertrand Cabedoche, Denis McQuail, François Heinderyckx, Gregor Petrič, Hannu Nieminen, Jo Bardoel, Jostein Gripsrud, Julian Gebhardt, Kaarle Nordenstreng, Lars-Åke Engblom, Louise Phillips, Manuel Pares i Maicas, Maren Hartmann, Marju Lauristin, Nick Jankowski, Nico Carpentier, Pille Pruulmann-Vengerfeldt, Richard Kilborn, Tobias Ollson, Tomasz Goban-Klas and Xin Xin.

40 PhD students

Alenka Jelen, Frank Boddin, Anna Tous Rovirosa, Chloë Salles, Maarit Jaakkola, Riikka Haikarainen, Katrin Bornemann, Veronika Kroenert, Zoe Sujon, Laurie Schmitt, Maja Turnšek, Kathleen Arendt, Iren Schulz, and Caroline Düvel (flow 1). Aleksander Sašo Slaček Brlek, Katharina Kleinen-v.Königslöw, Magdalena Pitala, Wilberforce S. Dzisah, Sergio Barrera Perea, Janne Halttu, Todd Steven Graham, Wim Hannot, Núria Simelio Solà, Isabelle Gourdin-Sanguouard, Richard Baerug, Ilija T. Tomanic, Janna Mari Svendsen, and Floris Mueller (flow 2). Ahmed el Gody, Itir Akdogan, Manuel Dupuy-Salle, Janis Buholcs, Andréa Medrado, Laura Aymerich Franch, Jeremy DePauw, Helle Sjøvaag, Cicek Bacik, Otim Lucima, Ira Virtanen, and Anne Laajalahti (flow 3).

# Workshops SKILLS

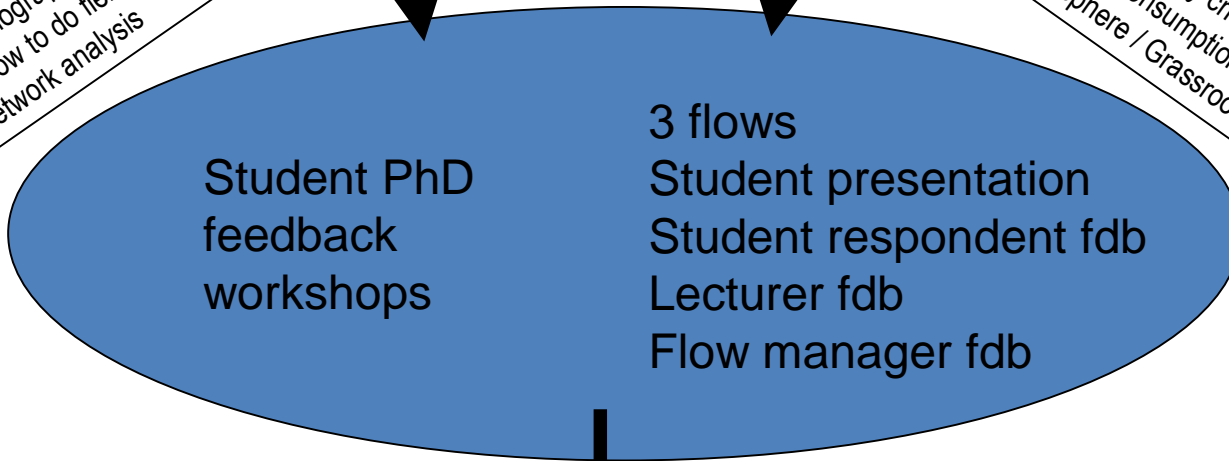
European educational landscape / From student to lecturer / Online-research – virtual ethics / Interviewing / Abstract writing / EU research sphere / Book publishing / Ethnography / Discourse analysis / How to do fieldwork? / Network analysis

Making a Paper Workshop

Abstracts & 10-page papers

# Lectures CONTENT

Participation / determinism / Blogging / Laboratory of Iceland / Culture and public sphere / Democratic regulatory frameworks / Reklamsabotage.org / European identity / cultural diversity / EU Communication / Academic identity crisis / public service media / movie consumption / European Public sphere / Grassroots journalism



