

11<sup>th</sup> Central and Eastern European  
Communication and Media Conference

2018

**CEECON**

Szeged, Hungary  
30<sup>th</sup> May - 1<sup>st</sup> June

## Communicative Space — Political Space



11<sup>th</sup> Central and Eastern European Communication and Media Conference



## **Communicative Space – Political Space**

**30<sup>th</sup> May – 1<sup>st</sup> June, 2018**

**PROGRAM  
BOOK OF ABSTRACTS**

**Edited by**

Gergő Hajzer, Norbert Merkovity, Judit Molnár, Béla Révész

**VENUE**

Szent-Györgyi Albert Agóra  
23 Kálvária ave., Szeged

University of Szeged  
Department of Communication and Media Studies  
Department of Political Science

Szeged, 2018

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## CONTENTS

INTRODUCTORY THOUGHTS .....	6
SHORT PROGRAM .....	8
DETAILED PROGRAM.....	14
ABSTRACTS.....	25
KEYNOTE ADDRESS .....	26
KEYNOTE ADDRESS .....	29
THEMATIC SESSIONS	
<b>T1</b> Religious, communicative and political space .....	32
<b>T2</b> Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System I.....	37
<b>T3</b> Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation I. ....	42
<b>T4</b> Governance without Government.....	47
<b>T5</b> Political Space of Entertainment in Late Night Talk Shows and Prison Radios .....	52
<b>T6</b> Secular and Sacred Public spheres .....	57
<b>T7</b> Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System II.....	61
<b>T8</b> Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation II. ....	65
<b>T9</b> Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy I. ....	69
<b>T10</b> Different Public Needs.....	73

<b>T11</b>	Innovative methods of studying polarization in communication.....	78
<b>T12</b>	Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II. ....	83
	KEYNOTE ADDRESS .....	88
	KEYNOTE ADDRESS .....	90
THEMATIC SESSIONS		
<b>T13</b>	Digital Literacy and Inclusion I. ....	92
<b>T14</b>	Political polarization in the age of hybrid media .....	96
<b>T15</b>	Activism, Internet, and Re-theorizing the Political Community .....	100
<b>T16</b>	Own and the Other's: national images and identities under construction ...	104
<b>T17</b>	Digital Literacy and Inclusion II. ....	108
<b>T18</b>	Populism I. ....	113
<b>T19</b>	Spaces of the nation: constructing spaces, memories and rituals .....	118
<b>T20</b>	Mediatization and/or Self-mediatization in the Era of Social Me .....	123
<b>T21</b>	Digital Literacy and Inclusion III. ....	128
<b>T22</b>	Journalism under Pressure- Journalism as a profession.....	133
<b>T23</b>	Populism II. ....	138
<b>T24</b>	Digitalization and Politics.....	143
<b>T25</b>	Digital Literacy and Inclusion IV.....	148
<b>T26</b>	Politics, Music and a Diva: Spaces of Entertainment.....	152
<b>T27</b>	Discursive sense of place: time-space (de)compressions in the times of uncertainty.....	158

<b>T28</b>	Spatial Experience and Mediated Places in Central and Eastern European Television Fiction .....	163
<b>T29</b>	Activism, Communication and Locality.....	167
<b>T30</b>	Public discourses and the struggle for credibility on online SNS in contemporary Romania .....	171
<b>T31</b>	Social Media within V-4: A Comparative Analysis .....	177
<b>T32</b>	The Politics of Space and Contemporary Media.....	181
<b>T33</b>	Understanding digital space beyond web analysis.....	187
<b>T34</b>	Social Media Watch of the Hungarian General Elections in 2018.....	192
	LIST OF NAMES.....	197

## INTRODUCTORY THOUGHTS

*Spatial turn* has been one of the influential cultural ‘turns’ in the last few decades each of which has a focus on interpretation, problematizes epistemological questions and has a strong emphasis on methodology. Through the social scientific analyses of *space*, it has become apparent that contrary to its former concept focusing solely on its obvious physicality, space is produced in social practices: it provides identity for the individual and communicates symbolic meanings. These understandings have led to a marked differentiation of *space* and *place* in the social sciences. Spatial turn not only had its impacts on social sciences and cultural studies, but it also played a crucial role in the career of cultural geography. Globalization and the related processes of networked culture and digitalization have revealed that the spatially circumscribed phenomenon of *culture* and space controlling entities of *society* and *nation* have to be reconsidered and reinterpreted. Similarly to these reconsiderations, the traditional interpretations of *publicity*, *politics* and *community-creation* all deriving from the abstract concepts of space have to be reevaluated also. The relationship between *space* as a geographic and *place* as a cultural entity can be problematized as the relationship of *sign* and *meaning*. Contemporary tendencies show the dominance of *imaginary* spaces (i.e. places) that lack geographical reference (that is they are not organized in the fashion of geographical models). The concepts of socially relevant spaces (culture, society, nation) have been fundamentally eroded by the economic logic of late capitalism, while the current (soon to be recent) revolution in communication technologies has brought forward brand new spatial experiences that poses a challenge to the previous interconnectedness of *culture* and *locality* (that has already been questioned by migration). New spaces created by the new technologies are often described with traditional spatial terms while they lack every aspect of physical spatiality.

However, it is important to note that this is not entirely a late-modern phenomenon. The reflection on non-direct spatial experience has already been present from the 19th century in the spatial experiences of diverse technological media and in the medially defined spatial experience of mass media (and mass culture). The concept of medially constructed and socially defined space can create a focal point for the interpretation of many issues regarding social communication: e.g. paradigm shifts in the public sphere

(right until the new publics of social media), the relationship between politics and media (the mediatization of politics) or the new forms of power and control (surveillance) in mediatized spaces.

Mediatization appearing in spatial experience conveys a new cultural logic that potentially changes almost every traditional form of communication and representation. Social media platforms are one of the most researched areas in contemporary social sciences. However, only a small amount of the research analyzes the connection between physical and online space, and the communicative and political diversities in these spaces. Even traditional limits of physical spaces have become blurred – or at least reduced in significance – due to the immense traffic of people, goods and information. These practices – whether online or offline invoke new experiences of spatiality, identity and belonging.

We hope that the conference will be a worthwhile event and wish all participants fruitful sessions and a pleasant time in Szeged.

***Norbert Merkóvity***

assistant professor

Department of Political Science

***Bertalan Pusztai***

associate professor

Department of Communication and Media Studies



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## SHORT PROGRAM

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## 30 May 2018 (Wednesday)

**09.00–10.00** *Registration*

**10.00–10.30** *Opening ceremony (Ceremonial Hall)*

**Gábor Szabó**, Rector of the University of Szeged

**Péter Mezei**, Vice Dean of the Faculty of Law and Political Science

**10.30–11.30** **KEYNOTE ADDRESS** (Ceremonial Hall)

**Epp Lauk** (University of Jyväskylä, Finland): **Understanding the Transformation of CEE Journalism Cultures: A Comparative View**

Chair: Péter Mezei, Vice Dean of the Faculty of Law and Political Science

**11.30–12.30** **KEYNOTE ADDRESS** (Ceremonial Hall)

**Jérôme Monnet** (University of Paris-Est Marne-la-Vallée, France): **Public Landscape as Communication Space**

Chair: Péter Mezei, Vice Dean of the Faculty of Law and Political Science

**12.30–13.30** *Lunch break*

### 13.30–14.45 Thematic session

<b>T 1</b>	<b>Religious, communicative and political space</b> <i>Chair: Ákos Lázár Kovács</i>	Room 1
<b>T 2</b>	<b>Contemporary Forms of Free Speech Censorship in Europe - The Place of the State in Media System I.</b> <i>Chair: Michał Kuś</i>	Room 2
<b>T 3</b>	<b>Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation I.</b> <i>Chair: Bogusława Dobek-Ostrowska</i>	Room 3
<b>T 4</b>	<b>Governance without Government</b> <i>Chair: Edit Soós</i>	Room 4
<b>T 5</b>	<b>Political Space of Entertainment in Late Night Talk Shows and Prison Radios</b> <i>Chair: Norbert Merkóvity</i>	Room 5

**14.45–15.00** *Coffee break*

**15.00–16.00** Thematic session

<b>T 6</b>	<b>Secular and Sacred Public spheres</b> <i>Chair: András Máté-Tóth</i>	Room 1
<b>T 7</b>	<b>Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System II.</b> <i>Chair: Bartosz Wiśniewski</i>	Room 2
<b>T 8</b>	<b>Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation II.</b> <i>Chair: Márton Demeter</i>	Room 3
<b>T 9</b>	<b>Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy I.</b> <i>Chair: Jérôme Monnet</i>	Room 4

**16.00–16.15** *Coffee break*

**16.15–17.30** Thematic session

<b>T 10</b>	<b>Different Public Needs</b> <i>Chair: Attila Bátorfy</i>	Room 1
<b>T 11</b>	<b>Innovative methods of studying polarization in communication</b> <i>Chair: Svetlana Bodrunova</i>	Room 2
<b>T 12</b>	<b>Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II.</b> <i>Chair: Tamás Tófalvy</i>	Room 4

**20.00–24.00** *Reception – Toast by Zoltán Vajda, Vice Dean of the Faculty of Arts (Aula)*  
*Music – Dollár Boys Band (Ceremonial Hall)*

## 31 May 2018 (Thursday)

### 10.00–11.00 KEYNOTE ADDRESS (Ceremonial Hall)

**Sabina Mihelj** (*Loughborough University, United Kingdom*): **A Decline of Publicness: Rethinking the Transformation of CEE Media After 1989**

Chair: *Péter Paczolay*, Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

### 11.00–12.00 KEYNOTE ADDRESS (Ceremonial Hall)

**András Bozóki** (*Central European University, Hungary*): **Discursive Change and Regime Change**

Chair: *Péter Paczolay*, Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

### 12.00–12.15 Coffee break

#### 12.15–13.30 Thematic session

T 13	<b>Digital Literacy and Inclusion I.</b> <i>Chair: István Zsigmond</i>	Room 1
T 14	<b>Political polarization in the age of hybrid media</b> <i>Chair: Gabriella Szabó</i>	Room 3
T 15	<b>Activism, Internet, and Re-theorizing the Political Community</b> <i>Chair: Emilia Barna</i>	Room 4
T 16	<b>Own and the Other's: national images and identities under construction</b> <i>Chair: Bertalan Pusztai</i>	Room 5

### 13.30–14.30 Lunch break

#### 14.30–15.45 Thematic session

T 17	<b>Digital Literacy and Inclusion II.</b> <i>Chair: Rozália Klára Bakó</i>	Room 1
T 18	<b>Populism I.</b> <i>Chair: Gergő Hajzer</i>	Room 3
T 19	<b>Spaces of the nation: constructing spaces, memories and rituals</b> <i>Chair: Jérôme Monnet</i>	Room 4
T 20	<b>Mediatization and/or Self-mediatization in the Era of Social Media</b> <i>Chair: Robert Imre</i>	Room 5

### 15.45–16.00 Coffee break

16.00–17.30 Thematic session		
T 21	<b>Digital Literacy and Inclusion III.</b> <i>Chair: István Zsigmond</i>	Room 1
T 22	<b>Journalism Under Pressure- Journalism as a profession</b> <i>Chair: Epp Lauk</i>	Room 2
T 23	<b>Populism II.</b> <i>Chair: András Bozóki</i>	Room 3
T 24	<b>Digitalization and Politics</b> <i>Chair: Csaba Fazekas</i>	Room 4

**17.30–17.45** *Meeting at the Entrance Hall*

**18.00–20.00** *Reception – Greetings by Ottó Berkesi, councilor, responsible for the relations between the Univ. and the City Council (Mayor's office)*

**20.00–22.00** *Szeged by Night (max 40) or*

**21.00–24.00** *Night Bath at Anna Bath*

**1 June 2018 (Friday)**

**9.00–10.30 Thematic session**

<b>T 25</b>	<b>Digital Literacy and Inclusion IV.</b> <i>Chair: Rozália Klára Bakó</i>	Room 1
<b>T 26</b>	<b>Politics, Music and a Diva: Spaces of Entertainment</b> <i>Chair: Norbert Merkovity</i>	Room 2
<b>T 27</b>	<b>Discursive sense of place: time-space (de)compressions in the times of uncertainty</b> <i>Chair: Jacek H. Kołodziej</i>	Room 3
<b>T 28</b>	<b>Spatial Experience and Mediated Places in Central and Eastern European Television Fiction</b> <i>Chair: Gyula Maksa</i>	Room 4
<b>T 29</b>	<b>Activism, Communication and Locality</b> <i>Chair: Mihály Szilágyi-Gál</i>	Room 5

**10.30–10.45 Coffee break**

**10.45–12.15 Thematic session**

<b>T 30</b>	<b>Public discourses and the struggle for credibility on online SNS in contemporary Romania</b> <i>Chair: Hanna Orsolya Vincze</i>	Room 1
<b>T 31</b>	<b>Social Media within V-4: A Comparative Analysis</b> <i>Chair: Andrej Školkay</i>	Room 2
<b>T 32</b>	<b>The Politics of Space and Contemporary Media</b> <i>Chair: Robert Imre</i>	Room 3
<b>T 33</b>	<b>Understanding digital space beyond web analysis</b> <i>Chair: Michał Jacuński</i>	Room 4
<b>T 34</b>	<b>Social Media Watch of the Hungarian General Elections in 2018</b> <i>Chair: Péter Bence Stumpf</i>	Room 5

**12.15–13.00 Closing of the Conference (Room 3)**

**13.00–14.00 Lunch**

**15.00–17.00 Sightseeing wine-tour with a Dotto Road Train in Szeged or**

**15.00–17.00 Visit to the Pick Museum**

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## DETAILED PROGRAM

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## 30 May 2018 (Wednesday)

**09.00–10.00** Registration

**10.00–10.30** Opening ceremony (Ceremonial Hall)

**Gábor Szabó**, Rector of the University of Szeged

**Péter Mezei**, Vice Dean of the Faculty of Law and Political Science

**10.30–11.30** **KEYNOTE ADDRESS** (Ceremonial Hall)

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**11.30–12.30** **KEYNOTE ADDRESS** (Ceremonial Hall)

**Jérôme Monnet** (University of Paris-Est Marne-la-Vallée, France): **Public Landscape as Communication Space**

Chair: **Péter Mezei**, Vice Dean of the Faculty of Law and Political Science

**12.30–13.30** Lunch break

### 13.30–14.45 Thematic session

<b>T 1</b>	<p><b>Religious, Communicative and Political Space</b>  <i>Chair:</i> Ákos Lázár Kovács</p> <ul style="list-style-type: none"> <li>• András Máté-Tóth: The phenomenon of populism in the religion studies</li> <li>• Rafal Lesniczak: Contemporary relations of religion and politics – communicative space and political space. Polish perspective after 2015</li> <li>• Dóra Laborczi: Mission Impossible: Independent and Professional Journalism on Religion in Hungary</li> <li>• Anna Adamus-Matuszynska, Krystyna Doktorowicz, Piotr Dzik: Logo as Visual Symbol of Country Identity</li> </ul>	Room 1
<b>T 2</b>	<p><b>Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System I.</b>  <i>Chair:</i> Michał Kuś</p> <ul style="list-style-type: none"> <li>• Judit Bayer: Could publication through platform providers be regarded as a human right?</li> <li>• Waldemar Tłokiński, Bartosz Wiśniewski: Journalistic media supposition in the mirror of political space</li> <li>• Marius Dragomir: Media capture: when politics and business marry to gag independent journalism</li> <li>• Péter Bajomi-Lázár: Authoritarianism and ideology</li> </ul>	Room 2



13.30–14.45 Thematic session		
T 3	<p><b>Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation I.</b></p> <p><i>Chair:</i> Bogusława Dobek-Ostrowska</p> <ul style="list-style-type: none"> <li>• Lilia Raycheva: Populist Political Communication in the Bulgarian Media Ecosystem</li> <li>• Andrej Školkay: How the Murder of a Journalist Changes Politics and Society: Causes and Consequences as Framed by the Media Coverage of the Assassination of Journalist Ján Kuciak</li> <li>• Svetlana Bodrunova: Mapping Oppositional Discourses in Today's Belarus across Languages and Platforms</li> <li>• Gabriella Szabó, István Micsinai: Facebook as pathway to news media. The case of Hungary</li> </ul>	Room 3
T 4	<p><b>Governance without Government</b></p> <p><i>Chair:</i> Edit Soós</p> <ul style="list-style-type: none"> <li>• Tamás Kaiser: Territorial governance in flux: a case of the city regions in England</li> <li>• Edit Somlyódyne Pfeil: Preconditions of Network Governance in Hungary from the Aspect of Cross-border Institution Building</li> <li>• Zsolt, Menyhárt: Cross-border cooperation in frame of the cohesion policy</li> <li>• Gyula Ocskay: The EGTC: a tool for cross-border governance? Experiences of the Hungarian Groupings</li> </ul>	Room 4
T 5	<p><b>Political Space of Entertainment in Late Night Talk Shows and Prison Radios</b></p> <p><i>Chair:</i> Norbert Merkóvity</p> <ul style="list-style-type: none"> <li>• Eean Grimshaw, Menno Reijven: Politician's changing Identities in Late-Night Talk Shows</li> <li>• Dorottya Molnár-Kovács: From political to politicized– how late night comedy became a sphere of political activism in the United States</li> <li>• Menno Reijven: Entering Entertainment: Being a Politician on a Late-Night Talk Show</li> <li>• Gergely Gosztonyi: Communication behind the grids: the experience of the prison radios</li> </ul>	Room 5

14.45–15.00 *Coffee break*

15.00–16.00 Thematic session		
T 6	<b>Secular and Sacred Public spheres</b> <i>Chair: András Máté-Tóth</i> <ul style="list-style-type: none"> <li>• Zoltán Hidas: The Sociological Revelation of the Phenomenon of the Space</li> <li>• Ákos Kovács: Secularization Theories and Mediated Public Spheres</li> <li>• Mónika Andok: Religious Communities' Digital Media Use and their Digital Public Sphere</li> </ul>	Room 1
T 7	<b>Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System II.</b> <i>Chair: Bartosz Wiśniewski</i> <ul style="list-style-type: none"> <li>• Irina Kharuk: Online Journalists and Bloggers in Russia under the New Legal Regulations: Current Changes and New Practices</li> <li>• Bogusława Dobek-Ostrowska: How the Media Systems Work in Central and Eastern Europe</li> <li>• Ferenc Hammer: Rock around the blocks – State and popular music between 1977 and 2017 in Hungary</li> </ul>	Room 2
T 8	<b>Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation II.</b> <i>Chair: Márton Demeter</i> <ul style="list-style-type: none"> <li>• Bissera Zankova: Medialized politics and politicized media. Some characteristics of the Bulgarian media model</li> <li>• Anna Litvinenko, Svetlana Bodrunova: No Longer Textual: Electoral Talk in Russian Facebook and Twitter of 2018 and the Rise of Political Videoblogging</li> <li>• Dina Vozab, Antonija Čuvalo, Zrinjka Peruško: Mediatization at the periphery</li> </ul>	Room 3
T 9	<b>Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy I.</b> <i>Chair: Jérôme Monnet</i> <ul style="list-style-type: none"> <li>• Marie Palmer: Encoding and decoding in the context of Facebook's algorithmically-customised circulation of legacy news content. A qualitative study of how millennial French journalists make meaning on Facebook.</li> <li>• Tamás Tófalvy: Facebook and the changing digital media ecosystem: the case of Hungary</li> <li>• Dmytro Hubenko: How Ukrainian Journalists Used Facebook as a Digital Space during a Political Crisis of 2013-2014 in Ukraine</li> </ul>	Room 4

16.00–16.15 *Coffee break*

16.15–17.30 Thematic session		
T 10	<p>Different Public Needs <i>Chair:</i> Attila Bátorfy</p> <ul style="list-style-type: none"> <li>• Agnes Jele: The Reflection of Central Bank Communication in the Media: (De)constructing a Common European Public Sphere</li> <li>• Dinko Gruhonjic: Problems With Project Based Model Of State Co-Financing Media Content Production In Serbia</li> <li>• Judit Bayer: Media pluralism as part of the European regulatory policy</li> <li>• Brindusa Armanca: Fake opinion makers in media. How could EU regulations to fight against them?</li> </ul>	Room 1
T 11	<p><b>Innovative methods of studying polarization in communication</b> <i>Chair:</i> Svetlana Bodrunova</p> <ul style="list-style-type: none"> <li>• Anna Sytnik: Case Study: the Syrian Conflict in «Twitter» and Mainstream Media</li> <li>• Radu Meza: A Digital Social Science Approach to Studying Hate Speech on Facebook in Romania and Hungary</li> <li>• Sergei Bogdanov: Symbolization of the political process in Russia</li> <li>• Svetlana Bodrunova: Beyond Right and Left? Detecting Political Polarization in Twitter Discussions on Inter-Ethnic Conflicts in Germany, the USA, and Russia</li> </ul>	Room 2
T 12	<p><b>Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II.</b> <i>Chair:</i> Tamás Tófalvy</p> <ul style="list-style-type: none"> <li>• Margareta Salonen, Niina Sormanen, Epp Lauk: Newspapers' Facebook pages as a space for interaction with the readers</li> <li>• Bartosz Pietrzyk: YouTube platform as a space of communication: Youtubers age</li> <li>• Sylwia Męćfal: Journalists under pressure on the local level – case studies from Poland.</li> <li>• Michał Kuś, Piotr Sula: Public or National? Polish Political Parties' Views on the Role of Public Service Media</li> </ul>	Room 4

**20.00–24.00** Reception – Toast by Zoltán Vajda, Vice Dean of the Faculty of Arts

Music – Dollár Boys Band (Ceremonial Hall)

## 31 May 2018 (Thursday)

### 10.00–11.00 KEYNOTE ADDRESS (Ceremonial Hall)

**Sabina Mihelj** (Loughborough University, United Kingdom): **A Decline of Publicness: Rethinking the Transformation of CEE Media After 1989**

Chair: *Péter Paczolay*, Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

### 11.00–12.00 KEYNOTE ADDRESS (Ceremonial Hall)

**András Bozóki** (Central European University, Hungary): **Discursive Change and Regime Change**

Chair: *Péter Paczolay*, Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

### 12.00–12.15 Coffee break

### 12.15–13.30 Thematic session

<b>T 13</b>	<b>Digital Literacy and Inclusion I.</b> <i>Chair:</i> István Zsigmond <ul style="list-style-type: none"> <li>András Vajda, Gyöngyvér Tőkés: Grannies go digital: the role of digital technology in grandparent-grandchild relationships</li> <li>Livia Benkő: CEE pattern of IoT across the Hungarian communications context</li> <li>Gyöngyvér Tőkés, András Vajda: Digital Exclusion among Older Adults in Rural Regions of Romania</li> </ul>	Room 1
<b>T 14</b>	<b>Political polarization in the age of hybrid media</b> <i>Chair:</i> Gabriella Szabó <ul style="list-style-type: none"> <li>Béla Janky, Gabriella Szabó, Zoltán Kmetty: Media consumption, networks and political attitudes in the age of hybridity</li> <li>Lenka Hrbková: Trust in Media in Polarised Times: An Experimental Study</li> <li>Jelena Kleut, Ana Milojević, Aleksandra Krstić: Media framing of “Stop the Dictatorship” protest in Serbia: Examining the protest paradigm in polarized media landscape</li> </ul>	Room 3
<b>T 15</b>	<b>Activism, Internet, and Re-theorizing the Political Community</b> <i>Chair:</i> Emilia Barna <ul style="list-style-type: none"> <li>Annamária Neag: The Hungarian Two-tailed Dog Party: political parody and the rise of the ‘nectorate’</li> <li>Mihály Szilágyi-Gál: Internet as Anarchy - Toward a Political Philosophy of the Internet</li> <li>Jakub Nowak: Civic space revisited – activism on/and platforms</li> </ul>	Room 4