Joint workshop sessions



# Social Events NETWORKING

Estonian TV / Riigikogu / KuMu / Estonian Movie night @ national museum

# Visits PRACTICES

Book (& 6 chapters)

	Sun 19/08	Mon Tartu 20/08	Tue Tartu 21/08	Wed Tartu 22/08	Thu Tartu 23/08	Fri Tallinn 24/08	Sat Tallinn 25/07
9.30-11.30 Morning	Arrival in Tartu	9.30-10.30 Introductory seminar –networking Losee 1342Z 10.30-11.30 Lecture (L) Nico Carpentier Narrating the city. Power and participation in digital storytelling projects.	WS Kaarli Nordenskiöld European educational landscape	SWS (Student WS) Yellow: 426 Blue: 404 Orange: 215	SWS	Start to Tallinn at 7.30 (stop at Tallinn 11.15 Visit to TV – sandwiches and coffee 12.30 Talk about future of TV in Estonia – Raivo Suni	WS Nico Carpentier and Bart Cammerla Abstract writing
11.30-12.00 Coffee	19.00 Gathering at Ulikooli Kohvik						
12.00-13.00 Noon session	Registration	L Denis McQuail Communication technologies: Beyond determinism	L Bart Cammerla 'Blogging, Online forums, the public sphere and the extreme right' in North Belgium	SWS	SWS	13.15 Walk to Riigikogu through Historic Tallinn 14.15-15 Visit to Riigikogu	L Manuel Pares I Micaes Considerations about the European Identity
13.00-14.00 Lunch							
14.00-16.00 1. Evening session		Pille Pruulmann-Vengerfeldt Nico Carpentier Poster workshop	14-15: L Lars-Ake Engblom The world Mass Media Laboratory of Iceland. 15-16 WS Pille Pruulmann-Vengerfeldt From student to lecturer – changing sites?	WS Nick Jankowski Online-research – virtual ethics	WS Richard Kilborn Interviewing informants (for the purposes of a research project)	15.45-16.30 Sandwich break at Kaarli pst 3	WS Xin Xin How to do fieldwork?
16.00-16.30 Coffee							
16.30-17.30 2. Evening session		Poster workshop continues: poster presentations All lecturers are present!	L Jostein Gripsrud: Culture and the public sphere in the age of digitisation	L Hannu Nieminen "Democratic regulatory framework for European Media"	L Tobias Olson A Tripartite Analysis of a Civic Website: Understanding Reklamsakotage.org	Grassroots journalism panel Law Institute room 101, Kaarli Pst 3.	L Bertrand Cabedoche: Digital revolution and cultural diversity in writing media. How France is dealing with such a problem
		Welcome dinner at 18.00	Consortium meeting 18.00		18.00 Estonian Movie night		