## 12.15–13.30 Thematic session

<b>T 16</b>	<b>Own and the Other's: national images and identities under construction</b> <i>Chair:</i> Bertalan Pusztai <ul style="list-style-type: none"> <li>Benedek Tóth: Metropolitan environments in the 19th Century: new ways of constructing and understanding of social space</li> <li>Gulbin Kiranoglu: Nationalizing Istanbul</li> <li>Anton Dinerstein: Public Creativity and Cultural Identity in Modern-day Belarus</li> </ul>	Room 5
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## 13.30–14.30 Lunch break

## 14.30–15.45 Thematic session

<b>T 17</b>	<b>Digital Literacy and Inclusion II.</b> <i>Chair:</i> Rozália Klára Bakó <ul style="list-style-type: none"> <li>Katalin Gál, Levente Székedi: Digital Literacy at the Partium Christian University</li> <li>Otilia Armean: Multiple presences in the classroom</li> <li>István Zsigmond: Metacognition and digital literacy</li> <li>Barna Kovács: Human wisdom in a digital world</li> </ul>	Room 1
<b>T 18</b>	<b>Populism I.</b> <i>Chair:</i> Gergő Hajzer <ul style="list-style-type: none"> <li>Dorota Piontek, Małgorzata Tadeusz-Ciesielczyk: Mediatization of politics and populization of political communication</li> <li>Snjezana Milivojevic: Popularity Performance and Critical Reporting</li> <li>Réka Sárközy: "Who is in the picture?" Poster Wars In Hungary</li> <li>Tamás Tóth: Key Modifications in Donald Trump's Twitter Rhetoric after the 2016 Presidential Election</li> </ul>	Room 3
<b>T 19</b>	<b>Spaces of the nation: constructing spaces, memories and rituals</b> <i>Chair:</i> Jérôme Monnet <ul style="list-style-type: none"> <li>Aron Kerpel-Fronius: Constructing Civic Religion Through Sites of Memory. The Case Study of Hungary and Poland</li> <li>Nataša Simeunović Bajić, Marija Vujović: Sacred spaces of mediatized cultural memory: Return to the socialist Yugoslavia</li> <li>Hanneleena Hieta, László Mód: Szobori Búcsú: A Multiple Times Invented Tradition</li> <li>Bertalan Pusztai: Exoticising minority traditions in culture economies: invented traditions in rural festivals</li> </ul>	Room 4
<b>T 20</b>	<b>Mediatisation and/or Self-mediatiation in the Era of Social Media</b> <i>Chair:</i> Robert Imre <ul style="list-style-type: none"> <li>Elena Makarova: Mediatization of the ruling regime and opposition: case of Russia</li> <li>Katarzyna Gad: Using new media by the heads of the state of the European Union member countries</li> <li>Andreea Mogos: The self-representations of the Romanian politicians on Facebook. Roles, frames and social media engagement</li> <li>Norbert Merkóvity: Self-mediatiation and Populism: The rise of Attention-based Politics in Hungary</li> </ul>	Room 5

## 15.45–16.00 Coffee break

16.00–17.30 Thematic session		
T 21	<b>Digital Literacy and Inclusion III.</b> <i>Chair:</i> István Zsigmond <ul style="list-style-type: none"> <li>• Gyöngyvér Tőkés: The Influence of Parental Mediation Strategies on Romanian Young Children's Digital Practices</li> <li>• Neha Hooda: The Virtual Child: Indian Children in Virtual and Geographical Spaces</li> <li>• Orsolya Gergely: Getting smarter? The szekler teenagers, their parents and teachers in the smartphone era.</li> <li>• Rozália Klára Bakó: Digital Literacy and Parental Mediation</li> </ul>	Room 1
T 22	<b>Journalism Under Pressure- Journalism as a profession</b> <i>Chair:</i> Epp Lauk <ul style="list-style-type: none"> <li>• Tina Bettels-Schwabbauer, Annamária Torbó: Journalism education in Germany, Hungary, Portugal, and Romania: A call for change</li> <li>• Róbert Takács: Journalism and Press/Media Control under the Kadar Era</li> <li>• Attila Bátorfy: Rethinking Public Service Journalism</li> <li>• Dominika Popielec: A Concept of Investigative Cross-Border Journalism. The Essence and Functioning of the Vsquare Project in the Visegrád Region</li> </ul>	Room 2
T 23	<b>Populism II.</b> <i>Chair:</i> András Bozóki <ul style="list-style-type: none"> <li>• Andras Toth: Crisis of Globalization and Economic Nationalism: Understanding the Rise of Populist Nationalist Right and Moving away from the European Model in the European periphery</li> <li>• Alban Zeneli, Dren Gërguri, Gëzim Qerimi: Kosovo's path towards the EU and Populism in 2017 General Election</li> <li>• Marius Mircea Mitrache: The Influence of Romanian Populism on the Political and Media Landscape. An Electoral History and Discourse Analysis (1990-2012)</li> <li>• István Hegedűs: Hard Populism, Radicalised Political Communication, Politics of Fear: Towards a New Phase of the Orbán-regime?</li> </ul>	Room 3
T 24	<b>Digitalization and Politics</b> <i>Chair:</i> Csaba Fazekas <ul style="list-style-type: none"> <li>• Marton Bene: Political communication on Facebook during the Hungarian General Election Campaign</li> <li>• Michal Jacunski: Digitalization and party life. A study of party members and party structures in Poland.</li> <li>• Flavia Țăran: The digital ambassadors: a view on how cultural exchanges on Reddit outline the national identity of Eastern-European countries</li> <li>• Sándor Fekete: Broadband Terror</li> </ul>	Room 4

**17.30–17.45** Meeting at the Entrance Hall

**18.00–20.00** Reception – Greetings by *Ottó Berkesi*, councilor, responsible for the relations between the Univ. and the City Council (Mayor's office)

**20.00–22.00** Szeged by Night (max 40) or

**21.00–24.00** Night Bath at Anna Bath

## 1 June 2018 (Friday)

### 9.00–10.30 Thematic session

<b>T 25</b>	<b>Digital Literacy and Inclusion IV.</b> <i>Chair:</i> Rozália Klára Bakó <ul style="list-style-type: none"> <li>• Anett Árvai: The Impact of Introducing E-Governance on Marginalized Social Groups: Social and Spatial Dimensions</li> <li>• Annamária Neag: Disengaged participation: the case of unaccompanied refugee children</li> <li>• Tamás Pongó: How to define and refine cyberbullying?</li> </ul>	Room 1
<b>T 26</b>	<b>Politics, Music and a Diva: Spaces of Entertainment</b> <i>Chair:</i> Norbert Merkóvity <ul style="list-style-type: none"> <li>• Csaba Toth: Democracy and Dictatorship in Mainstream Science Fiction Universes</li> <li>• Robert Imre: The Politics of The Expanse: Neverending Great Game</li> <li>• Madis Järvekülg: From institutionally embedded 'serious' to individualized 'popular': a report on the values and attitudes in Estonian music criticism</li> <li>• Adrián Lips: The implementation of the Hollywood Formula in Hungary: The Diverse Understandings of the Karády-phenomena between 1938 and 1948</li> <li>• Daniël Jurg: Beyond Postmodern Political Satire</li> </ul>	Room 2
<b>T 27</b>	<b>Discursive sense of place: time-space (de)compressions in the times of uncertainty</b> <i>Chair:</i> Jacek H. Kołodziej <ul style="list-style-type: none"> <li>• Agnieszka Szymańska: Diversity of European discourses and time-space cohesion of European Union</li> <li>• Bartłomiej Łódzki, Justyna Arendarska: War games and discourses: Polish media and the threat for Polish territory during manoeuvres 'Zapad 17'</li> <li>• Jacek H. Kołodziej: Polishness in the discourse of Jarosław Kaczyński: the aspect of time and space disturbances</li> <li>• Michał Bukowski, Joanna Grzechnik: Urban time-space decompression: discursive perspective on urban social movements</li> </ul>	Room 3
<b>T 28</b>	<b>Spatial Experience and Mediated Places in Central and Eastern European Television Fiction</b> <i>Chair:</i> Gyula Maksa <ul style="list-style-type: none"> <li>• Anna Keszeg: Silent Valleys and Noisy Cities, Cultural Geography of Romania through Romanian HBO Series</li> <li>• Péter Mészáros: Space as sign in HBO series trailers</li> <li>• Sándor Kálai: Crime Spaces – The Representation of Crime in Eastern European HBO Series</li> </ul>	Room 4

9.00–10.30 Thematic session

T 29	<p><b>Activism, Communication and Locality</b>  <i>Chair:</i> Mihály Szilágyi-Gál</p> <ul style="list-style-type: none"> <li>• Maria Subert: Reconsidering the Hungarian Roma Fresco Village as physical political space and communicative space: Counter/emancipatory visual narratives as non-violent strategy in liberating Roma</li> <li>• Emilia Barna: Sexual harassment in the cultural industries in Hungary: media analysis and a creative labour perspective</li> <li>• Anna Szwed-Walczak: The political communication of the Polish national movement in social media.</li> </ul>	Room 5
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10.30–10.45 Coffee break

10.45–12.15 Thematic session

T 30	<p><b>Public discourses and the struggle for credibility on online SNS in contemporary Romania</b> <i>Chair:</i> Hanna Orsolya Vincze</p> <ul style="list-style-type: none"> <li>• Mihnea Stoica: Voices of Europe's "Second Speed": Populism in the East</li> <li>• Meda Mucundorfeanu: The Official Communication of the Main Romanian Political Parties and Political Leaders during a Non-Election Year, in the Context of Protests</li> <li>• Andreea Voina, Anișoara Pavelea, Lorina Culic: Cyberfeminism in Romania: #MeToo and its effects on cyberspace behavior</li> <li>• Delia Cristina Balaban, Maria Mustatea, Sorana Constantinescu: Credibility and Sharing of Fake News on Facebook</li> <li>• Radu Meza, Andreea Mogoș, George Prundaru: Government funded International Media on SNS in the Age of Computational Propaganda. A Case Study on Romanian Language Contents</li> </ul>	Room 1
T 31	<p><b>Social Media within V-4: A Comparative Analysis</b>  <i>Chair:</i> Andrej Školkay</p> <ul style="list-style-type: none"> <li>• Andrej Školkay: Social Media in Slovakia and the Czech Republic: Research Agendas</li> <li>• Tomasz Anusiewicz, Andrej Školkay: Social Media in Poland: Research Agendas</li> <li>• Gergő Hajzer, Andrej Školkay: Social Media in Hungary: Research Agendas</li> </ul>	Room 2
T 32	<p><b>The Politics of Space and Contemporary Media</b>  <i>Chair:</i> Robert Imre</p> <ul style="list-style-type: none"> <li>• Réka Brigitta Szaniszló: Diaspora Diplomacy</li> <li>• Balázs Kiss: Vertical to Horizontal to Central. Space Metaphors in Hungarian Politics for the Last Thirty Years</li> <li>• Jan Pleszczyński: A priori, Ratiomorphism, and Agency in Contemporary Communication</li> <li>• Tiago Quiroga: Time, mediatization and epistemological otherness in the context of 'Information Society'</li> <li>• Sanna Ryyänen: Yes, But Is It Racism?</li> </ul>	Room 3



10.45–12.15 Thematic session		
<b>T 33</b>	<p><b>Understanding digital space beyond web analysis</b>  <i>Chair: Michał Jacuński</i></p> <ul style="list-style-type: none"> <li>• Agnes Buvar: The role of typical advertising knowledge in the recognition of new advertising formats</li> <li>• Sohail Dahdal: Interactive Documentaries as Immersive Digital Space</li> <li>• István Kósa Blanka Bálint, Andrea Sólyom, Zoltán Ambrus, Csilla-Dalma Zsigmond: Avoidance Attitude Towards Visual Material? Effects of Camcorder Symbol, Informational Utility, Individual Verbal and Imaginal Traits on Selective Exposure to Online Headlines</li> <li>• Csilla Herendy: How to Research People's Expectations of Websites? Mental Models and Participating Observation as Usability Inspection Methods</li> </ul>	Room 4
<b>T 34</b>	<p><b>Social Media Watch of the Hungarian General Elections in 2018</b>  <i>Chair: Péter Bence Stumpf</i></p> <ul style="list-style-type: none"> <li>• Tamás Szekeres: Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: The Research Methods</li> <li>• Dóra Boldizsár: Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: a Thematic Analysis of Facebook Posts about the European Union and the United Nations</li> <li>• Kornél Németh: Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: Thematic Analysis of the Migrant Crisis in Facebook Posts</li> <li>• László Petrovski: Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: a Thematic Analysis of Facebook Posts Concerning George Soros</li> </ul>	Room 5

**12.15–13.00** *Closing of the Conference (Room 3)*

**13.00–14.00** *Lunch*

**15.00–17.00** *Sightseeing wine-tour with a Dotto Road Train in Szeged or*

**15.00–17.00** *Visit to the Pick Museum*

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## ABSTRACTS

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## KEYNOTE ADDRESS

Chair

**PÉTER MEZEI**

*University of Szeged  
Vice Dean of the Faculty of Law and Political Sciences*

**EPP LAUK**

*University of Jyväskylä, Professor*

**Understanding the Transformation of CEE Journalism Cultures:  
A Comparative View**

Since the beginning of political, economic and societal transition in the CEE region, the possible trajectories of the development of news media in these countries attracted the attention of analysts and scholars both in Europe and America. A teleological viewpoint was rather commonly shared that the transition would take a route towards Western type liberal democracies. Similar expectations concerned the media, and the initial years of transition seemed to support these expectations. The political breakthrough provided favourable conditions for media democratization by removing state control and censorship, enabling diversity of media ownership and preventing monopolization; and providing the media with the right to freely access and distribute information. However, the conditions that in Western democracies had shaped the development of media systems over two hundred years, could not take immediate effect in newly liberated CEE countries. The same argument concerns journalism. The efforts to “implant” the western experience of “profession-building” and journalism’s professional ideology were doomed to failure. No successful cases exist of the attempts to “mechanically” replace the communist model of journalism with a “western” one. The ensuing transformational decades have demonstrated a widely varying development of journalism cultures in CEE countries. One may ask: Why did the seemingly similar starting points and initial conditions create a variety of patterns of CEE journalisms?

The level of professionalism and quality of journalism in CEE are most often measured against the traditional values and functions of journalism in the established European democracies. In this light, the many deviations are easy to point out. However, what peculiarities can be discovered by “de-westernizing” the viewpoint and looking at these deviations in their proper historical and cultural contexts?

To answer these questions, this paper will first argue that the roots of the differences in the professional ideology and practice of journalism and journalists largely stem from the political and cultural conditions of the past.

Also, connections between the characteristic features of journalism cultures and the contexts of contemporary media systems are important to take closer look at. Second, the development of journalism and journalistic professionalism has never been smooth and continuous, but disrupted in several ways in different periods of time. What kinds of ruptures can be detected and how have they influenced professional values and norms, role perceptions of journalists and the “life course” of the profession in CEE countries more generally?

For comparing journalism cultures, the conceptualization by Thomas Hanitzsch (2007) offers a helpful framework of three constituents (institutional roles, epistemologies and ethical ideologies) and seven dimensions (interventionism, power distance, market orientation, objectivism, empiricism, relativism, and idealism).

The concept of continuity and discontinuity (ruptures) comes from social psychology, which has an explanation for why continuity and discontinuity are so important in humans’ lives. Social psychology links the continuity perception to the individual and group identity (Jetten & Hutchison, 2011), which is also an important aspect of professional identity.

Empirical research for this paper is done within Worlds of Journalism Studies project (<http://www.worldsofjournalism.org/>).

## KEYNOTE ADDRESS

Chair

**PÉTER MEZEI**

*University of Szeged  
Vice Dean of the Faculty of Law and Political Sciences*

**JÉRÔME MONNET**

*Université Paris-Est Marne-la-Vallée, Professor*

**Public Landscape as Communication Space**

In contemporary cities, public space appears as a system of material places where strangers meet: they incidentally cross each other's path because their daily or weekly routines lead them to massively use open spaces such as streets, squares or parks and enclosed places such as railway stations, leisure facilities, etc. All these places form the public landscape, i.e. the visual surroundings transformed into mass media by more or less powerful social actors to deliver religious, political or economic messages to the crowds flowing through them.

For centuries, public architecture has been an important component of the urban landscape for the purpose of glorifying a divine or mundane authority through the monumental facades of temples and churches. Military strength or colonial power have been symbolized through gateways and walls, towers and triumph arches. In the late period, this symbolism was re-actualized into countless Justice, Government, Parliament and City halls, Universities, Museums or Chambers of commerce. In some manufactures were erected ostentatious facades in order to project an image of technological progress, social modernity and economical wealth. Since then, all the big players in the service industry have relied on architecture as a public media embodying their local prestige and global ambitions in skyscrapers or futurist headquarters.

Public art also invaded the streets. After kings and emperors punctuated the most prestigious urban squares or perspectives with statues at their image, governments disseminated figures of heroes or allegories at the crossroads and in public gardens. More recently, the public landscape has also been adorned with figurative or abstract officially-commissioned artwork and murals, challenged by alternative expressions such as graffiti and street art.

Actually, the intent to monopolize public space for communication by the rulers was always contested by dispersed but resilient means of public appeal such as illegal posting, underground pamphlets, protest songs and, of course, political demonstrations of different kinds (march, sit-in,

Occupy...). When military and religious parades or public ceremonies are intended to reassert the social order envisioned by authorities, they could be counter-balanced by subversive events such as carnivals.

Beyond architecture, art and politics, public landscape is also continuously used by economic actors in order to communicate with the people. Almost universally, shop signs and windows or displays enable the seller to inform the potential buyer about products or services. However, during the last century, commercial communication has evolved from “hic et nunc” information to messages about dislocated values and desire. The current trend is to interconnect stationary communication devices such as shop windows or billboards with mobile personal devices such as smartphones, in order to individualize the economic or political messages displayed in the public space.

These different communicative uses of the public landscape are competing between them, diachronically and synchronically. Where one kind of communication dominates or eradicates the others, criticism arises against the “Totalitarian”, “Capitalist” or “Museum” City, between others. To the contrary, the subtle and unstable arrangement of various messages in the public space could appear as a condition for a dynamic, creative, inclusive and attractive urban life.



## 1. Thematic session

Religious, communicative and political space

Chair

**ÁKOS LÁZÁR KOVÁCS**

*Péter Pázmány Catholic University  
Associate Professor*

**ANDRÁS MÁTÉ-TÓTH***University of Szeged, Professor***The phenomenon of populism in the religion studies**

The populism has been the most examined feature in social science and political science in the recent years. The former isolated phenomenon becomes the dominant trend in political movement and political communication. Therefore has the attention of researchers turned to this change. The meaning of populism is controversial, sometimes refers to demagogy, to enemy of democracy or to anti-establishment attitude. The most important focus point in the interpretation of populism is the criticism of “old” elites, the people set against politicians and the simplifying political communication, political messages. (Canovan, Margaret (1981): Populism. New York, Harcourt Brace-Jovanovich, Eatwell, Roger- Mudde, Cas (edit.) (2004): Western Democracies and the New Extreme Right Challenge. London and New York, Routledge.) The systematic study of populism began in the late 1960s, and since then the fourth generation of scholars has dealt with this phenomenon, each corresponding to a particular time period and research agenda. They conceptualised populism as a movement / style / ideology / discourse / strategy / political culture. (Pappas, Takis, S. 2016 Modern Populism: Research Advances, Conceptual and Methodological Pitfalls, and the Minimal Definition)

In my lecture I’m going to discuss the phenomenon of populism from the view of religious studies and give a comprehensive overview of religious populism. (Jose Pedro Zúquete: 2017 Populism and Religion The Oxford Handbook of Populism)

**RAFAL LESNICZAK**

*Cardinal Stefan Wyszyński University in Warsaw, Adjunct*

**Contemporary relations of religion and politics – communicative space and political space. Polish perspective after 2015**

The author discusses the relation of religion and politics in the contemporary context of the mediatization of politics and religion. The research context is terrorist acts in Europe and the discourse on refugees, especially since 2015. The paper presents the official Polish positions of church leaders and religious associations, as well as the most important representatives of political parties, and on the other hand their media coverage.

The author tries on the basis of differences between the institutional communication and the media message, to emphasize the importance of the process of mediatization of politics and religion and the consequences of these processes for the citizen – the recipient of the media and the participant of political communication.

**DÓRA LABORCZI***Eötvös Loránd University, PhD Student***Mission Impossible: Independent and Professional Journalism on Religion in Hungary**

Professional and independent religion journalism does not really exist but is very needed in Central-Eastern Europe. Especially in Hungary and Poland, where the forty years of communism wiped out public religious life, thus completely silenced it in the public discourse. Since 2010 in Hungary a new kind of pressure has appeared on religious journalism, as the political communication uses religions to gain political strength and to intensify the divisive communication of “us vs. them”. In that political space terms like “Christianity”, “Christian values”, “Christian Europe” come to one side, and “Islam”, “Muslims”, “migrants”, “terrorist” to the other. In my approach this division is more representative of the current political agenda, less of religion.

There were several attempts to run independent and professional religious (mostly Christian) websites in Hungary in the last decade, but many of them failed on the grounds of financial or political causes. It would be essential to discuss what journalism meant when it said something about religion and politics - regarding cultural, economic or even theological points of view - instead of religion as politics only.

In 2015 the Evangelical-Lutheran Church in Hungary launched a blog-platform named *Kötőszó* (means: connective word, conjunctive) which became high-frequented rapidly. As founder and former chief editor of this blog I would gladly share my experiences and challenges of the subject above.

**ANNA ADAMUS-MATUSZYNSKA\* – KRISTYNA DOKTOROWICZ –  
PIOTR DZIK**

*\*University of Economics in Katowice, Senior Lecturer*

**Logo as Visual Symbol of Country Identity**

Developing coherent and comprehensive country brands is of vital importance for places in contemporary global world, as branding can contribute to the success achieved in the development of the region itself. There seems to be a recognizable gap in the literature regarding the application of visual signs used in place marketing that should present a country. The research identifies logos of the European Union countries. The main purpose of this exploration is to analyze the visual identities of countries through logos. The second objective is to recognize the relationships between visual identity and identity of a country itself.

The authors try to find answers for the following research questions:

1. Are logos present genius loci of the countries or are rather metaphors of the imagined space?
2. In what way a logo communicates the country identity?

The authors understand 'identity' in terms expressed by Charles Tylor who assumes that collective identity exists as long as members of a given social group refer to the identity in process of self-determination. In times of modernity, identity is expected to distinguish one group from others.

Content analysis was used to obtain visual identity of the countries. The authors collected logos and analyzed them using the Per Mollerup's taxonomy. The results of the study illustrate how governmental institutions, which are responsible for promotion of the countries, portray them in social media focused the most on marketing purposes.

## **2. Thematic session**

### **Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System I.**

Chair

**MICHAŁ KUŚ**

*Uniwersytet Wrocławski  
Assistant Professor*

**JUDIT BAYER***Budapest Business School, Associate Lecturer***Could Publication through Platform Providers be Regarded as a Human Right?**

Media policy shows a trend in which responsibility is imposed on platform providers which convey third party content. The earlier rule have been “don’t shoot the messenger”, who was not even obliged to monitor, only to react in case of notification about illegal content.

We are standing at crossroads: should these platform providers be finally similar to traditional media, or should they be neutral transmitters? Media outlets have editorial liability and the average person has no right to publish content through them. Since the internet age, even an average person can publish his or her content to the wide public without gatekeepers. It is worth examining whether this potential should be protected, or whether it is now part of our free speech rights. Could these intermediaries be treated as common carriers, and be subjected to the obligation of neutral transmission?

The planned regulation would outsource state censorship on private intermediaries, a private regulation which lacks all legal guarantees that protects fundamental rights from state intervention.

Moreover, responsibility entails rights: if we accept the providers’ responsibility for third party content, we also have to take that they would have their own political agenda which they will use to influence public opinion in an intransparent manner, just as traditional media providers did.

**WALDEMAR TŁOKIŃSKI\* – BARTOSZ WIŚNIEWSKI\*\****\*Ateneum University in Gdańsk, Rector**\*\*Ateneum University in Gdańsk, Director***Journalistic Media Supposition in the Mirror of Political Space**

In this work, the authors, try to define the concept of journalistic media supposition. This work focuses on coverage of journalistic genres, their current roles and boundaries, as well as the use of the “media truth” in politics. Journalistic media supposition exists between the features of the information and journalistic type in the form of an expert and advocacy debate, realized as part of a journalistic interview. It is an intentional media message reflecting social reality in the form of an unconfirmed, difficult to verify in terms of credibility source of origin, bearing, however, the hallmark of truth. It is presented as highly probable, very possible, most valid and reliable option. It is a component of the media discourse. Its media life ends at the moment of realization of the indicated reality, leaving it beyond the moral assessment of forms such as rumor, falsehood, half-truth etc. The media supposition is similar generically to the media fact. It differs from it by reference to the category of time, which in this case links the supposition with the future through the perspective of prediction as well as credibility. Both forms are characterized by the viral nature of the material, which can combine various journalistic genres. A particular form of media supposition is the communication concerning the political space, characterized by a sharp polarization of positions and the dynamics of the processes of a power struggle. The main role of journalistic media suppression is to attempt to influence the political reality without the burden of media confabulation.



**MARIUS DRAGOMIR***Central European University, Center for Media, Data and Society, Director***Media Capture: When Politics and Business Marry to Gag  
Independent Journalism**

Over the past decade, many countries have seen a process of closer-than-ever collusion between governments and business elites, mostly oligarchs buying media outlets on behalf of people and circles in control of political power. The phenomenon, termed as media capture, describes a new reality where regulatory authorities, public service or other forms of state-administered media, private media companies and public funding mechanisms are subordinated to a small group of interests seeking to use media for propaganda aimed at cementing their control over state administration and resources.

This has devastating effects on the society as restricts their freedom to access unbiased, independent sources of information to make informed decisions. Cases of concentration of ownership, control of public media broadcasters and discretionary forms of awarding public funding to media abounded in the past. But the past decade or so has seen in Europe and elsewhere a more concerted, sophisticated and systematic process of capturing media companies. Marius Dragomir will speak about the main patterns in the way political and business elites capture media, the results it has on editorial coverage and the effects on the citizenry. The contribution is based on findings of an ongoing research project focused on the key shifts in media and power that the Center for Media, Data and Society (CMDs) at CEU is running in a consortium of 40+ organizations from all over the world.

**PÉTER BAJOMI-LÁZÁR***The Media Researcher Journal, Editor***Authoritarianism and Ideology**

This presentation looks into the relationship between authoritarian regimes and political ideologies. Ideology matters for authoritarian regimes in that it distracts the public's attention from the fact that such regimes serve particular interests rather than the public good. It follows that in authoritarian systems there often is a 'reality gap' between ideology and practice. The vision for the future also serves as a basis for legitimising the system, which is much needed to compensate for the lack of democratic legitimacy earned via free, fair and competitive elections. Hence control over the media is key to establishing and maintaining authoritarian regimes. Of course, every political system has an ideology. But authoritarian regimes distinguish themselves from democratic ones in that, through control over the media, they seek to achieve ideological hegemony and to marginalise alternative visions of the future, whereas democratic regimes tolerate ideological pluralism and hence do not seek control over the media. In other words, authoritarian regimes claim monopoly on truth, while democratic ones are open to public debates rooted in different understandings of the world. Further, control over the media is essential for authoritarian systems for the purpose of suppressing critical voices that might expose the gap between their words and deeds and hence create cognitive dissonance in peoples' heads that could undermine their rule.

### **3. Thematic session**

**Network Citizens in Central and Eastern  
Europe. Communicative Political Power and  
Empowerment of Digital Generation I.**

Chair

**BOGUSŁAWA DOBEK-OSTROWSKA**

*University of Wrocław  
Professor*

**LILIA RAYCHEVA***The St. Kliment Ochridsky Sofia University, Professor***Populist Political Communication in the Bulgarian Media Ecosystem**

Digitization poses significant transformations in contemporary media ecosystem. As positive as the impact if ICT might be on progress in all areas of life, it is no less important that they pose significant social challenges. Having in mind the rapid developments of the information and communication technologies in a highly competitive market, a major concern is whether the pillars of the European media model (freedom of expression and access to information, cultural diversity, consumer protection, and media pluralism, intolerance for racial and religious hatred) can be efficiently sustained.

Populism as a political position and rhetorical style is nowadays an object of multi-faceted academic debates. The strong critical attitude of populists towards what they regard as the chimera of democracy, is generally intertwined with the function of the media as a corrective factor with regard to government authorities. Besides, the challenges of the economic crisis, as well as the migration processes are strengthening the positions of the Euro-skeptics and revitalize the development of populism. The political environment in Bulgaria is characterized by almost permanent merge of political entities, which gradually escalates the use of populist approaches, styles and rhetoric. A steady tendency towards politicization of the media and mediatization of politics is observed, especially in the performances of some populist entities which bases are rooted in media.

The aim of the proposed paper is two-folded: firstly, to examine the challenges to the media ecosystem; secondly, to present the results of a study on populist political performances reflected in the Bulgarian media. The paper is developed within the framework of two COST Actions: IS 1308: Populist Political Communication in Europe and CA 16211: Reappraising Intellectual Debates on Civic Rights and Democracy in Europe. The research is supported by the National Science Fund of Bulgaria research projects D COST 01-02/17.05.2017 and D COST 01-25/20.12.2017.

Key words: media ecosystem, populist political communication, digitization

**ANDREJ ŠKOLKAY***School of Communication and Media, Director***How the Murder of a Journalist Changes Politics and Society: Causes and Consequences as Framed by the Media Coverage of the Assassination of Journalist Ján Kuciak**

Slovakia has no experience with the murder of a journalist in its modern history, though some journalists have disappeared and have yet to be found. Although this might have been a reason why follow-up events turned into unexpected directions with unforeseen consequences, there was much more behind this story. The first murder of a Slovak journalist took place in the journalist's house near the city of Trnava, sometime between February 22 and 25, 2018. Following the event, the Prime Minister R. Fico was forced to resign, the minister of culture resigned almost immediately, and two subsequent ministers of interior resigned as well, while the third nominee for a minister of interior was not even approved by the President. Finally, the President of the Police Force stepped down too, after a talk with newly appointed Prime Minister Pellegrini. These events were partly result of the media pressure and partly of public protests on the streets, with some demonstrations being larger than the anti-communist protests in late 1989. Two months later after the double-murder, a group of journalists, mainly from two most courageous newspapers (together with some academics and media analysts) co-created media frenzy targeting the public service media. In short, some of the media became key political actor. The content analysis of coverage of all these events, and their qualitative explanation, also suggest surprising results. In short, it deserves to study how the murder of a journalist changes politics and society, including journalism, in Slovakia.

**SVETLANA BODRUNOVA**

*St. Petersburg State University, Professor*

**Mapping Oppositional Discourses in Today's Belarus across  
Languages and Platforms**

In post-Soviet Belarus, the public sphere is highly polarized, but it differs from its 'elder neighbor' Russia in two ways. First, the basic political cleavage is similar more to those in the Baltic States, as national consolidation in Belarus has been linked to the movement towards the EU. Second, this split also has a language dimension. Our research shows that catch-all electoral Twitter hashtags #electionsby and #electby were successfully appropriated by the liberal opposition, while on Facebook a split between liberal-oppositional discussants and anti-liberal critics has formed, being structured mostly along the language borders of discussion.

**GABRIELLA SZABÓ\* – ISTVÁN MICSINAI**

*\*Hungarian Academy of Sciences, Research Fellow*

**Facebook as pathway to news media. The case of Hungary**

The presentation summarizes the findings of an exploratory research on the dynamics between SM and news media in discussing politics. The study is driven by the question: what kind of news media content works in a sharing environment? To answer the question, the most reacted news stories in Facebook from four major online news media platforms is analyzed in Hungary. We sample 62 days during the 2018 legislative election campaign period and one year prior (2017) to measure the specificities on news sharing patterns. The investigation reveals whether the proximity of the election increases the circulation of news on politics.

## 4. Thematic session

### Governance without Government

Chair

**EDIT SOÓS**

*University of Szeged  
Associate Professor*



**TAMÁS KAISER**

*National University of Public Service, Head of Institute*

**Territorial governance in flux: a case of the city regions in England**

Answers to challenges in a changing environment and a new, “placed based” development paradigm highlights the need to work with a more flexible sense of geography, developing institutional reforms in delivering public services. The emerging city regions in England can be regarded as a prime test of what the need for optimal territorial scope and enhanced coordination needs.

The aim of this paper is to examine the emerging new forms of territorial governance in the light of the reforms launched by the post 2010 Conservative government. We argue that the creation of city-regions is an organic part of the new territorial paradigm, an important element of which is an integrated and functional approach that intersects public administrative borders. Since 2010, the uniformed regional model has been replaced by primarily ad hoc, informal and flexible approaches. The Cameron cabinet placed the same cities and wider areas (essentially the functional city regions) at the centre of English devolution, but wished to implement them in varying forms and with different mechanisms (City Deals, Combined Authorities, Devolution Deals), encouraging solutions tailored to local requirements and opportunities, retaining the fundamental characteristics of the ‘asymmetrical devolution’. However, in terms of regional governance, the relationship between the new and old regional configurations has seen the creation of a much-debated, malleable framework which, during the process of Brexit could generate new, further interpretations, narratives and practical solutions.

**EDIT SOMLYÓDYNÉ PFEIL**

*Széchenyi István University, Professor*

**Preconditions of Network Governance in Hungary from the Aspect  
of Cross-border Institution Building**

During the past twenty years the proliferation of networked governance forms could be experienced all over Europe, which do not harmonise with statutory state spaces. In parallel with this, in the planning theory the modernisation of planning and the birth of new spatial categories is discussed about “soft spaces”, which make state boundaries fuzzifying and allow the space construction for public-private networks. The modernisation meant, that the former statutory land-use planning had been complemented by the strategic type of planning, related to economic development. Soft spaces are considered as innovative resources for harnessing the relevant forces of several sectors and actors. The precondition of this process has been the rescaling of the state territories and the devolution of state power to multiscale new spatial entities. The presentation stresses that the new networked governance forms operate satisfactory in the framework of MLG.

By contrast, the Hungarian administrative reform occurred during the last half decades, inspired by centralisation. The new conservative state philosophy stresses the statutory state spaces. Since then the formation of space has been done with normative tools and this is not favourable for the development of city regions and other functional areas. The main question of the presentation is if the new regulatory and institutional conditions could be seen as effective and appropriate for mobilisation of the relevant forces in producing integrated and coherent outcomes in regional policy, especially in cross-border cooperation.

**ZSOLT MENYHÁRT**

*National University of Public Service, Referent*

**Cross-border cooperation in frame of the cohesion policy**

The development strategy, regional and subsidy policy of the European Union increasingly are being linked each other. On one hand the development resources has become high priority for all member states on the other hand it requires a different conceptual approach on sponsor side, on government side and on recipients side.

The multilevel governance (MLG) is a model which is able to describe and analyze the so called government activity in the modern and changeable society. MLG focuses on the nature of the government and on the relation between stakeholders. Nevertheless it has variable theories to be defined but essentially it is going about an adaptive cooperation method where the supranational level can directly contact with national and subnational levels (Regional authorities, Local administration). We emphasize this model is highly recommend to involve the local entities into the decision making. The model exists for almost a decade therefore it is possible to state some conclusions.

This paper will try to enlighten the correlation between the cross border cooperation and EUs Cohesion policy in practice reflected to Hungarian model.

**GYULA OCSKAY**

*Central European Service for Cross-Border Initiatives, Secretary General*

**The EGTC: a tool for cross-border governance?  
Experiences of the Hungarian Groupings**

Since 2006, the adoption of the relevant Regulation, 70 EGTCs have been set up in the European Union. 24 of them have Hungarian members and 20 of them have even their seat in Hungary. Consequently, the experiences of the Hungarian groupings are worth analysing and taking into account when assessing the results and impacts of the new tool.

In 2016, the experts of CESCO, together with Sara Svensson (Central European University) compiled a volume on the legal and policy background, the different socio-economic conditions and the performance of these EGTCs. In my presentation I intend to give a brief overview on the results of the study with a special focus on the following questions: What is the typical model of governance of Hungarian EGTCs? How the groupings can influence the re-bordering processes? Can the EGTCs create a new narrative on borders?

## **5. Thematic session**

### **Political Space of Entertainment in Late Night Talk Shows and Prison Radios**

Chair

**NORBERT MERKOVITY**

*University of Szeged  
Assistant Professor*

**EEAN GRIMSHAW\* – MENNO REIJVEN\*\****\*University of Massachusetts Amherst, PhD Student**\*\*University of Massachusetts Amherst, PhD Student***Politician's changing Identities in Late-Night Talk Shows**

The recent appearances of politicians on broadcast late-night talk shows offer opportunities to consider how politicians use entertainment spaces to pursue political goals. Here, politicians have to negotiate between their political goal and the program's entertainment goal. We employ Membership Categorization Analysis to study the use of different types of categories and activities during Donald Trump and Hillary Clinton's appearances on late-night talk shows this last election campaign for the U.S. presidency. We argue that each of those categories and activities belong to either to the device of Politics (i.e. campaign, primaries, polls, debating) or to the device of Entertainment (i.e. returning guest, celebrity, playing games, making impressions). Namely, for each device, the participants create a coherent set of categories and activities, which cannot be seen as belonging to a single device. Thus, we argue that rather than creating a hybrid discourse which blends these devices, the participants produce two discourses and alternate between them. This suggests that politicians, instead of redefining the identity of a politician, attempt to show different identities of themselves. Thus, using this entertainment space for pursuing their political goal, politicians use multiple identities, not just political ones, to advance their campaign. Although we currently do not discuss hierarchical relationships between these two devices, we do show the candidate's preference for a specific device at certain moments and how each device is constructed.

**DOROTTYA MOLNÁR-KOVÁCS***University of Debrecen, PhD Student, Assistant Lecturer***From political to politicized – how late night comedy became a sphere of political activism in the United States**

From the genesis of the genre, politics has always been a prominent source of comedic material for late night shows in the USA as well as in Europe: it gave a chance for viewers to laugh about the often troublesome stories dominating the news. Telling jokes about politicians and current affairs, making fun of key figures of the ruling government, acting out political parody skits – sometimes even while implicating partisan opinions – is what political humor has always been about. However, when a comedian starts using their platform to promote a specific issue and call for viewer action in the subject, the space becomes politicized as well as political. When a comedy platform becomes a place of political activism – and often resistance – it simultaneously becomes a public sphere in the Habermasian sense of the word: a discursive space aiming to influence political action. Politainment is not a new phenomenon by itself but with the shows of John Oliver, Stephen Colbert, Seth Meyers or Jimmy Kimmel to name a few, the genre is becoming the primary source of news and commentary for a mass number of people and a serious player in the political activism game. Meanwhile becoming news themselves.

In my paper I will attempt to look for the European equivalents of politainment phenomena affecting public opinion and driving political change. In addition, by presenting a case study, I will discuss how late night shows in particular have the power to democratize politics and involve previously passive citizens in participatory democracy.

**MENNO REIJVEN***University of Massachusetts Amherst, PhD Student***Entering Entertainment: Being a Politician  
on a Late-Night Talk Show**

Increasingly, we find the political moving into various entertainment spaces. One such space where politicians can advance their campaign is the late-night talk show. During the 2016 American presidential elections, candidates Clinton and Trump visited such entertainment shows. Interested in the effect of such shows on the portrayal of politics, I ask how politicians discursively portray their identity as a presidential candidate in these entertainment programs. Employing Cultural Discourse Analysis, grounded in ethnography of communication, I identify which kinds of being, relating, acting, feeling and dwelling are, according to the candidates themselves, part of the identity of a politician within the American context. Namely, a set of cultural assumptions and values is taken by participants as common-sense in a given context and therefore implicitly present throughout the communication. The cultural beliefs implied by both candidates on these shows are: the need to have the qualities and temperament to be president, to care about the American people, to improve the lives of the American people, and to act in the best interest of the American people. Thus, the findings suggest that the discursive portrayal of politics produced on such talk shows has not been influenced (yet) by the space of entertainment, as they do not assert that politicians need to have entertaining qualities. Consequently, as these shows aim at entertaining the audience, politicians frequently commit pragmatic inconsistencies as they are required to contribute to this goal as well.



**GERGELY GOSZTONYI***Eötvös Loránd University, Assistant Professor***Communication behind the grids:  
the experience of the prison radios**

There are two basic goals for the law enforcement nowadays: on one hand, all those who are judged by the independent judiciary to be separated from society and on the other hand to do everything to ensure that the prisoners have the chance to reintegrate into the community. The realization of the above resocialization objective can be facilitated by a number of methods.

In 2005, Her Majesty's Prison and Probation Service and the BBC signed a cooperation agreement about prison radios. This is how the Prison Radio Association was set up in 2006, and the world's first prison radio started its broadcasting in the HM Brixton Prison in 2007. Since 2013 the PRA broadcasted in more than one hundred UK and Wales prisons and 99% of prisoners have heard about the program today.

Since that time, similar initiatives have started in Scotland, Sweden, Israel, Australia, Trinidad and Tobago. And in 2014, the first prison radio in Central-Eastern-Europe started its broadcasting in Hungary at the Vác Prison.

All those experiences show that even those underrepresented groups like prisoners could benefit a lot from some aspects of freedom of expression. PRA is an example of everything that is commonly referred to as the third leg of the three-stage media system, the alternative or community media. It is built on the content created by prisoners and broadcast to the prisoners. With this new tool, prisoners have begun to engage in entertainment, learning and development to be able to break out from the periphery.

## 6. Thematic session

### Secular and Sacred Public spheres

Chair

**ANDRÁS MÁTÉ-TÓTH**

*University of Szeged  
Professor*

**ZOLTÁN HIDAS**

*Pázmány Péter Catholic University, Professor*

**The Sociological Revelation of the Phenomenon of the Space**

The lecture reveals the emergence of the contemporary space approach, linking the sociological exploration of the space at the end of the 19<sup>th</sup> century. The presentation of the relationship between space and the community begins with an overview of Durkheim's analyzes, starting with the turn of the common space concept. When the homogenous spaces of the traditional world are replaced by the areas of increasing separation. Durkheim connects this group-related approach to tribal cultures. (Durkheim, Émile: A társadalmi tények magyarázatához. Válogatott tanulmányok, Közgazdasági és Jogi, Budapest, 1978.) Maurice Halbwachs agrees in his sociology of memory that space and group mutually influence each other. Georg Simmel also emphasises the phenomenon of spatial development within the conditions of becoming a society. (Halbwachs, Maurice: Soziale Morphologie (Morphologie sociale), UVK, Konstanz, Simmel, Georg: Soziologie. Untersuchungen über die Formen der Vergesellschaftung, Frankfurt a. M., Suhrkamp) The "social space" for Pierre Bourdieu is the topographic metaphor of social stratification. That is, the social situation can be depicted from the physical location. As a consequence domination over space is the most privileged form of power. (Bourdieu, Pierre: A társadalmi tér és a szimbolikus tér, Napvilág, Budapest, 2002.) Besides these, we can witness the life-world like perception of space, a kind of culturalization of space. The lecture presents through the work of these authors the revelation of space within the sciences of sociology.

**ÁKOS LÁZÁR KOVÁCS**

*Péter Pázmány Catholic University, Associate Professor*

**Secularization Theories and Mediated Public Spheres**

In his classic work Jürgen Habermas (*The Structural Transformation of the Public Sphere: An Inquiry into a category of Bourgeois Society*. Cambridge, Mass.: MIT Press, 1991) wrote that during secularization religion and religious beliefs became invisible to the public sphere in the modern society. In my lecture I would like to rethink the relationship between religion and secular society and extend the scientific horizon of my lecture with some crucial theories about secularization (Jose Casanova, Hans Joas and David Martin). I'm going to reveal the relevance of religion in the public sphere in the so called post-secular age. (Martin, David. 2005. *On secularization. Towards a revised general theory*. Aldershot: Ashgate) Secular orders and states often contained faith as a mere option relegated to the private realm (Joas, Hans 2014 *Faith as an option*. Stanford: Stanford University Press), and thus endorsed an underestimation of the community-instituting power of religion. At the end I would like to deal with the question how we can conceptualize the meaning of religious utterance in the public sphere. (Köhrsen, Jens: *How religious is the public sphere? A critical stance on the debate about public religion and post-secularity*. In. *Acta Sociologica* 55 2012)

**MÓNIKA ANDOK**

*Pázmány Péter Catholic University,  
Chair of Department of Communication Studies*

**Religious Communities' Digital Media Use  
and their Digital Public Sphere**

In the lecture I would like to overview the media ecosystem of the 21th century in which the religious communities exist. After that I'm going to discuss the research tradition of the relationship between religion and media. Finally I'm going to present the digital media usage of some Hungarian religious communities.

The scientific frame of the lecture is given by MacKenzie and Wajczman's theory called social shaping of technology (MacKenzie, Donald – Wajcman Judy: 1999 Introductory essay the social shaping of technology. In.: MacKenzie – Wajcman (eds.): *The Social Shaping of Technology*. 2nd Edition Buckingham UK Open University Press). Their theory is further developed by the American researcher Heidi Campbell and it is called religious social shaping of technology (RSST). She studies the way how digital media is used by certain religious communities according to their values, norms and their former media usage. This attitude can be detected in religious documents (available: <http://uj.katolikus.hu/konyvtar.php?h=131>) that intend to give support to religious people or communities on how to use the digital media in order not to ruin their values. (Campbell, Heidi A.: 2013 *Digital Religion. Understanding Religious Practice in New Media Worlds*. London- New York, Routledge, Taylor and Francis Group)

At the end of the lecture I would also like to overview some religious communities and how they adopt the social media use. In this use the history of the community, the central values, beliefs and the discursive process will be reflected.