# An overview of the programme

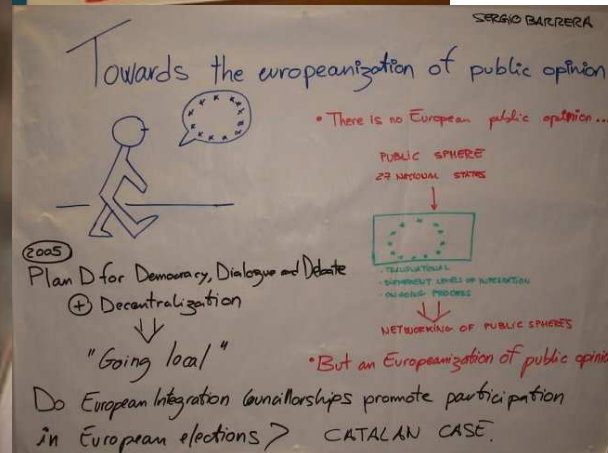
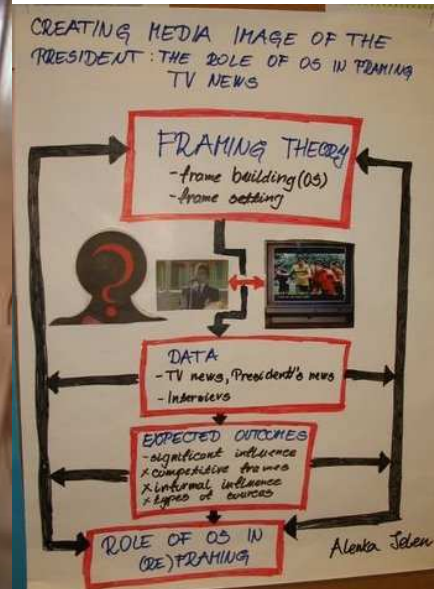
	Sun Tartu 26/08	Mon Tartu 27/08	Tue Tartu 28/08	Wed Tartu 29/08	Thu Tartu 30/08	Fri Tartu 31/08	Sat 01/09
9.30-11.30 Morning session		SWS	SWS	SWS	Book publishing Nico Carpentier Pille Pruulmann-Vengerfeldt	Joint workshop Nico Carpentier	Departure
11.30-12.00 Coffee							
12.00-13.00 Noon session		SWS	SWS	SWS	L Aulsee Bakytäre Institutional and Journalistic Approaches to Application of New Media Technologies in EU Communication	Joint workshop Nico Carpentier	
13.00-14.00 Lunch							
14.00-16.00 1. Evening session	15.00 Lecture, tour and food in Kulmu	WS Nico Carpentier EU research sphere	WS Louise Phillips Discourse analysis	WS Mareen Hartmann and Julia Gebhardt Ethnography	WS Mareen Hartmann and Julia Gebhardt Ethnography	Evaluation	
16.00-16.30 Coffee							
16.30-17.30 2. Evening session	18.00 Bus back to Tartu	L Jo Bardoe From public service broadcasting to public service media	L François Hinderoyt The Academic Identity Crisis of the Communication Researcher	L Tomasz Gober-Klas From forbidden fruit to overabundance The consumption of the American movies and television in Poland	L Marju Lauristin European Public sphere – the gap between East and West	Evaluation	
			Meeting Consortium only 18.00			Farewell dinner 18.00	

# The formats: Student PhD feedback workshops



Timeslot	<b>YELLOW</b> flow Flow manager: Nico Carpentier <b>Room 426</b>		<b>BLUE</b> flow: Flow manager: Hannu Nieminen <b>Room 404</b>		<b>ORANGE</b> flow <b>Room 215</b> Flow managers: Bart Cammaerts (1st week) and Maren Hartmann (2nd week)	
<b>THU</b> <b>23/08 9.30-10.30</b>	<b>Chloë Salles</b> <i>SR: Riika Haikarainen</i> <i>LR: Denis McQuail</i>	Online News and the Evolution of the Status of Written Speech	<b>Wilberforce S. Dzisah</b> <i>SR: Todd Steven Graham</i> <i>LR: Kaarle Nordenstreng</i>	How the news media contribute to democratic evolution in Ghana from 1992-2000	<b>Dupuy-Salle Manuel</b> <i>SR: Janis Buholcs</i> <i>LR: Nicholas Jankowski</i>	French "Influent" blogger's in the national media space : status, strategies, mediations
<b>THU</b> <b>23/08 10.30-11.30</b>	<b>Maarit Jaakkola</b> <i>SR: Laurie Schmitt</i> <i>LR: Denis McQuail</i>	Changes in the Professional Culture of the 21st-Century Cultural Journalism	<b>Sergio Barrera Perea</b> <i>SR: Madgalena Pitala</i> <i>LR: Kaarle Nordenstreng</i>	Local public administration's referents on European issues. Do they promote citizenship's participation in European elections?	<b>Jānis Buholcs</b> <i>SR: Jeremy Depauw</i> <i>LR: Nicholas Jankowski</i>	Weblogs – the new communication paradigm
<b>THU</b> <b>23/08 12-13</b>	<b>Riikka Haikarainen</b> <i>SR: Frank Bodin</i> <i>LR: Bertrand Cabedoche</i>	Objectivity norm in web-originated interaction between newspaper journalists and readers	<b>Janne Halttu</b> <i>SR: Wilberforce Dzisah</i> <i>LR: Kaarle Nordenstreng</i>	The Iraq War and European Press-State Relations - Case of Finland, Ireland and the UK	<b>Andrea Medrado</b> <i>SR: Cicek Bacik</i> <i>LR: Xin Xin</i>	Community Radio in the Everyday Life of a Brazilian Favela

# The formats: The poster making workshop





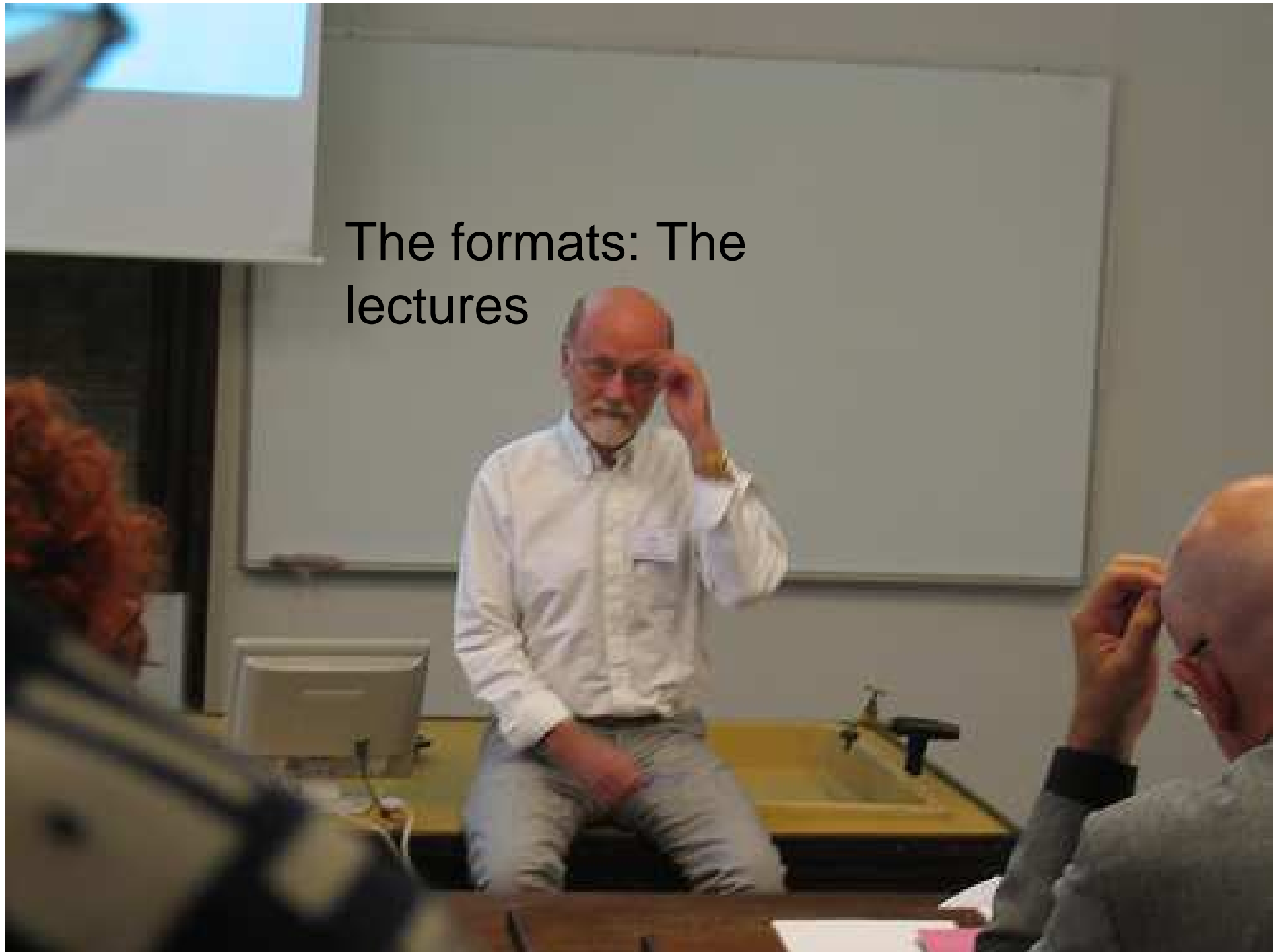
# The formats: The abstract writing workshop