## **7. Thematic session**

### **Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System II.**

Chair

**BARTOSZ WIŚNIEWSKI**

*Ateneum University in Gdańsk  
Director*

**IRINA KHARUK**

*Freie Universität Berlin, PhD Student*

**Online Journalists and Bloggers in Russia under the New Legal Regulations: Current Changes and New Practices**

With the establishment of the Internet as a new media and its increasing penetration, a new era began in the Russian media system, followed by a number of domestic and foreign research projects. However, there are only a few empirical studies that focus on the current transformations in Russian online practices, not only as a result of technological changes, but also as an adaptation to new laws. The topic of this paper addresses the first findings of my PhD project with the main research question “How does the change in legal and media frameworks after the 2011/2012 political elections influence journalistic practices on the Russian Internet?”

Qualitative interviews with Russian bloggers and online journalists from liberal and independent media were conducted in 2016 and used as the methodology for the project. The first findings of this research explore the different kinds of reactions, as well as the “strategies” used in Russian media and the Russian cyberspace under the new legal and media frameworks. In particular, self-censorship, the use of the language adaptations, as well as structural changes in editorial offices are the most common reactions to the new regulations. At the same time, there are some significant differences in journalists’ and bloggers’ strategies, depending on their thematic specialization, and these are and often being used “unconsciously”.

**BOGUSLAWA DOBEK-OSTROWSKA***University of Wroclaw, Professor***How the Media Systems Work in Central and Eastern Europe**

The collapse of communism in 1989 changed deeply the map of Europe. The third wave of democratization (Huntington, 1991) included Central and Eastern part of this continent, which was controlled after the Second World War by Soviet Union, or, in a case of Yugoslavia, by communist leaders as Tito, after the Tito- Stalin split. We note there three cases of political transformation process from Soviet Communist/ Totalitarian model (Siebert, Peterson and Schramm, 1956) as (1) former members of Soviet Bloc (Poland, Czechoslovakia, German Democratic Republic (GDR), Hungary, Romania and Bulgaria), (2) former republics of Soviet Union (Belarus, Estonia, Latvia, Lithuania, Moldova, Russia and Ukraine), (3) post-Yugoslavian countries and Balkan states.



**FERENC HAMMER**

*Eötvös Loránd University, Associate Professor*

**Rock around the blocks – State and popular music between 1977  
and 2017 in Hungary**

In my intervention I will scrutinize state presence in popular music scenes in the 1980s and in the 2010s. I will compare and contrast dimensions such as state influence in media types which had been and have been essential for pop musicians to reach their audience, direct or indirect government censorship regarding pop music content and performance, and state sponsorship in larger concerts and festivals, pop musicians' role in politics. I'll also compare and contrast pop music scenes and initiatives which had and have chosen to keep distance from state structures in popular music. The juxtaposition of the two eras from the viewpoint of state presence and intervention in pop music seems to offer a complex picture, however sometimes with surprising conclusions.

## **8. Thematic session**

**Network Citizens in Central and Eastern  
Europe. Communicative Political Power and  
Empowerment of Digital Generation II.**

Chair

**MÁRTON DEMETER**

*Karoli Gaspar University  
associate professor*

**BISSERA ZANKOVA**

*Media 21 Foundation, President of the Foundation, Independent Researcher*

**Medialized politics and politicized media. Some characteristics  
of the Bulgarian media model**

The presentation will make an overview of the Bulgarian media system through the prism of the impact media has made on politics and political struggles on the media. The analysis will dwell particularly on the role of the new media in this complicated process. The status and prospects for reforms of the public service media institutions will also be discussed. Despite the communication, journalistic, social and political outcomes the presentation will try to deal with the regulatory framework in force and how the peculiarities of the Bulgarian model impact it and vice versa during the years after the democratic changes.

**ANNA LITVINENKO\* – SVETLANA BODRUNOVA\*\***

*\*Freie Universität Berlin, Researcher*

*\*\*St. Petersburg State University, Professor*

**No Longer Textual: Electoral Talk in Russian Facebook and Twitter  
of 2018 and the Rise of Political Videoblogging**

The Russian protests of 2011-2012 have shown the primary role of textual communication for the protest formation. But after 2014, the rapid rise of political videoblogging, especially of oppositional stance, has changed the communicative landscape. Political commentators with millions of subscribers produce highly viral content. We will show how the discussions around candidacies for presidency have evolved in the Russian-language segments of Facebook and Twitter, with special attention paid to the patterns of content sharing and discussions around video content.

**DINA VOZAB\* – ANTONIJA ČUVALO\*\* – ZRINJKA PERUŠKO**

*\*University of Zagreb, Postdoctoral Researcher*

*\*\*University of Zagreb, Faculty of Political Science, Assistant Professor*

**Mediatization at the periphery**

The article explores the changes in the digital mediascape structures and practices, particularly in relation to journalism and to the media audiences. The theoretical framework of mediatization is employed to focus the attention on changes in the practice of media production and media use, especially in terms of young audiences. The Croatian example/case is reviewed in relation to its position in the Peripheral digital media system (Peruško, Čuvalo & Vozab 2017, Peruško 2017), and compared in terms of the structural conditions as well as practice characteristics. The theoretical concept of digital mediascape (Peruško, Vozab & Čuvalo 2015) and its relation to mediatization (Peruško 2017) is put into conversation with the model of media systems in CEE proposed by Bogusława Dobek-Ostrowska (2016).

## 9. Thematic session

**Platforms and Digital Journalism – Mapping  
the Connections between Technology,  
Culture and Policy I.**

Chair

**JÉRÔME MONNET**

*Université Paris-Est Marne-la-Vallée  
Professor*

**MARIE PALMER**

*University of Technology Sydney, PhD Candidate*

**Encoding and decoding in the context of Facebook's algorithmically-customised circulation of legacy news content. A qualitative study of how millennial French journalists make meaning on Facebook.**

Facebook, with almost two billion monthly active users (Facebook 2017), has become a major distributor of legacy media news in many western countries. Its hegemony as well as the practice of algorithmically-customised selection of those news content for individual users revived critical concerns regarding the risk of large scale ideology diffusion without appearing to do so, and its corollary, the manufacturing of cultural products.

The direct impact of media on the audience has however been relativised by an abundant literature, among which is Stuart Hall's seminal work on Encoding/Decoding (1980). This model details the different steps of meaning making during the communication process, emphasising on the autonomy of the audience to extract meaning out of a message. Yet, the autonomy of the user may be less significant in the context of social media such as Facebook, which individually customises news offer for users on the basis of their previous online behaviour.

This research aims to redefine every steps of meaning-making during the individually-customised distribution of news on Facebook, using Hall's model and to appraise the user's autonomy in extracting meaning out of news. It reports on a qualitative analysis of a series of in-depth interviews made with a sample of French millennial journalists. On the hand, it focuses on how they create meaning out of news they read on their Facebook newsfeed. On the other hand, it focuses on how they adapt their professional practices to social media on the basis of their user experience.

**TAMÁS TÓFALVY**

*Budapest University of Technology and Economics,  
Central European University,  
Associate Professor, Fellow*

**Facebook and the changing digital media ecosystem: the case of  
Hungary**

Facebook has become the most important content distributor platform globally, thus in the Hungarian digital media ecosystem as well. The relationship between the platform, which functions as the largest aggregator platform next to Google, and ‘traditional’ online media companies (content providers) is particularly controversial. Based on the data made available by two recent Hungarian research projects and comparing them with international research findings, I wish to examine two specific areas. On the one hand, what are the main trends in content sharing and interactions on Facebook and what conclusions could be drawn from these trends? On the other hand, what are the users’ attitudes towards content consumption on Facebook, and what effect Facebook may have on the perception of content providers’ brands and content? The data on Hungarian Facebook content consumption patterns is mainly from two research projects which were commissioned by the Association of Hungarian Content Providers, funded by the Media Council of the National Media and Infocommunications Authority, and carried out by NRC Research and lyZR.



**DMYTRO HUBENKO**

*Mohyla School of Journalism at the National University  
of Kyiv-Mohyla Academy, PhD Student*

**How Ukrainian Journalists Used Facebook as a Digital Space  
during a Political Crisis of 2013-2014 in Ukraine**

In 21<sup>st</sup> century Ukraine's media system increasingly went online, and the Internet has played an important role in the country's major political flashpoints, from the Orange Revolution in 2004 to the EuroMaidan Revolution of 2013-2014 and subsequent Russian aggression in Crimea and Donbas. In the most recent conflict, the internet and, in particular, social media have worked not only as an information conduit but also as a political instrument, with Facebook playing a key role.

This paper considers the role of Facebook and the ways in which Ukrainian journalists used this tool in the reporting of the political crisis and conflicts in Ukraine in 2013-2014. The research method is in-depth interviews with 20 journalists representing different types of mass media (TV, radio, print, online) and different positions in the newsroom.

The Ukrainian political crisis of 2013-2014 has made Facebook a crucial communication tool for Ukrainian journalists. As a digital space, Facebook is now connecting journalists more directly to both audiences as well as sources. However, this ability to directly communicate with audiences has exposed some of them to more threats and harassment. The social media have also amplified propaganda and created the ground for the quick dissemination of the so called fake news. And with Facebook becoming a political instrument it allowed politicians to more easily bypass journalists in reaching the public. Overall, the growing popularity of Facebook provided Ukrainian journalists with many new opportunities, but also created a lot new problems for them.

## 10. Thematic session

### Different Public Needs

Chair

**ATTILA BÁTORFY**

*Budapest Business School  
Associate Lecturer*

**AGNES JELE**

*Corvinus University of Budapest, PhD Student*

**The Reflection of Central Bank Communication in the Media:  
(De)constructing a Common European Public Sphere**

The financial and economic crisis of the 2000s has highlighted the structural problems that characterize the EU and especially the single currency area. These problems are so deeply rooted that the maintenance of the euro area was also endangered during the crisis. In crisis management, the central bank of the euro area, the European Central Bank, had a major role to play not only through the use of traditional monetary policy instruments but also by engagement with the public in order to influence the euro area financial markets, but also to exert an effect on politicians in the euro area countries. The key to turning to the public was the appearance in Western European media. Western Europe, notably German media, reinforced the division between the “richer” and “poorer” countries of the eurozone. At present there is no sign of a common non-national narrative in the EU, but it is also worth recognizing and analyzing whether the lack of a common narrative is just part of a bigger problem: the problem of lacking a common social consciousness in the EU, and this fragmentation is supported by negative stereotypes in the north-south and west-east directions. By analyzing the discourse between the ECB and the media, I show how the relationship between the ECB and the media has changed during the crisis and it can be exposed how the different views of “Europe” have shaped the relationship between the eurozone countries during the crisis.

**DINKO GRUHONJIC**

*University of Novi Sad, Faculty of Philosophy, Media Department,  
Assistant Professor*

**Problems With Project Based Model Of State Co-Financing Media  
Content Production In Serbia**

This paper deals with analysis of the problems with project based co-financing of the public interest content in the media, an instrument of media pluralism in Serbia that has been introduced in August 2014 with the adoption of the Law on Public Information and Media. Using secondary analysis and interpretation, two monitoring reports are brought together in the paper. The first one, prepared by the Coalition of Journalists and Media Organisations for the period April 2015 – April 2016, focuses on the processual aspects of project co-financing, such as the amount of funds, selection and composition of the members of commissions for distribution of funds, irregularities in the process. The second monitoring is done by the Balkan Investigative Reporting Network with the Transparency Serbia and Independent Journalists' Association of Serbia in 2014 and 2015. It presents with the analysis of the content produced with the co-financing from the state, provincial and local budgets. The results of the reports are placed in the theoretical framework of comparative media systems and in the context of European media pluralism and diversity policies. The paper discusses future paths for development of project based state subsidies for media content production in Serbia.

**JUDIT BAYER**

*Budapest Business School, Associate Lecturer*

**Media pluralism as part of the European regulatory policy**

While no explicit competences are conferred upon the European Union to regulate media pluralism, there are hidden, non-explicit competences at various levels of the EU's legal system.

It is the negative competence of the EU to attach consequences to not respecting EU values.

Media pluralism is closely intertwined with foundational EU values, most notably the rule of law, democracy and fundamental rights. These EU values are enshrined in Article 2 TEU, including “freedom, democracy, the rule of law and respect for human rights”.

In addition to this, the EU also could rely on its competences regarding the internal market: domination of the media scene by any private or public entity hinders the free flow of services. The use of public resources to provide direct or indirect subsidies to media outlets raises the issue of illegal state aid under European law.

However, enforcement mechanisms like Article 7 TEU and Article 258 TFEU show the clear limits of their operability. Even if existing instruments to protect democracy were used, they were reactive and crisis-driven. Prevention of the decay of pluralism and democracy would be more fruitful than sanctions ‘a posteriori’.

**BRINDUSA ARMANCA**

*Aurel Vlaicu University of Arad, Professor*

**Fake opinion makers in media. How could EU regulations  
to fight against them?**

Detection of doubtful, unconfirmed or downright made up information will be everybody's business in the future that has endorsed Poynter's Fact-checking Code of Conduct for information screening. Actually the NiemanLab's experts' guesses for 2017 and 2018 mention development of complex technologies, true screening machines for the online press and digital virtual media information. Bill Adair, in Duke University, believes 2017 to be the fact-checking year: fact-check robots, doubtful news filters, easier user access to fake news sort-out motors. However, robots cannot substitute for journalists, when it comes to truth telling, or ethics debates, or fathoming society.

But another big trouble are the fake opinion makers and fake faces on TV and on the Internet. On the battlefield of Ukraine or sometimes in Russia's neighboring countries, as Latvia, Estonia or Moldavia fake witnesses disseminate fake news. Nobody invented a detector to reveal who they really are and how to combat the phenomenon. Ethics is not enough.

My paper will put together case-studies from EU countries to find out answer to the question is if old and new rules issued by EU and media organizations could help.

## **11. Thematic session**

### **Innovative methods of studying polarization in communication**

Chair

**SVETLANA BODRUNOVA**

*St. Petersburg State University  
Professor*

**ANNA SYTNIK***St. Petersburg State University, PhD Student***Case Study: the Syrian Conflict in «Twitter» and Mainstream Media**

The Syrian conflict is the most socially mediated conflict in history. It has generated an exceptional number of comments, videos, photos and news, circulating on social networks. A large amount of information posted online by citizen journalists has been broadcasted in the mainstream media outlets. But how did they select the information? Have the mainstream media managed to represent all opinions or have they become a part of so-called ideological «bubbles»? Firstly, we used «Twitter» data to carry out an empirical study of 34,913,309 tweets, which mentioned a hashtag «Syria» in English or Arabic for the period from April 2008 (when the hashtag «Syria» in English was used for the first time) to December 2017. We created a graph that shows the dynamics of change in the number of tweets in English, Arabic and other languages about Syria by months. We found out a certain level of polarization in «Twitter»: the peaks of the discussions in English and Arabic sometimes differed significantly. Secondly, we downloaded from the «Newspaper Source» database all articles of «The New York Times», «The Washington Post» and «The Wall Street Journal» about Syria for the same period (67,280 articles) and created a graph, showing the dynamics of change in the number of articles about Syria by months. Finally, we compared 2 graphs and made a conclusion about inclusiveness of the mainstream media and their level of political polarization by juxtaposing quantitative and qualitative research methods.



**RADU MEZA***Babeş-Bolyai University, Associate Professor***A Digital Social Science Approach to Studying Hate Speech on Facebook in Romania and Hungary**

Online hate speech is the subject of heated policy debate in Europe and globally. Although hate speech acts have been regulated by European laws, online communication through platforms owned by businesses located outside the users' country and subject to different legislation raises new issues. The 2015 UNESCO study on "Countering Online Hate Speech" identifies definition, jurisdiction, comprehension and intervention as key aspects. When analyzing hate speech as an act of communication, researchers have focused on: content (what is being said), emitters (who is communicating), targets (who is the message about), and context (including when the act takes place). From a methodological standpoint, detecting violent, obscene or hate speech is a problem for both media researchers and content managers or digital platform owners. Natural language processing is a complex task and there is a scarcity of tools available for most languages. Recent efforts in computational linguistics use machine learning techniques similar to sentiment analysis in correlation with techniques for detecting terms used online to reference racial, ethnic or religious groups. The proposed paper aims to use digital social research methodology to explore the issue of hate speech on public Facebook contexts through a comparative analysis of a purposeful sample of several hundred thousand comments posted to twenty Romanian and Hungarian Facebook Fan pages (news outlets, satirical pages, political parties/leaders) in 2016 and 2017 to identify frequent targets and attempt a classification of content.

**SERGEI BOGDANOV***Lomonosov Moscow State University, Associate Professor***Symbolization of the political process in Russia**

Symbols are the products of common attributions of meaning or value to persons, objects, gestures, things. Such a meaning is socially generated and cannot be inferred directly from the object itself [Cobb, Elder, 1973]. In contemporary Russia symbols became an important medium of public opinion aggregation and articulation. Taking into account the weak multi-party system, lack of the discussion concerning the development strategy of Russia, perceived impossibility for any oppositional force to come to power, namely symbols became the objects of political contest crowding out struggle for the tangible resources. Therefore political polarization in Russia manifests itself not so much through the struggle between political movements as with self-articulation of particular actors and communities using emotionally loaded symbols. A heated debate around the film “Matilda” accompanied by performative role [Kember, Zylinska, 2012] of the new media, the resentment of the liberal audience towards TV series “The Sleepers” and personally its director, anger provoked by the speech of Russian teenager from Novy Urengoy in the German parliament concerning the WWII, persecution of Kirill Serebrennikov and actual prohibition of the film “The Death of Stalin” nowadays are the main issues in the Russian political agenda. The role of the official authorities in certain situations may be interpreted as the act of censorship. On the other hand, government tries to implement the function of arbiter in order to prevent the full-scale conflicts between highly symbolized political groups.

**SVETLANA BODRUNOVA***St. Petersburg State University, Professor***Beyond Right and Left? Detecting Political Polarization  
in Twitter Discussions on Inter-Ethnic Conflicts  
in Germany, the USA, and Russia**

Studies of political polarization in social media demonstrate mixed evidence for whether discussions necessarily evolve into echo chambers or provide opinion crossroads. Recent research shows that, for political and issue-based discussions, patterns of user clusterization may differ significantly, but cross-cultural evidence of how users polarize in issue-oriented discussions is close to non-existent. Also, most of the studies develop network proxies to detect users' grouping, while the content of tweets is rarely taken into account. We are adding to the scholarly discussion by detecting user polarization based on attitudes towards political actors expressed by users in Germany, the USA, and Russia within discussions on inter-ethnic conflicts. We have developed a mixed-method approach to detecting user grouping that includes web crawling for data collection, expert coding of tweets, multi-dimensional scaling, construction of word frequency vocabularies, and graph visualization. Our results show that the groups detected are far from conventionally left/right, and more than two streams of political talk may co-exist in the discussion. We also show that the debate privileging either echo chambering or opinion crossroads may be misleading, as the latter is found in the discussion cores, while the core/periphery axis reveals echo chambers in politicized talk on Twitter.

## 12. Thematic session

### Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II.

Chair

**TAMÁS TÓFALVY**

*Budapest University of Technology and Economics  
Central European University  
Associate Professor, Fellow*

**MARGARETA SALONEN\* – NIINA SORMANEN – EPP LAUK\*\****\*University of Jyväskylä, Project Researcher, Graduate Student**\*\*University of Jyväskylä, Professor***Newspapers' Facebook pages as a space for interaction  
with the readers**

Today's newspapers struggle with persuading readers to pay for online content behind the pay-wall. Social media platforms enable the news media to reach their audiences more immediately than ever before. Combining these two trends we ask how can newspapers use their Facebook (FB) pages to create a reliable and loyal readership, who might consider paying for the online content? Experiments (Mayer, 2017) have demonstrated interaction strategies can be developed to build trust between newsrooms and audiences by using social media.

Despite FB being a preferred social media platform in Finland for consuming news (Digital News Report 2016) there is little interaction between the readers and journalists on newspapers' FB pages (Juntunen, 2017).

The first stage of our on-going project focuses on the content shared by four papers (local and regional) on their FB pages, the second stage analyzes the ways and nature of the interaction on these pages.

The research questions are:

1. What kind of content creates interaction in Finnish newspapers' FB pages?
2. What is the nature of the interaction that occurs in Finnish newspapers' FB pages?

The data consists of the newspapers' FB posts and the readers' responses during one year and is analyzed using quantitative (statistical) and qualitative (close reading and conversation analysis) methods.

The preliminary results show the newspapers generate plenty of readers' activity (reactions and shares) by posting news links on their FB pages. There are notable differences how readers engage in different types of posts by the papers.

**BARTOSZ PIETRZYK***Maria Curie-Skłodowska University, PhD Candidate***YouTube platform as a space of communication: Youtubers age**

YouTube as a platform is one of the most important spaces of communication in the digital era. As a digital space it is bonded by protocols and interfaces.

YouTube, in terms of its medium specific affordances, contributes to a unique idea and characteristic of online community formation created on the site by the users with help of the UGC (user generated content).

In the analysis, a group of Vlogs (video blogs understood as a UGC) has been identified through the methodological approach, where the development of communication and a typology of content was created to identify specific modes of online communication and use of the YouTube platform space. The analysis identified 10 vlogs from Polish and 10 vlogs English speaking broadcasters. The range of topics can be define by the following phrases: political issues, cultural affairs, modern society and community creation (broadcasters included: Tyler Oakley, Fine Brothers Entertainment, PewDiePie).

Overall, the paper contributes with an understanding of audiovisual communication and social behaviour on the Internet, exemplified with YouTube. YouTube is presented as a space communication with diversity of UGC categories and interaction protocols. The research include the general information about YouTube space idea: a new type of YouTube community concentrated on development of the YouTube space in the online and offline reality.

**SYLWIA MĘCFAL***University of Lodz, Adjunct***Journalists under pressure on the local level – case studies  
from Poland**

The paper will be based on qualitative case studies which were conducted as a part of my PhD project. The main goal was to explore the complexity of the relationships between local media and local key actors, and identify the level of involvement of local journalists and local media owners in local networks. I will show the dynamics of the relations and I will use the framework of symmetrical and non-symmetrical links (Dobek-Ostrowska, 2004) to interpret the data concerning the media-political relations. For example: Non-symmetrical relations emerge when: 1. There are strong authorities and weak media – this leads to a situation where political actors are dominant and try to influence and control the media (e.g. by blocking information, blocking entry into the media market etc.); 2. There are weak authorities and strong media – which can lead to a situation where media actors can become political subjects, able to influence political life, political decisions and freely realize their own interests. I will also try to compare the situation of the selected local weeklies.

**MICHAŁ KUŚ\* – PIOTR SULA***\*Uniwersytet Wrocławski, Assistant Professor***Public or National? Polish Political Parties' Views on the Role of Public Service Media**

Media in Poland have experienced significant changes in the aftermath of 2015 parliamentary elections which led to the creation of majority government by conservative Law and Justice party. This changes include deep reforms of Polish Public Service Media (PSM).