- split up into 6 (six) groups
- write a 200 word abstract
- ANONYMOUS
- based on the ECREA (pre)call



## The formats: The lectures



# The formats: The visits





The formats: Food and networking

# The 2-stage evaluation

Individual evaluation form

Evaluation workshop

- different subgroups
- clustered SuSo component discussion
- reports on subgroups conclusion (inc prioritisation)

Outcomes:

- Overall very positive experience! I have learned a lot. In terms of self-confidence, interacting with other researchers, theories and methodology, a wide range of media/communications topics, especially new media perspective.*
- This kind of school can be a boost in a situation where student is stuck or run out of ideas – because there we had lots of ideas all the time.*
- Although – I have learned a lot, much of what I have learned, will become ‘visible’ after the summer school. In general: very valuable.*
- Further, I would like to stress on the benefit from other schools of thinking i.e. having different universities and lecturers adds to the value of the experience.*

# The website (<http://www.comsummerschool.org>)

The screenshot shows a Mozilla Firefox browser window displaying the ECREA Young Scholars Network website. The browser's address bar shows the URL <http://young.meso.ee/node/60>. The website's navigation menu includes links for News, PhD studies, Research, Summer School, Discussions, Free Time, Search a member, and About us. The main header features the ECREA logo and the text "ECREA Young Scholars Network".

The main content area displays a "Call for papers" announcement. The announcement is dated "Mon, 05/02/2007 - 21:16" and is attributed to "admin". The title of the announcement is "European Media and Communication Doctoral Summer School", with the dates "19. August - 31. August 2007, Tartu, Estonia." The text of the announcement reads:

We are happy to invite you to participate in the European Media and Communication Doctoral Summer School 2007 in Tartu, Estonia from the 19th of August till the 31<sup>st</sup> of August 2007.

The European Media and Communication Doctoral Summer School 2007 brings together members of the European research community to this summer school in order to debate contemporary issues in media, communication and cultural studies. The main emphasis of this summer school is on providing structural and individualized PhD-support for young European scholars, through a variety of working forms, including feedback seminars, workshops, and lectures. The summer school aims to provide a supportive international setting where doctoral students can present their ongoing work, receive feedback on their PhD-projects from international experts and meet students and academics from other countries, establishing valuable contacts for the future. The summer school also generates a wide picture of the international landscape of communication and media research, and its diversity of academic cultures, allowing PhD-students to situate themselves within this academic field.

The overall theme for the programme: "Media technology and Democracy in an enlarged Europe" provides one of the structures of the summer school. As this summer school is open to the full variety of academic work in the

On the left side of the page, there is a sidebar menu with the following items:

- Summer School 2007 Book
- Summer School 2007
  - Apply for summer school
  - Call for Papers
  - Grant information
  - Flyer (PDF)
  - Full Program
  - PhD Projects
  - Student profiles
  - Lecturers
  - Practical Information
  - Location Information
- 2006 Summer School book
- Summer School 2006
  - Profile for SuSo application
  - View Form Data

At the bottom of the sidebar, there is a section titled "My account" with the status "Klaar".

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Participation and learning. The intellectual work of the 2007 European media and communication doctoral summer school in Tartu – Nico Carpentier

### PART ONE

#### SECTION ONE: TECHNOLOGY, DEMOCRACY AND POLICY

Communication and technology: beyond determinism? - Denis McQuail

Public service broadcasting in a multimedia environment - Jo Bardoel

Towards the democratic regulation of European media and communication - Hannu Nieminen

#### SECTION TWO: JOURNALISM

How to meet journalistic aims in European communication? Redefining the potential of online EU news offers - Aukse Balcytiene

Information and communication: do these terms constitute absolute opposite practices and concepts?

Remarks on Online Municipal Bulletins (OMBs) within the context of everyday life - Bertrand Cabedoche

#### SECTION THREE: COMMUNICATION AND PARTICIPATION

Theoretical frameworks for participatory media - Nico Carpentier

Community media: important but imperfect. A case study of a community television station in a Brazilian favela - Andréa Medrado

Blogs, online forums, public spaces and the extreme right in North Belgium - Bart Cammaerts

A tripartite analysis of a civic website. Understanding Reklamsabotage.org - Tobias Olsson

#### SECTION FOUR: PARTICIPATION AND CITIZENSHIP

Participating in a representative democracy. Three case studies of Estonian participatory online initiatives - Pille Pruulmann-Vengerfeldt

New media, transformations of participation, and the problem of publicness - Maja Turnšek

New citizenships? New technologies, rights and discourses - Zoetanya Sujon

What makes an integrated public sphere? Applying the concepts of the research on the European public sphere to the national public sphere of Germany - Katharina Kleinen-v.Königslöw

#### SECTION FIVE: EUROPEAN PERSPECTIVES

European cultural identity - Manuel Parés i Maicas

From forbidden fruit to overabundance. The consumption of US movies and television in Poland - Tomasz Goban-Klas

The Iraq crisis and theories of media-state relations. An analysis of Finnish and British press coverage - Janne Halttu

### PART TWO

#### SECTION SIX: METHODOLOGIES

Research ethics in a virtual world. Guidelines and illustrations - Nicholas W. Jankowski and Martine van Selm

Doing discourse analysis. A brief introduction to the field - Louise Phillips

How to do fieldwork? - Xin Xin

'So when did you actually decide to become a journalist?' Interviewing informants as part of a media research project - Richard Kilborn

Networks in action. What social network analysis can do for political economy of search engines? - Gregor Petric

#### SECTION SEVEN: LEARNING AND BEING

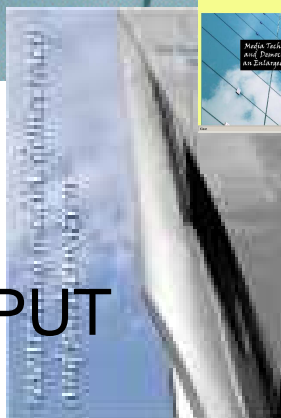
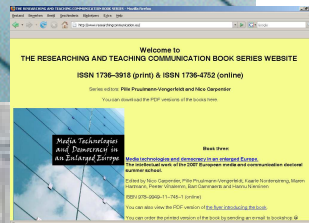
The development of interpersonal communication competence at work - Anne Laajalahti

A snapshot from the European educational landscape - Frank Boddin, Todd Graham, Laurie Schmitt and Zoetanya Sujon

The academic identity crisis of the European communication researcher - François Heinderyckx

### PART THREE

The Summer School student abstracts



OUTPUT

## The management & decision-making structures

### Programme Committee

SuSo coordinator  
Local partner representative  
Old consortium members representative  
New consortium members representative  
ECREA representative

### Organisation Committee

Representatives of Consortium Members



# Lessons learned and more

- high staff investment

(in 2007: 15 lectures, 14 workshops, 3x10 parallel student feedback workshops and 4 visits)

- high phd student satisfaction

(Networking with other students (9/10); Food (9/10); Student paper sessions (grade 8/10); Individual discussion time with lecturers (8/10); Study visits and lectures (8/10); Social activities (8/10) ...)

- importance of the alternative SuSo model

(combining individuated supervising and teaching with ample networking opportunities)

- need for permanent quality control

(highly complicated structure / permanent new challenges and surprises)

- need for stability

(integrating new partners / re-inviting good lecturers)

- need for democratic management and open access

(multi-level governance: progcomm, book editing, orgcomm / grants / ECREA)

- language diversity remains a challenge

- still high investment for partners, especially for new EU members

- need for more financial and administrative stability

- too rigid partnership model (opening up more via ECREA)

- copyleft logics for SuSo model (support for further dissemination)