While the previous Government, led by Platforma Obywatelska (currently biggest oppositional party) was reluctant to introduce changes in governance and financing processes of PSM, the Law and Justice has made successful attempt to reform PSM in the first three months of its Government. Regulations from December 2015 gave the Treasury Ministry the right to nominate Director General of TVP and PR. Then, in June 2016 Act on the National Media Council was enacted, forming a completely new body for PSM matters – the National Media Council, regarded as being opposed to Polish Constitution as it might have underlined tasks and competencies of the already existing National Broadcasting Council. Changes in PSM governance have further resulted in over hundred PSM employees being replaced by right-wing oriented journalists.

As a consequence, discussions about PSM and their activities became one of the most important topic in political agenda, also gathering people on the streets either to provide support or to protest against the government's policy.

Our paper aims to present and discuss positions of biggest Polish political parties towards the role and importance of PSM. All these discussions are put in context of current regulatory changes and political agenda.



## KEYNOTE ADDRESS

Chair

**PÉTER PACZOLAY**

*University of Szeged  
European Court of Human Rights  
Professor, Judge*

**SABINA MIHELJ***Loughborough University, Professor***A Decline of Publicness: Rethinking the Transformation of CEE  
Media After 1989**

Since the fall of communist rule, media landscapes in Central and Eastern Europe have undergone a dramatic transformation. An integral part of this transformation was the shift in the relationship between the media and the public realm. The dominant narratives chart this process in terms of a shift from a state when the public realm was suffocated under the weight of party-state control, or was limited to dissident and underground publications, to a situation where mainstream media, having severed their links with the state and become dependent on commercial revenues, were increasingly capable of sustaining a realm of public debate insulated from political interference. Over time, this narrative was complicated somewhat, to acknowledge the existence of forces that undermined the ability of CEE media to foster publicness, and instead turned them into vehicles of a progressive recolonization of the public realm by a variety of political and economic actors. To simplify, if the 1990s saw a rapid opening-up of publicness in the region, the 2000s and especially the 2010s have been marked by the gradual shrinking of the public realm, evidenced in the declining levels of freedom of speech and the growth of oligarchic media ownership, and accompanied by a more general process of democratic deconsolidation.

This paper seeks to challenge this dominant narrative, and proposes instead that the post-1989 transformation is more accurately described in terms of a progressive decline of publicness. This decline, I argue, is not unique to CEE, but forms part of global developments that encompass the crisis of public broadcasting, the blurring of lines between promotional culture and political communication, and the rise of post-truth politics. Grasping this process requires us to do two things: first, rethink the notion of publicness, and second, revisit our understanding of the relationship between the media and the public realm during communist rule. The paper will accomplish this by drawing on the results of the Screening Socialism project, which investigated the nature of broadcasting in five communist countries, and by building on insights from recent work on the nature of journalism, promotional culture, social media, and other developments in CEE media after 1989.

## KEYNOTE ADDRESS

Chair

**PÉTER PACZOLAY**

*University of Szeged  
European Court of Human Rights  
Professor, Judge*

**ANDRÁS BOZÓKI***Central European University, Professor***Discursive Change and Regime Change**

To create and maintain a “culture of critical discourse”, as it is known from the works of Alvin Gouldner, is one of the most important assets of critical intellectuals. Even in a highly restricted public sphere of the 1980s, dissidents and other critical intellectuals could successfully delegitimize and deconstruct the official narratives of state socialism. Authors of samizdat journals have built an alternative explanation of social reality which captured the attention the new generation. The culture of critical discourse contributed to the return of politics, the pluralization of the political sphere in the second part of the 1980s which led to the roundtable negotiations between the rising oppositional, intellectual elites, and the outgoing communist party elite. The period of negotiations in 1989 required a different form of discourse: Intellectuals turned to be “legislators” and used the language of experts with moral fervor. The polarization of 1989 ended up in the completion of transition to pluralist democracy in which the critical intellectuals found themselves in playing different roles again: some of them returned to the academia and worked as established intellectuals, others became journalists, reporters, interpretators, and activists in the segments of civil society. Many of the former intellectuals became politicians, managers or even entrepreneurs. This pluralization of the field was reflected on the discursive shift from moral to sociological way of talk. This was only replaced by the language of new moralism and the rise of nationalist narratives after the millennium only. Since the beginning of the 2000s, one can observe a conflict between holders of two types of discourse: the elitist-sociological-economic language and the populist-moral-nationalist talk. My presentation will investigate the relationship between discourses and regime changes in East Central European politics up until today.

## **13. Thematic session**

### **Digital Literacy and Inclusion I.**

Chair

**ISTVÁN ZSIGMOND**

*Sapientia Hungarian University of Transylvania*  
*Senior Lecturer*

**ANDRÁS VAJDA\* – GYÖNGYVÉR TÓKÉS\*\***

*\*Sapientia Hungarian University of Transylvania, Assistant Professor*

*\*\*Sapientia Hungarian University of Transylvania, Lecturer*

**Grannies go digital: the role of digital technology in grandparent-grandchild relationships**

Research suggest that elderly population lag behind in adopting the digital technology. Important obstacles in adopting the digital technology by older people are access, skills, attitudinal and motivational barriers. Older people resist to provide digital technology because they have an attitudinal resistance to digital technology. They do not have motivation to make the effort of digital inclusion because they do not know how digital technology could fulfil their personal and age specific needs and purposes. This general landscape is aggravated by the disadvantage of rural regions in the spread of digital technology. The main factors influencing the lag of rural population in adopting technology are not the lack of access to, but rather psychological, social and cultural barriers.

**LIVIA BENKŐ**

*Budapest Corvinus University, PhD Student*

**CEE pattern of IoT accross the Hungarian communications context**

This publication attempts to analyse the presence of the Internet of Things platform in Hungary through the communication context, with particular regard to the data protection aspect. The presentation of the Hungarian example provides an opportunity to draw up a Central and Eastern European pattern and as a result to understand, what common knowledge is necessary in addition to creating the right economic and regulatory environment in the region, for IoT tools to gain space, in what form we need to communicate the changing world in order to avoid the development of information asymmetry in the relationship between consumers and technology companies.

The research deals with the relationship of Hungarian citizens to innovation and public trust. In particular, news on government observations, innovation or data theft can affect the willingness to data provision. There is an interrelation between the public trust characteristic for a country and the willingness to try out unknown technology tools, and our relationship to our health can predict how open we are to the possibilities provided by the IoT.

The methodology of the research is based on the following pillars:

- Mapping the presence of the IoT market through manifestations on the Internet using text analysis.
- Editorial co-operation with the most visited Hungarian online news portal, Index.hu.

**GYÖNGYVÉR TÓKÉS\* – ANDRÁS VAJDA\*\***

*\*Sapientia Hungarian University of Transylvania, Lecturer*

*\*\*Sapientia Hungarian University of Transylvania, Assistant Professor*

**Digital Exclusion among Older Adults in Rural Regions of Romania**

The use of internet and digital technologies among aged generation grew in Romania in the last decade, from an outstandingly low level, to a level where we can already discuss about mass phenomenon. Researchers explored those areas, which are taken into possession by the elderly: from keeping contact, and consuming social media contents and news, to learning, online shopping, organizing leisure (entertainment and travel) and medical services. In case of the aged people, grandmothers are primarily responsible for using the web-based services to communicate with their grandchildren. This means especially the use of different devices (tablets) and social media (facebook), or online games jointly with the grandchildren, which is a passive use beside an active usage.

The aim of our presentation is to show preliminary findings of our recent research regarding digital practices of older adults in rural regions of Romania. We identify barriers in adopting digital technology as well as we map the support system that Romanian older adults rely on in gaining digital literacy.

As a theoretical background we use Helsper's (2012) corresponding fields model for the links between social and digital exclusion. This model hypothesises "how specific areas of digital and social exclusion influence each other".

In this presentation interviews with 65+ years old adults from rural regions of Eastern and Central Transylvania are used to explore the digital practices of the Romanian older population and to reveal the influence of offline exclusion fields on digital exclusion.



## 14. Thematic session

### Political polarization in the age of hybrid media

Chair

**GABRIELLA SZABÓ**

*Hungarian Academy of Sciences  
Centre for Social Sciences  
Research Fellow*

**BÉLA JANKY\* – GABRIELLA SZABÓ\*\* – ZOLTÁN KMETTY\*\*\***

*\*Hungarian Academy of Sciences, Centre for Social Sciences, Budapest  
University of Technology and Economics,  
Research Fellow, Associate Professor*

*\*\*Hungarian Academy of Sciences, Centre for Social Sciences,  
Research Fellow*

*\*\*\*Eötvös Loránd University, Faculty of Social Sciences, Sociology Institute,  
Senior Lecturer*

**Media consumption, networks and political attitudes in the age of  
hybridity**

The importance of personal network and news media in communicating identity-based positions on issues high on the political agenda is not a new phenomenon. It is also well known that causality is mutual: political orientation is a strong structuring factor in friend's selection and media use. However, social media (like Facebook) gives new channels and new choices here. The increased choice of possibilities in the new media environment makes it easier to find the closest argumentation which could reinforce the initial attitudes and opinions. And the same process could enhance self-selection in the case of online friends and acquaintances.

In our paper, we investigate the interactions between partisanship, personal networks, use of social networks sites, news consumption and attitudes towards politicized questions in the new hybrid media environment in Hungary using the data of an online representative survey. For this study, we have addressed a recent political debate about an ambiguous act of a public official: a populist measure that was, at the same time, a misuse of political power. The online survey was carried out in the run-up to the recent election campaign. The issue in focus had been high on the political agenda in the weeks before the survey. We show how offline and online activities are structured along political lines; and distinguish between different types of clustering of media use and social network.

**LENKA HRBKOVÁ***Masaryk University, Assistant Professor***Trust in Media in Polarised Times: An Experimental Study**

The paper presents an original experimental study (online survey experiment, N = 377) about the relationship between political polarization and the way readers assess political news. The study examines in what way polarization – as a contextual environment for consumption of political news – influences people's trust in news from different media sources.

Our study supposes that perception and experience of existing polarization influences the way people attend to information environment. In the current information environment typical for its fragmentation and diversity, trust in sources of information plays significant role. Our main hypothesis states that for polarizing issues, exposure to news delivered by a trusted source will lead to acceptance of the message. *Ceteris paribus*, exposure to news presented by a distrusted source will lead to rejection of the message.

We conceive polarization and trust in media as two-dimensional constructs. Perceived polarization refers to perception of others as polarized; practiced polarization refers to rejection and disrespect for opposing opinions. Trust in media includes reflexive trust stemming from a notion that media should act as impartial expert system, and affective trust referring to an expectation that media should represent "us" and defend "our" values.

The proposed study contributes to research on impacts of polarization on the way people process political information. It also proposes an innovative approach to conceptualization and measurement of polarization and media trust as more complex, two-dimensional concepts.

**JELENA KLEUT\* – ANA MILOJEVIĆ – ALEKSANDRA KRSTIĆ**

*\*University of Novi Sad, Assistant Professor*

**Media framing of “Stop the Dictatorship” protest in Serbia:  
Examining the protest paradigm in polarized media landscape**

Interplay between media and social movements or public display of dissent has been mostly studied within the protest paradigm. General tendency of media to marginalize protestors, portray them negatively and delegitimize their claims, has been formulated as the protest paradigm (Chan & Lee, 1984). Frames and framing analysis have played central position in the protest paradigm and different marginalizing devices have been identified and well-studied (Baylor, 1996; Dardis, 2006; Watkins, 2001; Weaver & Scacco, 2013). Lately, changes in the media and social environments have led scholars to revise the protest paradigm, especially by considering the role of social and alternative media (Harlow & Johnson, 2011; Lee, 2014; Reul et al., 2016).

This paper aims to examine the protest paradigm in relation to the media coverage of the protest “Stop the dictatorship”, held in Serbia during April 2017. Organized through social media, the country wide protests were triggered by Aleksandar Vučić’s victory at the presidential elections, as he was accused of rigging the elections and manipulating independent institutions and media. Using frame analysis, this paper examines how 11 news media (newspapers, TV and online media) portrayed the protests, paying special attention to de/legitimizing devices, performativity frames, historical frames and anti/democratic frames. In examining the protest paradigm, we focus on the country specific factors, specifically its media and social polarization, and on the representation of the social media born protests in the mainstream media.

## **15. Thematic session**

### **Activism, Internet, and Re-theorizing the Political Community**

Chair

**EMILIA BARNA**

*Budapest University of Technology and Economics  
Assistant Professor*

**ANNAMÁRIA NEAG***Bournemouth University, Marie Curie Research Fellow***The Hungarian Two-tailed Dog Party: political parody and the rise of the ‘nectorate’**

Global electorates are the most networked and technological astute in history, however many political ballots have reported low turnouts in recent years among young people. At the same time, user-generated political parody accounts abound on social media. Their sophistication, and the quality of the interactions they provoke, suggest a high-level of engagement in (de)legitimising spheres.

This paper will argue that social media platforms offer new opportunities for enacting ‘carnavalesque’ (Bakhtin, 1984) performances, particularly in the arena of political parody. By examining examples from the ‘Hungarian Two-tailed Dog’ party, I will demonstrate how dominant political discourses (the sacred) are subverted through a process of parody (the profane), opening up new spaces of (de)legitimation.

This paper will map the complex relationship and interplays between ‘legitimate’ and the (de)legitimising aspects of political discourse on social media. In writing about “the grotesque” Edwards and Graulund (2013, p. 104) say that, “[l]aughter...is a response associated with the popular energies of the carnival: the overthrow of authority, the dismissal of the sacred, the dissemination of counter discourses and the grotesque realism of the body”. I propose that these interactions suggest a new “user-sphere” has been created, but one whose nexus of interactions has not (thus far) translated into a more civically engaged electorate (a new ‘nectorate’): for some electorates, interacting with a parody account has become the default mechanism for engaging with political discourse.

**MIHÁLY SZILÁGYI-GÁL***Eötvös Loránd University, Adjunct***Internet as Anarchy – Toward a Political Philosophy of the Internet**

The internet is probably the first global network of communication in history in which the anarchist vision becomes reality: an environment without any central leadership, in which voluntary groups, communities and individuals find themselves in a deliberate and un-hierarchical web of relations. Is online communication beyond the state and does it create an anarchical environment? There is no conclusive answer, because the users are subject to the judicial system of states on the one hand, but they can escape the centralized systems of rules of states on the other hand. The present paper traces the matters of ethical and political theory, which may enable us to better understand the potential of self-regulation and self-representation of the users in their role as users. How can ethical handholds be established which are shareable by the online users despite, the enormous ethical differences that separate them? Do the online users have any shared political interest? We can probably take it for granted that the internet will never acquire the shapes of anything like a state. But it clearly offers space for politics. And as the surface of various communities, it is itself the terrain of political realities. The goal of the present analysis is not to work out any kind of code of ethics and a model of self-representation either. The goal is to put forward criteria which may be relevant for any possible normative online system of action including even possible handholds for the shared political self-determination of the online users.

**JAKUB NOWAK***Maria Curie-Skłodowska University, Associate Professor***Civic space revisited – activism on/and platforms**

My paper explores ambiguities of today 'media citizenship' in this peculiar current historical conjuncture in which digital companies have become algorithm- and space-providers for seemingly all people's activities performed in online environments. This means that much of citizen action also takes place on 'platforms' offered by digital companies. The process has significant effects on online activism: people nowadays not only perform individual and collective actions using products/services offered by marked-driven companies, but the latter (Facebook, Google, and others) impose new, undisputable and often closed repertoires of civic activities and their structural frameworks.

This is the key question of my paper: what is the status of online activism when performed on 'platforms'? I draw my argument upon the critical analysis of anti-ACTA (Anti-Counterfeiting Trade Agreement) engagement that took place in several European countries at the beginning of 2012 and since then still has been 1) one of the most notable examples of incorporating digital media into the transnational repertoire of contention and communication; and 2) was performed to a large extent within online spaces of 'platforms' provided by agents interested in the collapse of the agreement. It is also an interesting example of transnational activism in terms of space/nation relation as it was a collective, discursive reconstruction of digital media as the subject of the protest by local (national) and trans-local (European) appropriations of global protest (citizen, pop-cultural) modalities.



## **16. Thematic session**

**Own and the Other's: national images and  
identities under construction**

Chair

**BERTALAN PUSZTAI**

*University of Szeged  
Associate Professor*

**BENEDEK TÓTH***University of Szeged, Teaching Assistant***Metropolitan environments in the 19th. Century: new ways  
of constructing and understanding of social space**

The “nationalization of space” was a process that produced specific meanings bounded to certain geographical/spatial entities and/or objects. Seen in a broader context it was one of the key processes of the modernity in the 19<sup>th</sup> century. According to the thesis of my paper nationalized spaces had their counterparts in form of the (also new) cosmopolitan metropolitan environments. Both spatial bounded processes (the evolution of the metropolis-concept and nationalization of space) refer to new ways of the construction of modern lifeworld. My paper presents the genealogy of the giant city in the 19th century, which was a new form of perception and construction of social spaces. The paper also presents the evolution of the idea of the city in the 19<sup>th</sup> century, from Voltaire to Georg Simmel, from the city of virtue to the city of sin.

**GÜLBİN KIRANOĞLU***Kocaeli University, Lecturer***Nationalizing Istanbul**

The hegemonic nationalist narrative of Istanbul was perfected and memorialised in mid-century by national cinema and the conservative elitist literature of Yahya Kemal Beyatli, Ahmet Hamdi Tanpınar and Abdülhak Sinasi Hisar during a time of populist nationalism when the project of celebrating the 500<sup>th</sup> anniversary of the conquest of Istanbul in 1533 was in rise. This nationalized image of Istanbul -intended to conceal the non-Muslim history and presence as much as a screen to conceal the spectacle of the non-national- was developed in a period of accelerated urban transformation of the historical city, the decades of 1950s and 1960s which eventually led to demographic and cultural Turkification. This paper will examine Istanbul as an iconic site of national imagination and a romanticized spectacle for inventing an ideal past for the nation. To this aim, Svetlana Boym's concept of 'restorative nostalgia' and John Short's concept of 'national landscape ideology' will be deployed. Through the mid-century literary and filmic representations of the city, this study will explore popular Istanbul nostalgia as a powerful tool of memory politics, of selective remembering and forgetting in relation to the social process of demographical, cultural and historiographical Turkification of the city and as opposed to the fragmented and discontinuous topographical and rhetorical urban landscapes of the minorities.

**ANTON DINERSTEIN***University of Massachusetts, Amherst, PhD Student***Public Creativity and Cultural Identity in Modern-day Belarus**

Contemporary Belarusian culture is understudied in the existing English-language literature. This paper begins to fill that gap by providing an in-depth cultural discourse analysis of terms and symbolic forms being used by current Belarusians when discussing creative public events. The analyses reveal a Belarusian way of speaking about cultural identities as members of six groups. These identities are within a larger cultural meta-commentary that exists in relation to the public creative practices and related forms of collective action that has attained a high degree of popularity today. The identities are analyzed further along four dimensions which represent current social dynamics in Belarus. The study is conceived and executed by using the theoretical and conceptual frameworks of the Ethnography of Communication, the theory of Cultural Communication, and Cultural Discourse Theory (CuDA), which were used to analyze 11 months of field observations and 10 in-depth ethnographic interviews. CuDA's analytical procedures were applied to describe, interpret, compare, and critically assess the discourse. Specifically, the analyses focus on the discursive hub of identity which is expressed and characterized by the informants through the semantic radiants of acting and relating. Additional cultural and historical background on the issues of Belarusian language, relationship between the "State" and the "People", issues of the traditional local identity, and the attitudes toward action among the various groups of Belarusian population is provided.

**17. Thematic session**  
**Digital Literacy and Inclusion II.**

Chair

**ROZÁLIA KLÁRA BAKÓ**

*Sapientia Hungarian University of Transylvania*  
*Associate Professor*  
*Chair of the Social Sciences Department*

**KATALIN GÁL\* – LEVENTE SZÉKEDI\*\***

*\*Partium Christian University, Assistant Professor*

*\*\*Partium Christian University, Assistant Professor*

**Digital Literacy at the Partium Christian University**

The underlying problem motivating our research is the seemingly paradoxical situation of Romania, where a relatively good (though below EU-average) internet coverage, a good broadband (mostly urban) digital infrastructure is coupled with a low overall level of digital skills. Generally speaking, only 29% of Romanians has basic or above basic digital skills, whereas the EU average is almost double (57%).

The authors' objective is to conceptualize and contextualize the meaning of digital literacy in the case of Romania, to develop a synthesis of the extensive and fast developing literature and to apply chosen sociological tools to assess the digital literacy, e-skills of an academic community: the students and teaching staff of Partium Christian University of Oradea, Romania.

We hypothesize that the e-skills of our target groups are at a much lower level than it is "commonly expected" by the general public, the digital skills being somewhat skewed (easy access applications, visual tools etc.), in the detriment of the more complex task-solving expertise required by the job market (e.g. word processing with styles, spreadsheet calculations, web authoring). Moreover, students and teachers are not adequately familiar with the digital learning tools, online courses are seldom used at the university. Our research shall emphasize the need for the introduction of a special digitalization strategy at the university, with possible positive implications in terms of the graduates' labour market integration.

**OTILIA ARMEAN**

*Sapientia Hungarian University of Transylvania, University Lecturer*

**Multiple presences in the classroom**

The changing environment in which students are exposed to the various forms and contents of the literation processes has many advantages, challenges and side effects. The students' divided or multiple attention, the tendency to repeatedly cross the line between real and virtual spaces, the preference of multi-tasking exercises, the tendency to skip lessons or to work just with the information and data available in the present moment suggests that it is relevant to introduce some rules for 'presence literacy'. This form of digital literacy requires from the students to remain focused and concentrated for a significant amount of time in order to learn something new and meanwhile to maintain their social focus in this networked digital world provided by their perpetually internet-connected cell phones (Gergen's 'absent presence'). Is there a routine for 'heightened presence'? Is there a hierarchy of the different forms of present? Which form leads the students to inclusion, to empowerment, and in what extent are digitally even literate students illiterate in matter of presence, and therefore excluded from participation?

**ISTVÁN ZSIGMOND**

*Sapientia Hungarian University of Transylvania, Senior Lecturer*

**Metacognition and digital literacy**

Planning and monitoring the effective use of strategies of searching and managing available information are metacognitive strategies critical to digital literacy; research data demonstrates that developing digital literacy requires use of effective metacognitive processes.

One of the key impacts of the spread of information and communication technologies is the possibility of using ICT tools in education in order to facilitate information-access and problem-solving communication. With proper use of ICT in educational settings it is possible to improve teaching and learning efficiency and also to develop digital literacy of children. We present a framework for developing digital literacy in school settings by teaching metacognitively and for diagnostic assessment of metacognitively-aware usage of digital skills.



**BARNA KOVÁCS**

*Sapientia Hungarian University of Transylvania, Lecturer*

**Human wisdom in a digital world**

The appearance of the internet was acclaimed as a new era where the information will be accessible for everyone. This sentence could be opposed not only by the fact that nearly half of the Earth's population doesn't have this possibility but also by the fact that the understanding of information presents lacks. Our everyday google searches result millions of answers from which we have to choose. Which one is relevant from them for us? We have to seek not only the relevant answer but also the right question.

How could we improve our information-seeking, information-verifying and information-understanding skills? How we should deploy our intellectual virtues and avoid the corresponding vices when interacting with the search engines and the social media? Our hypothesis is that the digital world doesn't figure out the truth or the falsity of an information, but shows something as being relevant for us. We have to decide if the relevance formulated by the search engine satisfies or not our request.

## 18. Thematic session

### Populism I.

Chair

**GERGŐ HAJZER**

*University of Szeged  
PhD Student*

**DOROTA PIONTEK\* – MAŁGORZATA TADEUSZ-CIEŚIELCZYK\*\***

*\*Adam Mickiewicz University in Poznań, Professor*

*\*\*Adam Mickiewicz University in Poznań, PhD Student*

**Mediatization of politics and populization  
of political communication**

Relations between politicians and the media have always aroused the interest of researchers. In the context of Blumler and Kavanagh's (1999) idea about the passage of political communication into the third era, these relations are best described by the term mediatization. The mediatization of politics has multiple consequences for the actions of all political communication entities. One of them is the phenomenon of populization of this process. As defined by the authors, it means using populism as a communication strategy by both political entities and media institutions in order to achieve their intended results.

The aim of the presented study is to indicate the basic variables of the populization of political communication in relation to political and media entities. Populist communication strategies are discussed in the context of verbal behaviors, and the authors propose the introduction of iconic elements, as understood by the theory of Corner (2000), into analysis, which is absent in previous scientific deliberations. They will propose a typology of non-verbal determinants that constitute an underestimated context of interpreting verbal messages created by institutional subjects of political communication.

**SNJEZANA MILIVOJEVIC**

*University of Belgrade, Professor*

**Popularity Performance and Critical Reporting**

This paper examines the role of news media in connection with rising authoritarian tendencies in South Eastern Europe. It takes the populist authoritarianism model and backlash hypothesis as starting points of analysis (Inglehart & Norris, 2016) of rising populist agenda and the role of authoritarian leadership (Aalberg et al, 2017; Mudde, 2013).

The research case in point is the role of daily newspapers in Serbia. Media freedom in Serbia has been on a decreasing line for the past decade. Traditional news media are selected for their importance in agenda setting and watchdog roles. The paper is based on content analysis of six newspapers' coverage of Savamala case. It is a politically charged case following an event ( 24/25 April 2016) when a group of unidentified men demolished several commercial objects standing on a way of a new housing development, detaining all witnesses while police decline to protect them. The case became a test case for the rule of law and has still not been resolved.

The content analysis includes one year coverage and total of N=1225 news items. The results indicate strong connection between economic performance of the papers and critical reporting: two tabloids (50% of entire circulation), two mid-market papers (40%) and two broadsheets (10%) devoted exactly reverse amount of coverage (10% tabloids, 20% mid-market and 70% serious papers).

The paper will use economic, political and professional evidence to explain how decline in watchdog role of daily newspapers contributes to populist public communication.

**RÉKA SÁRKÖZY**

*1956 Institute – Oral History Archive, Researcher*

**“Who is in the picture?” Poster Wars In Hungary**

Political campaigns by Fidesz show how important conscious media usage can be. Fidesz broke communication taboos in a radicalization campaign dating back to its 2002 election defeat. In 2016, after the Charlie Hebdo attack, an immediate national opinion poll showed 70% support for tightening immigration. Government communications aroused moral panic and xenophobic fears, building an enemy image of migrants, though it was known that for most asylum-seekers, Hungary was a transit country, not a place to settle. This was coupled with a fictive liberation struggle against the European Union, which is still going on. The campaign not resulted an obvious success, among factors behind the campaigns’ failures are grassroots efforts by an anarchist performance-art group: the ‘Two-tailed Dog Party’. Its countrywide placards financed by crowd funding upstaged government propaganda, the visual and textual tools of populism with critical humor. In my other example of populism I turn to the anniversary celebration of 1956. Fifty-six has been a central historical issue since the regime change: all parties, in seeking to dissociate from the Kádár-regime, drew on the revolution for legitimacy. Their efforts to mythologize and incorporate it into political identity continue. The ambiguous success of the anti-refugee crusade spurred further government propaganda. The avalanche, beginning with a falsely identified picture of an armed boy (Pál Pruck), caused a collapse in which at least the politically informed segments of society rejected the context fabricated for the anniversary.

**TAMÁS TÓTH**

*Corvinus University of Budapest, PhD Student*

**Key Modifications in Donald Trump's Twitter Rhetoric  
after the 2016 Presidential Election**

The main objective of our presentation is to show how Trump's online way of communication changed after the 2016 Presidential Election.

Our current research is based on a content analysis referring to the period that started on the 1st September, 2016 and lasted until the 1st May, 2017. As an outcome of our research, we found a key modification in Donald Trump's Twitter communication after the 8th November, 2016. As a presidential candidate, Donald Trump used an exploitative language via Twitter, but as a president elect, he started to remit his expressions on the particular social site. We concluded that after Donald Trump's inauguration ceremony further moderation could be measured in the president's Twitter communication. Our conclusion shows that Donald Trump modified his communication on the social site after the election, using as general terms as 'countries' and 'evil' instead of 'Mexico' and 'ISIS' more frequently. We also noticed that Donald Trump's tweets belong most often to the category of 'Enemy'.

## **19. Thematic session**

**Spaces of the nation: constructing spaces,  
memories and rituals**

Chair

**JÉRÔME MONNET**

*Université Paris-Est Marne-la-Vallée  
Professor*

**ARON KERPEL-FRONIUS***Jagiellonian University, Postgraduate Student***Constructing Civic Religion Through Sites of Memory.  
The Case Study of Hungary and Poland**

The recent democratic backsliding in Hungary and Poland has attracted significant attention from scholars. Despite introducing controversial policies and laws, both Fidesz and PiS enjoys mass support amongst their respective electorate. As most contentious policies are justified on an ideological basis by the two parties, this paper aims to analyse the ideology of Fidesz and PiS through the framework of Bellah's civil religion. In particular, the paper it will show how the respective civil religions of the two parties are propagated through public spaces and spaces of memory. Three areas of analysis will include changes of street names, state funded statues and monuments, and memory politics in state-funded Museums. This three-fold analysis will be carried out with regards to the effect of tourism on memory politics and analysing the display of the aforementioned projects in the media (with a strong focus on state-funded/affiliated outlets). The paper aims to prove that sites of memory constitute a focal point of both Fidesz's and PiS' symbolic politics, forming a fundamental part of the two parties' continuous effort of rewriting Hungarian and Polish history. This rewritten history constitutes the basic ideology of the civil religion in the two parties' religious nationalism. Therefore, as this paper claims, observing and understanding the system of symbolic politics of the two parties in spaces of memory is crucial, since it is the direct facilitator of democratic backsliding in Hungary and Poland.



**NATAŠA SIMEUNOVIĆ BAJIĆ\* – Marija Vujović\*\****\*Megatrend University Associate Professor**\*\*University of Nis, Assistant Professor***Sacred spaces of mediatized cultural memory:  
Return to the socialist Yugoslavia**

The Yugoslavia breakup brought many crucial changes in political and social life. However, these changes have become in some way more abstract thing. The past is discursive field. We forget that scholarly abstract thing is not enough for answering on question how emotions and sacred spaces of memory deal with contested past. Therefore we need further research on cultural memory of ordinary people.

Yugoslavia doesn't exist anymore. However, discourse Yugoslavia is very vital in recent time. In everyday encounters with the symbols of the Yugoslav period it is evident: from the cult of enjoying the taste of Plazma biscuits, and keeping fića cars, to visiting The House of Flowers and tourist offers. It has become a true melting pot, a mixture of different elements which, through a positive symbolic frame, represent Yugoslavia as sacred space of our cultural and media memory. However, cultural heritage does not only represent objects from the art history books. Cultural heritage in sense of mediatized cultural memory is consisted of goods and practices that represent part of everyday life with special symbolic value. In particular way, the main framework of everyday practices is always politically shaped. Thus, in today's tourist environment the dominant symbol of Yugoslavia is Josip Broz Tito. Therefore, the aim of this paper is to emphasize the importance and influence of Museum of Yugoslavia and The House of Flowers as specific representation of Yugoslavian sacred and communicative space.

**HANNELEENA HIETA\* – LÁSZLÓ MÓD\*\****\*University of Turku, Postdoctoral Researcher**\*\*University of Szeged, Assistant Professor***Szobori Búcsú: A Multiple Times Invented Tradition**

The purpose of this paper is to analyse a Hungarian annual festival, Szobori búcsú, from the point of view of invented traditions, lieux de memoire, and imagined community. We use the theories originally presented by Hobsbawm and Ranger, Pierre Nora and Benedict Anderson respectively as points of reference. Szobori búcsú is an annual gathering held at the Ópusztaszer National Heritage Park. The first annual meeting was held in 1897, one year after the inauguration of the Árpád Memorial on the site. The memorial was erected next to the Szer monastery ruins. It was one of the many national monuments built to celebrate the Hungarian Millennium in 1896. A society in the nearby city of Szeged started the tradition of annual meetings, and it has continued in one form or another over the 20th century. In 2007, the Szobori búcsú was again re-invented by the National Heritage Park.

We will study the varying intentions, contents, popularity and ideas connected to the festivities, starting from the first years in the turn of the century, and ending in the re-invention of the búcsú in the 2000's. The sources for this paper consist of our own interviews with the staff of the Heritage Park made in 2017, our own field observations, as well as original newspaper reports archival sources.

**BERTALAN PUSZTAI**

*University of Szeged, Associate Professor*

**Exoticising minority traditions in culture economies:  
invented traditions in rural festivals**

Using the theoretical framework of Ray's culture economies and Hobsbawm's invented traditions, present lecture focuses on a special segment of the festivalisation in Hungary. Rural and small town community festivals appeared in Hungary after the political changes of 1989/90. Local communities soon recognised that such events could not only provide a chance to rebuild local identity but also attract tourists to these highly resourceless localities. Festivalisation is spread spreading / has spread and currently almost every settlement sees local festivals as a chance to put itself 'on the map'. In most cases, there is an invented tradition in the centre of such events. The planning, elaboration, execution, mythisation, and media representation of these traditions provide a kind of capital or raw material for local culture economies. Present lecture takes a closer look on local festivals using ethnic German or Serbian and/or Croatian minority traditions to create an attractive image for a certain locality.

## **20. Thematic session**

### **Mediatisation and/or Self-mediatisation in the Era of Social Media**

Chair

**ROBERT IMRE**

*The University of Tampere  
Senior Research Fellow*

**ELENA MAKAROVA***Lomonosov Moscow State University, MA Student***Mediatization of the ruling regime and opposition: case of Russia**

Politics is reshaping to fit media format in many countries (Ampuja et al., 2014). In Russia the ruling regime and the opposition use different instruments to form the perceptions of the target audiences.

The head of the state embodies the ruling regime. President's image is created through the mainstream media (Chomsky, 1997). Media changes the forms the ruling regime uses to reach its audiences. These forms tend to become the great performance. One of such "media events" (Schulz, 2004) could be the "Direct line with President".

The representatives of opposition employ social media to translate their messages. The most widespread instruments that opposition uses are memes and Twitter-messages. The representatives of the opposition also interact with famous bloggers and take part in their programs. Some of them organize their own channels on YouTube. They join the role of politician and blogger and become some kind of showmen (Pimenov, 2015).

Thus, the ruling regime and the opposition illustrate two stages of mediatization. Media changes the way the representatives of the ruling regime act but their interaction with population is still mediated by professional journalists in most cases. The representatives of the opposition through "new media" (Kember and Zylinska, 2012) perform the first-hand information to target audiences.

Opposition criticizes the ruling regime and the ruling regime creates its image through PR and marketing instruments. In such situation the struggle between them turns into the symbol- and values-struggle instead of competition of political programs.

**KATARZYNA GAD**

*Jagiellonian University in Kraków, PhD Student*

**Using new media by the heads of the state of the European Union member countries**

The aim of this paper is to explore the problem of using new media (especially social media) by politicians, with a focus on the heads of the state of the European Union member countries. This research will address the perspectives on using web pages and social media: as a one-way or two-way communication channels.

Both quantitative and qualitative research is necessary to gain a full picture of this situation. Firstly, there will be examined all official web pages dedicated to the heads of the state of the EU member countries in particular the possibility to contact. Secondly, there will be analysed all social media profiles connected to those official web pages in a context of using (or not using) them for two-way communication.

The article will provide a description of differences in the politicians' attitudes to social media. Moreover, it appears to establish one of answers to a question about self-mediatisation of politics. The obtained results may be also a starting point to broader research in the future.

**ANDREEA MOGOȘ***Babeș-Bolyai University, Assistant Professor***The self-representations of the Romanian politicians on Facebook.  
Roles, frames and social media engagement**

There is a significant amount of research on how politicians use the social media during the electoral campaigns, but there are fewer studies on how politicians construct their self-image on long run via their Facebook pages.

Since the cyber self is formed and negotiated in the same manner as the offline self, the study will use, among other theoretical frameworks, a revisited and updated form of Goffman's dramaturgical approach. Thus, the study aims to identify in which roles the politicians display themselves (the hero, the father of the nation, the saviour, the truthful buffoon) and which are the main frames used to make sense about the major events on the political and social scene.

The quantitative analysis over variables such as post type, shares, likes and comments aims to reveal public communication and branding strategies employed by the politicians. The dataset is extracted from Facebook via API interrogation of the public Facebook pages of the Romanian politicians with the greatest number of fans (as of January 31st, 2018): Klaus Iohannis (1.812.608 fans), Victor Ponta (812.854 fans), Gabriela Firea (488.651 fans), Traian Băsescu (401.639 fans), Elena Udrea (371.432 fans) and Dacian Cioloș (350.245 fans). The time frame used for the data collection ranges from January 1st, 2015 to January 31st, 2018.

Furthermore, a qualitative analysis of the photos, videos and stories with the highest engagement rates is performed in order to analyze how Romanian politicians employed the social media in order to construct their public image.

**NORBERT MERKOVITY***University of Szeged, Assistant Professor***Self-mediatization and Populism: The rise of Attention-based Politics in Hungary**

According to scholars the use of mediatization could be understood as communicative representation of politicians (Mansbridge 2009) or spin doctoring (Esser 2008), but either way it ends in self-representation and in “self-initiated stage-management” (Esser 2013, 162). From this perspective the concept of mediatization in politics is not an automatism, it is a functional principle of media, more preferably the social media. If we exclude automatism then we have to find volitional activity on the side of political actors. This activity could be seen as self-broadcasting that could be conceptualized as self-mediatization of politics and it could be the starting point for populist political communication.

Populist political communication aims to mobilize a new, or at least larger mass of voters. However, populist parties are (were) typically neglected actors in the national media in Hungary and in other countries throughout Europe. The so-called cordon sanitaire drove these politicians to look for alternative routes for communication, through which they could reach potential voters. Several empirical studies describe this process (e.g. Bos, van der Brug, & de Vreese, 2010; Koopmans & Muis, 2009; Vliegenthart, 2012). To sum these up briefly, the populist politicians needed to call attention to themselves, then they had to maximize attention, in order to break through the resistance of traditional media at a given point. Such politicians are familiar with the workings of social media, and know how attention can be sustained.

This presentation will introduce the phenomenon of attention-based politics as a driver for populism: when politicians use Twitter and Facebook in order to attract, maximize, and direct the attention of followers and journalists. The used communication techniques on social networking sites set the focus of analysis on the attention-based politics. Previous research results showed that social networking sites are significantly more often used for informational (press conference like) communication (Merkovity 2016). However, the politicians’ behavior could change this picture.



**21. Thematic session**  
**Digital Literacy and Inclusion III.**

Chair

**ISTVÁN ZSIGMOND**

*Sapientia Hungarian University of Transylvania*  
*Senior Lecturer*

## GYÖNGYVÉR TÓKÉS

*Sapientia Hungarian University of Transylvania, Lecturer*

### **The Influence of Parental Mediation Strategies on Romanian Young Children's Digital Practices**

In the daily routine of young children (0-8) the digital media is fully integrated. Young children's interactions with digital media mainly happen at home. "Parents are the main mediators of digital experiences of young children, and children learn directly from their help and support or by observation and imitation" (Marsh et al. 2017, 34). Bakó – Tóké (2018) also found parental mediation as an important factor to consider when understanding Romanian young children's digital practices. They highlighted the poor digital literacy of Romanian parents as required for active parental mediation of children's digital practices.

In our presentation we outline differences among digital practices of Romanian young children according to the parental mediation strategies of the internet (enabling, restrictive). As a theoretical background we use the typology of parenting mediation strategies of the internet developed by Livingstone et al. (2017).

In this presentation interviews with 4-6 years old children's parents and educators are used to explore the influence of the enabling and the restrictive parenting mediation of the internet on the digital practices of Romanian young children. As a conclusion we stress out the need to enable parents to participate in the development of meaningful digital practices of their children.

**NEHA HOODA**

*University of Debrecen, PhD Student*

**The Virtual Child: Indian Children in Virtual and Geographical Spaces**

The study aims at understanding the paradigm shift that has happened for children in the realm of digital spaces that are timeless, seamless, endless, full of new possibilities, new life roles, assumed identities & un gendered co existence. The study relies on primary information collected through interviews with over 500 children in India. It maps and explores the media preferences of the children to the time spent in the virtual world and changing life patterns in the real life world.

The study draws upon the technological advancements that have redefined the operatives of the real world and the physical society. It has also taken children away from play fields and planted them in a virtual environment where the context of peer groups, bullying, decision making, relationships, life goals and expectations has been redefined. My work focuses on how TV viewing patterns have gotten merged with the virtual spaces that the millennials co-inhabit today across geographies. A total of 118 TV shows being played on the Indian Television with presence on the web world were sampled, reviewed and analysed. A total of 201 girls and 294 boys were interviewed about their preferences. The programs analysed were found to have content drawn up in India, localisation of foreign content (e:g Oggy and the Cockroaches), adaptation of foreign formats like that of The Big Brother throw a light on global consumption patterns. The study also highlights the relationship and the interaction between the visual and the geographical spaces.

**ORSOLYA GERGELY**

*Sapientia Hungarian University of Transylvania, Assistant Professor*

**Getting smarter? The szekler teenagers, their parents and teachers  
in the smartphone era**

According to our three major surveys show that in 2012, half of the 7th and 11th grade students were already having a mobile phone, and in 2014 three quarters, two years later 90% of the pupils had smartphone. Our complementary qualitative research seeks to find out how the “smartphone” has essentially affected the parent-child, student-teacher, student-school, school-family relationships? What kind of conflicts are generated by the smartphone issue? And what kind of challenges had to face the families and the educational institutes? What changes should be made regarding to rules, practices and attitudes? What can parents and teachers do to make the smartphone not just a reason of conflict, but also a real “communication tool”?

**ROZÁLIA KLÁRA BAKÓ**

*Sapientia Hungarian University of Transylvania, Associate Professor*

**Digital Literacy and Parental Mediation**

The way parents use digital technology is both an influencing factor and a predictor of their children's digital practices (Terras and Ramsay, 2016). Our exploratory qualitative study, based on the empirical data collected in Central Romania from March to August 2016, and a desk research performed during 2017, led to the conclusion that most parents are unaware they are role models for their children (Bakó and Tóké, 2017). Parental mediation techniques are scarce and merely restrictive, rather than enabling a creative use of digital technologies.

## 22. Thematic session

### Journalism under Pressure – Journalism as a profession

Chair

**EPP LAUK**

*University of Jyväskylä  
Professor*

**TINA BETTELS-SCHWABBAUER\* – ANNAMÁRIA TORBÓ\*\****\*Erich Brost Institute for International Journalism, Researcher, PhD Student**\*\*University of Pécs, PhD Student***Journalism education in Germany, Hungary, Portugal, and Romania:  
A call for change**

Around the globe, journalism has changed radically through digitization (e.g. Jones & Salter 2012, Russ-Mohl 2016, Tong & Lo 2017). These developments have prompted journalists to gain new knowledge and skills. However, as our interviews with journalism educators and journalists in Germany, Hungary, Portugal, and Romania show, academic journalism education often has difficulties following the media leaders or contributing to innovations in journalism. Even though many programs teach the basics in online journalism, they do not fully embrace the needs of a multimedia working environment like innovative technologies. Our cross-national research indicates that topics such as data journalism, collaborative journalism, and knowledge about business models are urgently needed to further develop journalism but are often still underdeveloped in the curricula of many journalism and media programs. Especially in the CEE countries Hungary and Romania these issues are added on top of others, more persistent ones, relating to political and economic pressures on media threatening media ethics and a healthy work environment for journalists. The Hungarian academic journalism education landscape demonstrates another pitfall. Currently, journalism education is integrated into communication programs and is therefore very theory-oriented. Our research shows that there is a real need for acknowledging journalism as an independent academic discipline in Hungary (see also Weyer 2014). Only then, would it be possible to provide future journalists with the skills they need to work professionally.

**RÓBERT TAKÁCS***Institute of Political History, Research Fellow***Journalism and Press/Media Control under the Kadar Era**

Political journalism remained under the control of the party-state in Hungary during the Kadar Era. However official censorship institution was not established, the party and the state had diverse instruments to instruct and control the press and the media. Editors, who received regular and ad hoc commands on 'official line' were in key position to execute information policy. On the other hand the unfolding de-Stalinization process significantly altered both journalistic style and information policy.

Propaganda followed more indirect patterns, discussion with altering opinions was recognized as more effective and by the mid-1960s official information policy admitted the need for informing the public about all events and process. Also, political journalism – but also practice of state control – had gone through a significant professionalization process in the 1960s and 1970s.

This shift – accompanied by the expansion of the press offer on newsstands, which did not mean pluralisation – did not cease the potential failures of information policy in concrete situations, where regarding critical questions the Hungarian press and media was paralyzed. By the first half of the 1980s a new tension emerged in journalism, which was palpable in general among the intelligentsia: the new generations of the editorial rooms represented different professional values and also looked at the bargain of their elder superiors as a burden. This situation with the deepening economic difficulties of the decade lead to a more nervous and intolerant practice in press control in 1980s.



**ATTILA BÁTORFY**

*Central European University, Center for Media, Data and Society, Átlátszó,  
Research Fellow*

**Rethinking Public Service Journalism**

Kovach and Rosenstiel (2001) in their famous book *The Elements of Journalism* identify in ten points the basic principles of journalism. The first three points are the following: Journalism's first obligation is to the truth, its first loyalty is to citizens and its essence is a discipline of verification. They highlight the key importance of independence and they put out that it must hold the politically and economically powerful accountable. Interestingly they don't say that journalism must be neutral and impartial. In the recent years we experienced a re-emerging role of journalism, what's first obligation is to the untruth, its first loyalty is to the political power and its essence is a discipline of disinformation and lie. The classic noble idea about the role of journalism is undermined, many people ridicules the watchdog-journalism stating that there is no journalism without political or economic interests, every journalist is a political activist. This is a new challenge what has to be debated on the basis of public service journalism, and needs old and new tactics and strategies.

**DOMINIKA POPIELEC***Kazimierz Wielki University, Assistant Professor***A Concept of Investigative Cross-Border Journalism.  
The Essence and Functioning of the Vsquare Project  
in the Visegrád Region**

In a democratic system investigative journalism has an informative and control function. This causes it to be called the fourth estate or watchdog of democracy. Political, business and social scandals are revealed by investigative reporters which stigmatizing corruption, nepotism and immoral behavior. Due to the scope of unmasked scandals, there is sometimes a need for international journalistic cooperation. Therefore, the aim of the paper is to analyze the cooperation of investigative journalists within the Vsquare project in the Visegrád Region in terms of: investigative journalism vs. investigative cross-border journalism, the specifics of the entities involved in the project (Reporters' Foundation, Czech Center for Investigative Journalism, Atlatzo), journalistic investigations, work methodology, results of investigations and their impact on the public sphere.

## 23. Thematic session

### Populism II.

Chair

**ANDRÁS BOZÓKI**

*Central European University  
Professor*

**ANDRAS TOTH**

*Hungarian Academy of Sciences, Senior Research Fellow*

**Crisis of Globalization and Economic Nationalism: Understanding the Rise of Populist Nationalist Right and Moving away from the European Model in the European periphery**

Mainstream literature discussing generic populist parties does not put economic policy of populist parties into the center of the analyses. Economic nationalism is a “known” fact, mentioned sometimes among many other characteristics of these parties, but the main debates of the mainstream academic community rather centered on nativist or anti-elite slogans of populist parties.

This paper proposes to include the phenomena of economic nationalism as one of the key ingredients of the concept of modern post-2008 populism. It will be argued that economic nationalism is one of the key messages of these parties, which helps to understand the causes of the popularity of these parties and also the policies they pursue after gaining power. Economic nationalism is also the key to understand the drive for gaining power for the state and the content of rejuvenation of the nation. The main thesis of the paper is that in periods following breakdown of free trade based globalization process in those countries, which have suffered somewhere in the past a major crisis in their nation formation process, there exist the possibility for the emergence of a generic fascist with program of economic nationalism centered national rejuvenation. The paper is based on the Hungarian experience.

**ALBAN ZENELI\* – DREN GËRGURI\*\* – GËZIM QERIMI**

*\*University of Prishtina, Teaching Assistant*

*\*\*University of Prishtina, PhD Candidate*

**Kosovo's path towards the EU and Populism in 2017  
General Election**

Populism is increasingly widespread in the European Union countries, part of which aims to become Kosovo as well. Populist style exists in Kosovo politics, but no previous work measures its spread in this country. Kosovo politicians constantly repeat the EU membership goal, but at the same time, they have a populist style. This paper uses content analysis to examine speeches of the three prime minister candidates during the election campaign in Kosovo in June 2017, looking at the prism of population development and putting them in relation to the declarations for the goals of European integration. The speeches of the three prime minister candidates from the three largest political coalitions in these elections were analyzed to measure populism on two levels – as a thin-centered political ideology and as a political communication style. The measurement will be initially encoded with words containing populist style and then compared with the words used by these prime minister candidates for their positions concerning the EU integrations. Earlier research on the populism in the European Union countries has shown an increase of this phenomenon, while this paper aims to reflect the possible spread of the populism in Kosovo as a country targeting EU membership. The election campaign lasted ten days. All three candidates held more than one rally a day, while our study included speeches in the seven major cities. The results of this study indicate that populism was present in 2017 General Election on both examined levels, as an ideology and as a communication style.

**MARIUS MIRCEA MITRACHE**

*Babeş-Bolyai University, PhD Student*

**The Influence of Romanian Populism on the Political and Media Landscape. An Electoral History and Discourse Analysis (1990-2012)**

All major post-communist Romanian political populists were media-savvy, one-man-show personalities that used media as a vector of image to promote their disruptive anti-Establishment message. Romanian political populism always founded its echo chamber in media populism, forming a co-dependent symbiotic relationship. Moreover, if their electoral fortunes declined and their influence waned after their initial success, in an interesting twist, their lasting contribution was rather on the media landscape which in turn continues to shape mainstream political parties until present-day, thus forming an unseen circuit of influence.

Generally, unlike other Eastern European countries, Romanian political populists don't do so well in elections, however, they win rating points, as their real battleground and catapult is the media, namely TV channels. Its through media that they articulate and spread out their ideological program, and their electoral platform, relying not so much on their parties, as on themselves, active as a sort of locomotive for the latter, eventually losing the political fight, but they winning the meta-political one, as they spread their ideas to a society towards which mainstream parties need to recalibrate their message.

This presentation aims to explain the particularities of Romanian populist discourse, from 1990 to 2012, its form of manifestation and electoral history, what made the success and downfall of its promoters, what are its legacy for the current political landscape and how it exists today.

**ISTVÁN HEGEDŰS**

*Hungarian Europe Society, Chairman*

**Hard Populism, Radicalised Political Communication, Politics of Fear: Towards a New Phase of the Orbán-regime?**

The scientific debate about the exact definition of the current Hungarian political system has not been completed. Still, there is a sort of consent in the literature and the international media regarding the essential populist, illiberal and even authoritarian characteristics of the Fidesz rule. The ongoing, hectic radicalisation of the political party after grasping uncontrolled political power in 2010, as well as the sharpening of the government's political communication has not shown any signs towards a political consolidation. Continuous mobilisation and smear campaigns, rude methods used for creating new enemies and scape-goats in the dominant narrative of the ruling party and its loyal media, the shrinking space for political debates and fair partisan competition, the constrain of civil society activities in "defence" of national security seem to be a transition to the introduction of a qualitatively harder authoritarian phase in the history of the Orbán-regime after the elections in April 2018. Even today, Hungarian state propaganda and disinformation techniques follow the pattern of simplistic identity politics of fear. The contraposition of us and them, the ordinary Hungarians and the faceless migrants, linking the refugee crisis directly to terrorism, playing the Eurosceptic game hiding behind a traditional national sovereignty concept against "Brussels" has polarised the country. Analysing recent speeches and interviews of the Hungarian prime minister, are there also less shocking alternative hypotheses and scenarios for the future of the regime?

## 24. Thematic session

### Digitalization and Politics

Chair

**CSABA FAZEKAS**

*University of Miskolc  
Associate Professor*



**MÁRTON BENE**

*Hungarian Academy of Sciences, Junior Research Fellow*

**Political communication on Facebook during the Hungarian General Election Campaign**

In the spring of 2018 a general election will take place in Hungary. An extensive data collection will be conducted on Facebook during the campaign and the presentation will offer a first insight into the Facebook campaign. Different types of actors' Facebook activity will be investigated including SMD candidates, candidates from party lists, parties, opinion leaders, media outlets and non-official political pages (N ~ 800). Some of these actors are widely studied in the literature (politicians, parties), but others received less (media outlets, opinion leaders) or no (non-official political pages) attention at all so far. This study will explore how politicians and other political actors use Facebook during the campaign, what kind of messages are able to spread widely on Facebook and the role Facebook plays during the campaign. It will strongly focus on users' reactivity to political posts and by using text mining methods it will closely investigate to what extent politicians' communication fits to citizens' communication and what kind of messages can get viral.

**MICHAL JACUNSKI**

*University of Wroclaw, Associate Professor*

**Digitalization and party life. A study of party members  
and party structures in Poland**

For many years, in almost every European country, an interest in membership in political parties has gradually declined. Party members are challenged by citizens and voters, who have an increasing trust in non-party actors, such as social movements, activists groups and individual leaders, what often announces the rise of populist tendencies. This is accompanied by the popular criticism of political parties as political bodies that have lost ties with grassroots. Nevertheless, relevant parties try to create new links with electorate through various networks interlinked by social media in order to be able to effectively spread political messages.

Author, along with the research team, conducts research project titled 'Political parties and their social environment – an analysis of organization and communication strategies of Polish political parties'. The work includes qualitative and quantitative empirical research among members of political parties, MPs and party administrators. The paper will discuss selected results of our research, in particular the relationship between digitalization at three levels: 1) individual party member, 2) organization of intra-party communication, 3) mediatized party - voter communication.

Research questions to be addressed: 1) How do political parties and its members perceive traditional vs online communication issues? 2) Are there differences between parties in the use of social media? 3) What are the key factors (variables) that cause the differences between parties? 4) Can digitalization help in reestablishing trust in political parties?

**FLAVIA ȚĂRAN**

*Babeş-Bolyai University, PhD Student*

**The digital ambassadors: a view on how cultural exchanges on  
Reddit outline the national identity of Eastern-European countries**

Reddit is one of the most popular digital places available, drawing from the need of people to submit, comment and rate every piece of information on virtually any topic (or subreddit). It is a common practice for every country to have a national subreddit, a digital play on the public sphere Jürgen Habermas envisioned, where the citizens, in this case redditors, would deliberate on social life matters and make their opinion public.

The role of the cultural exchanges between national subreddits is to create a digital bridge between two different nations in an attempt to debunk certain stereotypes and enrich ones knowledge about another country. In this sense, Reddit acts as a human knowledge repository and the redditors as ambassadors for their subreddits.

Within this framework, we analyzed a corpus of 8518 comments collected from 98 threaded conversations from 10 national subreddits (Belarus, Bulgaria, Czech Republic, Hungary, Poland, Republic of Moldova, Romania, Russian Federation, Slovakia and Ukraine) by interrogating the Reddit API. The aim of this study is to identify the national narratives based on the subjects discussed in the cultural exchanges, spanning from gastronomy, history, sports, politics, currents affairs, with an almost mandatory detour through the national stereotypes. Using co-occurrence and language processing tools we managed to create an outline of national identities as reflected by the prominent online community.

**SÁNDOR FEKETE**

*University of Miskolc, Senior Lecturer*

**Broadband Terror**

My presentation try to find a position for a terrorism in the modern world, and also in the Information Society.

The presentation is separated to two big content denomination. In the first one, I deeply looking for what kind of impact the internet made on the society and also on a person. I look into the internet-created new outspread: the cyberspace and I'm going to define that. After all when I investigated the cyberspace influences what happens inside a human, I deal with the internet potential negative impacts what can manifest in the society. Is the internet an evil thing and what kind of danger has the scientific development?

When I made the appropriate conclusions, I am going to unpack the second big part what contains the disquisition of the terrorism subject. I try to explore if there is a coherence between the Islam religion and the modern terrorism, and if the answer is yes, I am going to find out what it is. Close to the end I inspect the effects of globalization and what kind of influences it has made inside the terrorism, how can it use the modern technical devices, and what kind of opportunities are there for the use of internet at the terrorism.

After when I made fit conclusions, I draw my opinion up, so now at present there is much easier and simpler the organizing, planning and doing a terrorist outrage than ever in the history, partly thanks to the gifts and opportunities of the information society.

**25. Thematic session**  
**Digital Literacy and Inclusion IV.**

Chair

**ROZÁLIA KLÁRA BAKÓ**

*Sapientia Hungarian University of Transylvania*  
*Associate Professor*  
*Chair of the Social Sciences Department*

**ANETT ÁRVAI**

*Eötvös Loránd University, PhD Student*

### **The Impact of Introducing E-Governance on Marginalized Social Groups: Social and Spatial Dimensions**

Smart city projects are getting increasingly widespread around the world due to globalization and the intensifying mobility of urban policies. A major initiative of smart city concepts is to introduce e-governance solutions in order to make administration more comfortable and to improve its accessibility. These efforts are claimed to have positive effects for many people with internet access, including disadvantaged groups as well. Smart city projects, however, might have negative consequences for many people who have limited access to information and communication technologies (ICT) or lack the knowledge to use them properly. In addition, many of these people belong to social groups that already had a disadvantageous position in society before the digitalization (for instance elderly and lower income people). Moreover, such disparities exist not only between social groups, but they have a geographical imprint as well.

My aim is to examine which social groups are affected by e-governance projects in a positive way, and which ones in a negative way. What kind of social disparities might result from e-governance initiatives, and do they have a specific spatial pattern? What sort of spatial inequality prevails between individuals belonging to the same social group? Do e-governance projects create new social and spatial disparities, or just sustain those that have existed for a long time? And finally, how can these negative effects be reduced?

**ANNAMÁRIA NEAG**

*Bournemouth University, Marie Curie Research Fellow*

**Disengaged participation: the case of unaccompanied  
refugee children**

Global electorates are the most networked and technological astute in history, however many political ballots have reported low turnouts in recent years among young people. At the same time, user-generated political parody accounts abound on social media. Their sophistication, and the quality of the interactions they provoke, suggest a high-level of engagement in (de)legitimising spheres.

This paper will argue that social media platforms offer new opportunities for enacting ‘carnavalesque’ (Bakhtin, 1984) performances, particularly in the arena of political parody. By examining examples from the ‘Hungarian Two-tailed Dog’ party, I will demonstrate how dominant political discourses (the sacred) are subverted through a process of parody (the profane), opening up new spaces of (de)legitimation.

This paper will map the complex relationship and interplays between ‘legitimate’ and the (de)legitimising aspects of political discourse on social media. In writing about “the grotesque” Edwards and Graulund (2013, p. 104) say that, “[l]aughter...is a response associated with the popular energies of the carnival: the overthrow of authority, the dismissal of the sacred, the dissemination of counter discourses and the grotesque realism of the body”. I propose that these interactions suggest a new “user-sphere” has been created, but one whose nexus of interactions has not (thus far) translated into a more civically engaged electorate (a new ‘nectorate’): for some electorates, interacting with a parody account has become the default mechanism for engaging with political discourse.

**TAMÁS PONGÓ**

*University of Szeged, Faculty of Law and Political Sciences,  
Assistant Professor*

**How to define and refine cyberbullying?**

In my presentation, I focused on an ubiquitous phenomenon, which enmeshes the students everyday life, namely cyberbullying. Such issue represents a complex, technology-induced social problem, which mainly affects students. Unfortunately, Hungary has no anti-bullying law or nationwide applied anti-bullying program, but certain steps were taken to tackle cyberbullying. However, as first step, an exact definition should be worked out, not just in Hungary, but in the European Union (EU) and worldwide. In the course of the research, I made an attempt to explore key elements of cyberbullying definitions in legislation, case law and academia. Therefore, each and every state anti-bullying laws in the United States were examined, in particularly those, which expressis verbis uses the term “cyberbullying”. Following this legislative mapping, the research analyzed students’ freedom of speech cases in the online environment in the US courts’ jurisprudence. As a result of the academic, legislative and jurisprudential perspective, crucial elements of a cyberbullying definition were revealed.

Besides the oversea point of view, the EU approach was also explored, since a study was made in 2016 about the current status quo regarding cyberbullying in the EU.

Taking into consideration the US legislative and case law results, the academic perspectives and the EU standpoint, the research established a complex cyberbullying definition, which involves the most important elements of these cyberbullying concepts, but fine-tuned them to each other.



## 26. Thematic session

### Politics, Music and a Diva: Spaces of Entertainment

Chair

**NORBERT MERKOVITY**

*University of Szeged  
Assistant Professor*

**CSABA TOTH***Eötvös Loránd University, Assistant Professor***Democracy and Dictatorship in Mainstream Science Fiction  
Universes**

Political topics often appear in entertainment programs whose primary role is not necessarily political science education. From a political science aspect, three approaches are feasible to look at popular culture. One is to analyse what a given piece of popular culture tells us about our own political systems (Brode-Deyneka 2012). Another is to look at the ideological and philosophical assumptions behind works of popular culture. This method is often related to the symbolic interactions of the different works (Price 2012). This paper follows a third approach and discusses how different political concepts appear in popular culture – more specifically: mainstream science fiction – entertainment and how they relate to our own understanding to these concepts.

The paper focuses on the notion of democracy and dictatorship in science fiction universes. While in the “real world”, democracy is the norm, most science fiction universes discuss dictatorships or flawed democracies. The examples of Star Wars, Star Trek and the Dune universe, among others, will be shown as examples. The paper will argue that arguments for democracy are still prevalent in these works – precisely because the problems encountered in the narrative structure of these works would not arise under democratic circumstances. Mainstream popular culture in science fiction thus portrays implicit arguments for democracy.

**ROBERT IMRE**

*University of Tampere, Senior Research Fellow*

**The Politics of The Expanse: Neverending Great Game**

In the Netflix TV series *The Expanse*, new political formations in a future of humanity that sees the Earth united under a single government, and challenges emerging from Mars colony and humans populating the 'belt' dominate the narrative thread(s) of the first 2 seasons.

In many ways the series demonstrates an extension of current problems and conflicts in political terms in our contemporary world and various groups of humans vying for power, seeking political advantage, and creating political empires while competing for scarce resources.

The interesting part for me as a political scientist and international relations scholar is the idea that there is not the binary of utopia or dystopia but rather a more complex concept of these sorts of extensions of problems that are enduring. Much like the reboot series of *Battlestar Galactica* (BSG2), *The Expanse* places humanity in this 'ring cycle' (there is an obvious reference to Wagner in BSG2 but not so much in *The Expanse*... yet...) of political conflict, possible cooperation, and ongoing politics in the sense of an 'eternal return' of History.

This is different from the young adult fiction genre of dystopias like the *Divergent* series or *The Maze Runner* and others. In this kind of fiction it is usually the young adults who band together in cooperative terms to defeat the evil adults who created the dystopia in the first place. By doing so, the young adults are able to look forward with hope to a new future and a concrete way out of the dystopia.

**MADIS JÄRVEKÜLG***Tallinn University, Junior Research Fellow, PhD Student***From institutionally embedded ‘serious’ to individualized ‘popular’:  
a report on the values and attitudes in Estonian music criticism**

This paper identifies the values of Estonian music criticism in print publications, their relation to the institutional framework of Estonian music culture and the principles of Estonian cultural policy.

The findings of a qualitative text analysis suggest that the state-funded publications are characterized by Romantic ideology, professionalism, and tradition, and cover almost exclusively classical music, whereas private publications review mostly popular music and adopt a more individualized, less normative attitude to music. While transnational studies have referred to the growing legitimation of the ‘popular’ in elite publications, the high–low discrimination evident in Estonian state-funded music journalism upholds the dominant cultural value hierarchy, which is arguably embedded in the institutional framework of Estonian music culture.

Estonian cultural policy has been described as elitist-preservationist with a strong set of existing state-funded classical music institutions dating back to Soviet times. The author suggests that a more inclusive concept of artistic legitimacy in the state-funded publications would contribute to the establishment of creative industries, the recognition of cultural diversity in the music policies of a small eastern European country. This paper is building on Pierre Bourdieu’s theory of fields (1993), its contemporary critique specializing in music and journalism (Susanne Janssen, Vaughn Schmutz, Shyon Baumann, David Hesmondhalgh, Simon Frith etc.) and scholarly work on creative industries.

**ADRIÁN LIPS***Corvinus University of Budapest, PhD Student***The implementation of the Hollywood Formula in Hungary:  
The Diverse Understandings of the Karády-phenomena  
between 1938 and 1948**

In my research I shall examine the role of the relevant Hungarian printed media (Délibáb, Népszava, Pesti Hírlap, Film Színház Irodalom, Színházi Élet and Világ) in creating the Karády-phenomena by using the Hollywood Formula in Hungary between 1938 and 1948. Katalin Karády was a famous actress and singer during the Second World War in Hungary. My main point is that the Karády-phenomena as an implemented Hollywood Formula (theoretically created by Zoltán Egyed, Hungarian journalist and practically implemented and materialized by Karády) was built up and demolished from 1938 to 1948 in Hungary. Through the examined period the phenomena itself became a mediatized frame and – similarly to the Dietrich- and Garbo-phenomena – contains individualist (as resting bitch face: the diva, the emancipated woman, the femme fatale, the vamp) and collectivist (the victim, the human in the inhumanity, the ordinary woman who's suffering from the frame) elements. According to the results the Karády-phenomena itself is an implemented Hollywood Formula, a complex mediatized frame (like a double sided doppelgänger-scheme) and its individualist and collectivist elements can be shown and reflected throughout the Hungarian media representations, it is considerably diverse that which one of them is at the center of the attention between 1938 and 1948.

DANIËL JURG

*Eötvös Loránd University, Student*

### **Beyond Postmodern Political Satire**

In 2015, the German filmmaker David Wnendt released his political satire *Er Ist Wieder Da* (EIWD); a multi-layered attack on the logic of contemporary popular media culture and the rising populist tendencies. The mockumentary is an adaptation of a book published in 2012 by the German-Hungarian Timur Vermes (1967) under the same title. The film depicts Adolf Hitler waking up in the 21st century, easily making his way up the political ladder due to the sensationalist media drives. The mockumentary shows the dubious role of postmodern media culture in the dark, but all too familiar, fascist tendencies in contemporary Germany.

Scholars like Lisa Coletta (2009), Jeffrey Jones and Geoffrey Baym (2010), and Attilee Dalene (2012) argue that satire in our postmodern society has lost its healthy societal function. Today's postmodern media culture is dominated by hyper-reality and pastiche; a blurring between the real and the fictional, between politics and entertainment. While it is precisely this distinction that allowed media satire to ridicule and change the public and political sphere.

This paper argues that EIWD is an exemplary case of how satire might deal with the reflexive nature of satire in postmodern society. EIWD provides an *immanent critique* by blurring the real and fictional universe itself. While infotainment thrives on making fun of politics, EIWD shows that things are no longer amusing when they get too ridiculous. The mockumentary awakens its viewers to their surrounding political dangers by using real footage and showing real consequences in order to initiate social change.

## **27. Thematic session**

**Discursive sense of place: time-space  
(de)compressions in the times of uncertainty**

Chair

**JACEK H. KOŁODZIEJ**

*Jagiellonian University  
Associate Professor*

**AGNIESZKA SZYMAŃSKA***Jagiellonian University, Adjunct***Diversity of European discourses and time-space cohesion  
of European Union**

The current time of European integration is specific also in the sense of diminishing intensity of communication at transnational level, and increasing communication within national states. Thus, European public sphere is in sporadic and ephemeral condition. It is not surprising that communication of European issues is usually filtered, if not defined, by a perspective of national interests. By all means these circumstances disadvantage European important processes like collective identity formation, or legitimacy of institutional politics. What consequences of this multiplicity of discourses can hit European Union, particularly having regard to durability and spatial cohesion of the European Project? Are those discourses transmitted/constructed by European media fostering stabilization of European community? What are the differences between the voices of journalists and those of politicians? What temporal and spatial features proved to be functional for those voices? The paper is based on own empirical analysis carried out recently in Germany. The implemented method was in-depth interviews with German journalists (16) and politicians (21).



**BARTŁOMIEJ ŁÓDZKI\* – JUSTYNA ARENDARSKA\*\****\*University of Wrocław, Assistant Professor**\*\*University of Wrocław, Research and Teaching Assistant***War games and discourses: Polish media and the threat for Polish territory during manoeuvres 'Zapad 17'**

The military – manoeuvres carried out in September 2017 by joined forces of Russian and Belarusian armies triggered major anxiety among elites and ordinary people living at the territories of the Balkan States, in Poland, Ukraine. The NATO has recognized this event as a threat to international order. Authors of this paper aim at empirical reconstruction of discursive practices that were manifested in Polish media during the time of the war games 'Zapad 17', with a particular goal to discover those mechanisms which constructed the feeling of anxiety and fear. The territorial aspect of a war (represented by speeding tanks, artillery and planes approaching Polish Geographical Home) was balanced by the imagined Home of Safety (represented by an imagined NATO community features and guarantees). The analysis encompassed the voice of main public agents of media discourse about the war games: politicians, journalists, experts, and military officers. It was found out that under the context of a perceived threat from 'the Eastern neighbour' Polish media activate divergent strategies, using space as a category of differentiation. For some of the agents the threat was broadened and delegated on the NATO as special community, for the others the discourse shrunk down to the narrowly defined national interest.

**JACEK H. KOŁODZIEJ***Jagiellonian University, Associate Professor***Polishness in the discourse of Jarosław Kaczyński: the aspect of time and space disturbances**

Among the whole range of symbolically constructed modern national imaginaries (Taylor 2010) the vision of an idealized country, understood as Magic Place set on the vertical axis of Magic Times, remains crucial among patriotic traditionalists. Usually in such discourses time-space compression finds its way by peculiar framing: the Place is strongly physically anchored to the primeval, spatial references, but also imaginatively trespassing on the terrains of the others; on the other hand Time is losing its linearity, and is encapsulated into the Periods of Glory (often anachronic). Since October 25th, 2015 – when Law and Justice won majority of parliamentary seats in Poland – the discourse of the perfect community of Poles has been brought up to full speed, orchestrated by political communication of the ruling party, with an unhidden support from overtly nationalistic political groupings. Its inherent mechanisms include aggressive framing of the others, rhetoric of cynicism and virulence, and the aforementioned time and space meaningful disturbances. It seems to have a growing capacity of attracting mass attention. The presentation is focusing on the language of Jarosław Kaczyński, the charismatic leader of the ruling party and informal 'Chief of Polish State'. His idiolect has been a founding platform for the dominating state political discourse. The sample of ten major Kaczyński's speeches, representing key moments of recent Polish politics, have been selected and discursively analysed to reconstruct the most relevant time and spatial mechanisms.

**MICHAŁ BUKOWSKI\* – JOANNA GRZECHNIK\*\****\*Jagiellonian University, Assistant Professor**\*\*Jagiellonian University, PhD Student***Urban time-space decompression: discursive perspective  
on urban social movement**

In global scale we experience the phenomenon of urbanization with its consequences (like sub-urbanization). This process has systemic limitations, exemplified best by city spillover effect. It is so, that the urbanization is usually accompanied by resistance, protest and modifications. These effects are not obvious as far as their scale, direction, scope and cohesion is concerned, but one might find some coherent demands formed e.g. by the 'new townspeople' (Kubicki 2016) and their movements. The change of city into something more compact and slowed down (by material reasons: costs of management, victims) effects in discursive outcomes, recognized by communication practices and by socially negotiated imaginaries. These outcomes may undermine city's state of permanence – a historical, stretched out in time, place of creation, realization and distribution of values (in the Marxist context). The struggle for legitimization or delegitimization of certain vision of city is in fact the struggle for making city a sustainable and permanent place. Thus, the effect of current transformations of cities must lead to time-space decompression, manifesting itself by a growing distance between time and place. For some of us cities are becoming more faraway, for the others – remain close as they are. Social conflicts are much likely, if not controlled, may influence the system in a negative way. That is why it is so important to recognize the discursive dimension of those conflicts in order to make a rational estimation of opportunities for successful negotiations and stabilization.

## **28. Thematic session**

### **Spatial Experience and Mediated Places in Central and Eastern European Television Fiction**

Chair

**GYULA MAKSA**

*University of Pécs  
Associate Professor*

**ANNA KESZEG***University of Debrecen, Lecturer***Silent Valleys and Noisy Cities, Cultural Geography of Romania  
through Romanian HBO Series**

In Romanian HBO series there are several geographic locations. Besides Bucharest, a city where the plot of *Umbre* (2014) is taking place, *Valea Mută* (2016) presents a rural and provincial landscape from the neighborhoods of Braşov. Both series are adaptations, which implies a relocation of the plot in different spatial thusly social realities. Therefore the investigation of Romanian social problems based on spatial differences becomes a crucial question, the more so because the two series are both dealing with crime.

The purpose of the presentation is to analyze the mediated geographies based on opposing spatial structures in both series. In *Umbre* (Shadows) a double-faced Bucharest allows to the central character to have a double identity connected to the diurnal and the nocturnal city. Moreover, the two professions of Relu, the protagonists, are mightily anchored in space: in his ordinary life he is a taxidriver, while during the night he works as collector for a local mobster. Consequently the complex nature of the hero assures the reinvestigation of the classic opposition between underworld and mainstream society, which was the object of crime fiction from its early origins. Similarly *Valea Mută* (Silent Valley) explores another traditional spatial opposition between urban and rural realities investigating exactly how crime produces the counter-myth of the transparent sylvan society. Following the methodology of social representation theory the research tries to prove that crime is connected to place in a synchronic way in the latter and in a diachronic way in the former case.

**PÉTER MÉSZÁROS***University of Debrecen, Junior Assistant Professor***Space as sign in HBO series trailers**

HBO Original Programming Department of Budapest presents adopted television series throughout the Central and Eastern European region. The significance of this broadcasting policy is the introduction of the narrativity of contemporary television and the typical genres of these narratives by fully developed scripts. This paper aims to focus on the process of these parts of introduction, the preposition of the broadcasting content. I will use the methodology of semiotic analysis on official season trailers interpreted as key paratexts of the audio-visual content. Using the term paratexts through the concept of Gérard Genette and others as an element of text playing a prominent role on creating the situation of discourse. In my hypothesis localization is a key element of these paratexts of production.

During my observation I found spatial experience is a central element of marketing and advertising in the case of HBO series presented in the Hungarian market. Gábor Kriegler, leader of the Central Eastern European HBO OP Department even shares this idea during an interview. Connecting the diegetical space of the narrative and the physical space of the recipient is a motif that runs on multiple platforms and elements of advertisement. During the semiotic analysis of official season trailers of these series (In treatment, Golden life and Társas játék) I will focus on both the use, function, and possible connotes of identified city space; and the connection between the space and other elements of signs on displayed scenes. Beyond that I will also try to examine the aleatory changes of spatial display appearing in consecutive years in these trailers.

**SÁNDOR KÁLAI***University of Debrecen, Associate Professor***Crime Spaces – The Representation of Crime in Eastern European HBO Series**

In nowadays crime fiction crime often plays a secondary role. The location of the events, based on the accumulation of reality effects, becomes the engine of narratives. This feature, the anchoring of events in a given space, is not independent from the increasing popularity of the genre. Therefore we can speak about a sort of spatial turn, which characterizes contemporary crime fiction.

After the huge success of *In Treatment*, the HBO's franchised series adapted in many Eastern European countries, the second wave of production focused on the creation of more ambitious series, still adopting the franchise logic. These series are crime fictions – the regional HBO production choose this genre to conquer larger audiences framing crime by the representation of social problems. We can mention series like *Aranyélet* (Hungary), *Umbre*, *Valea Mută* (Romania), *Pustina* (Czech Republic) or *Wataha* (Poland).

The aim of all of these series is to reveal social problems through the representation of crimes. This communication will analyse all of the above mentioned series from a comparative point of view:

- what types of crime are represented in those series?
- what are the relations between crime and spaces?
- how the spatial structures (private-public, nature-culture, here-there, our space-other's space) organize the plot of the series?

## 29. Thematic session

### Activism, Communication and Locality

Chair

**MIHÁLY SZILÁGYI-GÁL**

*Eötvös Loránd University  
Adjunct*



**MARIA SUBERT**

*City University of New York Hostos Community College, Assistant Professor*

**Reconsidering the Hungarian Roma Fresco Village as physical political space and communicative space: Counter/emancipatory visual narratives as non-violent strategy in liberating Roma**

After a series of racist attacks against Roma people in 2009, a Hungarian woman started organizing a permanent open-air gallery for large murals of contemporary artists with Roma origin with the hope that this would bring development in a Hungarian Roma village. Following a three-month ethnographic research in this “Fresco Village” village and Hungary, I conducted a narrative analysis based on Riessman’s (1993) narrative theory.

This study analyzes three counter/emancipatory visual narratives that reject the views that considers Roma the “criminal Other,” and the (neo)colonizing gaze that sees Roma the “underdeveloped” and “exotic other.” The studied artists emphasize that the Fresco Village limits Roma to exotic beings, and, instead of helping, it strengthens negative stereotypes.

These murals demonstrate that artists can stand up against racism and critique neo-colonial power distribution by contradicting, and displaying ways to liberate Roma. However, the artists are unable to do this in their everyday communication because, as the first artist comments, “Nobody listens to us. Roma representation is in hands of [non-Roma] who know very little about the Roma.” The second artist shows that what appears as “civilization” and “globalization” for others, “decivilizes” and globally excludes the Roma. Finally, the third artist claims, their simple life helps Roma to escape crisis of Western societies as a result of over-consumption, waste, and greed.

These counter/emancipatory visual narratives, reject the effort to colonize Roma while “helping” them.

**EMILIA BARNA**

*Budapest University of Technology and Economics, Assistant Professor*

**Sexual harassment in the cultural industries in Hungary:  
media analysis and a creative labour perspective**

In the wake of the Harvey Weinstein scandal, at the start of the so-called #MeToo-campaign, on 14 October 2017 Hungarian independent theatre actress Lilla Sárosdi shared her own story of abuse, dating back twenty years, in a Facebook post, which later led to Vígszínház theatre ceasing the contract of the perpetrator, renowned theatre director László Marton. This case was followed by others from within the theatre world, and later the literary field, initiating, beyond reports from Hollywood, a locally focused reflection in certain segments of the media – though not in public service – on issues such as power and gendered hierarchies within the cultural field, the sexualisation of women in art, and the autonomy of art and artists. The latter primarily refers to whether it is possible to treat “art” and “life” separately, and argue, for instance, that the humiliation of artists may serve higher artistic purposes and be morally redeemable. In my proposed paper, I would explore the ways such issues as gender, art, and creative autonomy have subsequently been thematised in segments of the media, as well as at related public events. I attempt to place these within broader theoretical strands, including feminist interpretations of labour in general and the understanding of labour in the cultural industries from a gender perspective in particular.

**ANNA SZWED-WALCZAK**

*Maria Curie-Skłodowska University, Assistant Professor*

**The political communication of the Polish national movement  
in social media**

The Polish national movement is divided into many smaller parties and organizations that are competing against each other. However, into the pre-election period they unite in order to receive the support of the electorates. As a result of the parliamentary elections in Poland in 2015, the representatives of the National Movement Party obtained the mandates by starting from the Kukiz'15 electoral list. Despite leaving the Kukiz'15 Club, they are intensifying their activities, which are aimed at making the voters aware of their existence. The aim of the research is to indicate the levels of usage of social media by the representatives of the Polish national camp and the analysis of their discourse.

## **30. Thematic session**

**Public discourses and the struggle  
for credibility on online SNS  
in contemporary Romania**

Chair

**HANNA ORSOLYA VINCZE**

*Babeş-Bolyai University  
Associate Professor*

**MIHNEA STOICA***Babeş-Bolyai University, Assistant Professor***Voices of Europe's "Second Speed": Populism in the East**

Following the political crises that have hampered the European project in recent years, the European Commission has published, on the 1<sup>st</sup> of March 2017, the document titled "White Paper on the Future of Europe. Reflections and scenarios for the EU27 by 2025". The paper proposed five scenarios that the Commission encouraged all those interested to focus upon, in an attempt to redefine the European Union by understanding its current weaknesses, and by focusing on its strengths – which are expected to define the future trajectory of the project. The European Commission has organized public debates in all Member States, an effort that was primarily oriented towards encouraging the public to express its points of view. It is in this context that one particular scenario has raised concerns in Eastern European countries, i.e. "Scenario 3: Those Who Want More Do More" – better known as the "Multi-speed Europe Scenario", which has been viewed as an attempt to shrink the access to the decision-making process, with those who have only recently joined the EU (in 2004, 2007 and then 2013) being left outside of what would become the new "coalitions of the willing". Populist parties in Eastern Europe have seized the moment and accused Brussels of undermining European unity and creating second-class citizens. Drawing on the results of a comprehensive online survey promoted via SNS and conducted among Eastern European citizens, the current paper taps into a variety of issues related to how the future of the EU is perceived and how nationalism reclaims its central role in redefining identities within the debate about the future of Europe.

**MEDA MUCUNDORFEANU***Babeş-Bolyai University, Lecturer***The Official Communication of the Main Romanian Political Parties  
and Political Leaders during a Non-Election Year,  
in the Context of Protests**

At the beginning of 2017 massive protests took place on the streets of the biggest cities in Romania, unprecedented in the post-Decembrist history of the country. They were caused by an emergency ordinance passed by the government that was meant to decriminalise certain offences, including official misconduct in cases where the financial damage was less than 200,000 lei. In such situations, the communication flow on social networking platforms, especially on Facebook, which is the most popular social media platform in Romania, increases exponentially (Tufekci & Wilson, 2012; Valenzuela, 2013). In this context, the present paper focuses on the analysis of the social media communication of the main political parties and their leaders. The communication strategy expressed especially on this platform is interesting, because it is preferred by a large part of the protest participants. The central question revolves around the credibility of the messages and on the way political parties and leaders frame reality in such situations. We have carried out a computer-assisted content analysis and have analyzed 15 Facebook accounts during the period January 18<sup>th</sup> – March 5<sup>th</sup>, which corresponds to the period of the protests.

**ANDREEA VOINA – ANIȘOARA PAVELEA\* – LORINA CULIC***\*Babeș-Bolyai University, Lecturer***Cyberfeminism in Romania: #MeToo and its effects  
on cyberspace behavior**

In the recent years, cyberspace has become an incubator for feminist activism. Cyberfeminism has gained momentum through various online platforms, campaigns, movements, and galvanized women (and – to a certain extent – men) to “move beyond the hashtag” and engage in actions meant to drive socio-political change. The Women’s March on Washington in January 2016, for instance, was triggered by a Facebook post, and turned into an unprecedented women’s activism action, replicating all across the globe. A more recent movement, #MeToo, has emerged into the cyberspace, and raised issues of credibility, as it tapped into a culture of gender inequality and power relations that created and fostered an environment of intimidation and silence. The unprecedented wave of sexual harassment allegations brought to surface countless confessions from regular women and celebrities who have been pivotal in raising awareness on this issue. However, this cyberfeminist movement also intensified the cyberbullying phenomenon, as the mechanisms of storytelling engaged in #MeToo have not only generated a wave of gendered solidarity, but also one of trivializing – even bashing – such stories, and the individuals who reported previous incidents on social media. This paper analyzes the emergence and development of the #MeToo movement in Romania in the fall of 2016, focusing on storytelling mechanisms employed on Facebook and effects on user behavior, an assessment of social media users’ navigation of the phenomenon, in terms of solidarity networks and bullying generated by Romanian women’s tackling of a cultural taboo.

**DELIA CRISTINA BALABAN\* – MARIA MUSTATEA\*\* –  
SORANA CONSTANTINESCU**

*\*Babeş-Bolyai University, Professor*

*\*\*Babeş-Bolyai University, PhD Candidate*

**Credibility and Sharing of Fake News on Facebook**

In the context of the US 2016 presidential elections fake news became an important topic for the public opinion. Furthermore, the issue of fake news was often mentioned as a major concern in relationship with elections that took place in Holland, France, Germany or Austria in 2017. Nowadays one cannot talk about fake news without taking into consideration the way users appreciate the credibility of the information on social news sites (SNS) or the factors that determine the spread of information on such platforms. Thus, our main research questions where: Q1. What influences the credibility of fake news? Q2. What determines the behavior of sharing fake news on SNS? The majority of researchers considered that: self-sharing motivations (increasing reputation and status among peers and other users), altruistic motives (informing others on relevant issues) and social motives (interaction and getting social approval) determine people to share content on social media (Kümpel & all, 2015). The aim of our research is to propose a new model that explains sharing fake news on SNS by combining motivation, the intensity of using SNS (Albabash & Ma, 2017) with perceived quality information and risk propensity variables (Koohikamali & Sidorova, 2017). The methodological design includes both quantitative and qualitative methods. We apply a survey on 400 students from Romania and Germany and, in addition to that, we conduct six focus groups in both countries.



**RADU MEZA\* – ANDREEA MOGOȘ\*\* – GEORGE PRUNDARU\*\*\****\*Babeș-Bolyai University, Associate Professor**\*\*Babeș-Bolyai University, Assistant Professor**\*\*\*Babeș-Bolyai University, Lecturer***Government-funded International Media on SNS in the Age  
of Computational Propaganda.  
A Case Study on Romanian Language Contents**

Recent political developments at national and international levels have stirred an increasing amount of academic interest into use of digital media communication strategies to influence or direct public opinion. SNS offering content distribution and interaction platforms for networked publics are frequently mentioned at the core of public and academic debates on soft war, computational propaganda, fake news, online hate speech and cyberbalkanization. Recent literature on computational propaganda investigates how websites and SNS accounts are used in national and international contexts to direct public attention, frame events, and socially construct realities. The proposed presentation aims to explore the representations put forward by government-funded international media who deliver Romanian language content via websites and SNS. The investigated institutions are Deutsche Welle, Radio France International, Radio Free Europe / Radio Liberty, Russia Today and Sputnik. Data ranging since January 2011 to October 2017 was collected from the institutions' public Facebook pages via Graph API interrogation. The 15.689 Romanian-language public Facebook posts are analyzed using quantitative and qualitative methods. Primary analysis will describe Facebook posting patterns, engagement rates, sharing networks with respect to message characteristics identified through computational linguistics methods. In-depth analysis will identify frames used by the government-funded international media institution in relation with persuasive communication and propaganda techniques typologies as described by recent literature on computational propaganda.

## **31. Thematic session**

### **Social Media within V-4: A Comparative Analysis**

Chair

**ANDREJ ŠKOLKAY**

*School of Communication and Media  
Director*

**ANDREJ ŠKOLKAY**

*School of Communication and Media, Director*

**Social Media in Slovakia and the Czech Republic: Research Agendas**

The aim of this contribution is, within general framework of the panel, to provide analysis and development of research agendas and roadmaps in Slovakia and in the Czech Republic, within Social Media with the aim to raise awareness about findings and research trends, thus helping to integrate and promote research and its findings within EU and beyond. The analysis includes about 10 parameters such as “relevance”, social media types, key findings, recommendations, etc. The analysis covers 2013-2017 period. The analysis is based on a few hundred articles.

**TOMASZ ANUSIEWICZ\* – ANDREJ ŠKOLKAY\*\***

*\*School of Communication and Media, Consultant*

*\*\* School of Communication and Media, Director*

**Social Media in Poland: Research Agendas**

The aim of this contribution is, within general framework of the panel, to provide analysis and development of research agendas and roadmaps in Poland, within Social Media with the aim to raise awareness about findings and research trends, thus helping to integrate and promote research and its findings within EU and beyond. The analysis includes about 10 parameters such as “relevance”, social media types, key findings, recommendations, etc. The analysis covers 2013-2017 period. The analysis is based on a few hundred articles.

**GERGŐ HAJZER\* – ANDREJ ŠKOLKAY\*\***

*\*University of Szeged, PhD Student*

*\*\*School of Communication and Media, Director*

**Social Media in Hungary: Research Agendas**

The aim of this contribution is, within general framework of the panel, to provide analysis and development of research agendas and roadmaps in Hungary, within Social Media with the aim to raise awareness about findings and research trends, thus helping to integrate and promote research and its findings within EU and beyond. The analysis includes about 10 parameters such as “relevance”, social media types, key findings, recommendations, etc. The analysis covers 2013-2017 period. The analysis is based on a few hundred articles.

## **32. Thematic session**

### **The Politics of Space and Contemporary Media**

Chair

**ROBERT IMRE**

*The University of Tampere  
Senior Research Fellow*

**RÉKA BRIGITTA SZANISZLÓ**

*University of Szeged, PhD student*

**Diaspora Diplomacy**

The system of the international relations is formed by its actors through its institutions. The individuals, as an actor-category and the foreign policy as an institution are the farthest actor-institution pair from each other, we can think for the first sight. The practice of foreign policy was traditionally in the states' competence. However the emergence of the globalization and of the popular culture has modified numerous phenomena's classic interpretation, such as the liaison of the individuals and the foreign policy.

The diaspora diplomacy is one of the forms of the appearance of the individual in the foreign policy.

The 21<sup>st</sup> century's migration flows increase the role of the diasporas in the interstate relations' formation. Nowadays the diasporas are increasingly active in the politics, thus also in the diplomacy. We have 3 explanations for this phenomenon. The first is the states' recognition of diasporas' potential: they can influence a state's economic growth. The second is the transformation of the states' role in the international relations: their influencer potential shows a decreasing tendency. This is in hand in hand with the transformation of the territory concept. The third is the transformation of the diplomacy's interpretation: with the spread of the mass communication the public diplomacy's phenomenon become crucial as a form of communication within the interstate relations.

The paper's aim is to demonstrate the definition, types and importance of the diaspora diplomacy and to confirm it with practical examples.

**BALÁZS KISS**

*Hungarian Academy of Sciences, Centre for Social Sciences,  
Senior Research Fellow*

**Vertical to Horizontal to Central. Space Metaphors in  
Hungarian Politics for the Last Thirty Years**

The presentation will sketch the rise and decline of space metaphors in Hungarian political communication for the last thirty years. Until 1990, the left – right division was overshadowed by a vertical structure. The political elite, consisted of either the single party or of the intellectuals of western values, or of the so called popular intellectuals, located itself above the citizens defining thereby a vertical division of space. From 1990 to about 2010, the Hungarian political space was constructed as a left – right continuum, sometimes with several actors, sometimes with potentially only two. Since 2010, a great discrepancy has unfolded between the government elite and the rest. The former tends to use the metaphor of central field of force (*centrális erőter*), with itself in the centre promoting the common national issues, and the hardly important rest. The opposition forces try to stick to the left – right division but each has difficulty to find a proper place on that continuum for itself, for the government and for the others in opposition.

The presentation, based on a four year long research project on the history of political communication in Hungary, will draw the trajectory of the vertical, horizontal and central space metaphors, their advantages and disadvantages in political identification and strategy building.



**JAN PLESZCZYŃSKI***Maria Curie-Skłodowska University, Assistant Professor***A priori, Ratiomorphism, and Agency in  
Contemporary Communication**

In the article, I argue that in contemporary communication, Kantian forms of pure clarity (like space) and categories (like causality) lose their a priori character. In communication, which is organized and dominated by new technologies, the a priori status is now reserved only for ratiomorphism – unconscious, innate, genetically determined, and survival-driven cognitive faculties of organisms. The fading away of “old” apriorisms and replacing them with a single new one involves a radical modification of communication’s *primum mobile*. This is a peculiar paradox of contemporary communication—on the one hand, new technologies strengthen communication’s agency, but on the other hand, they weaken it by subjecting it to the constraints of ratiomorphism.

In the most basic philosophical sense, communication is an active, and endowed with *primum mobile*, relation that is cognitive, bind-forming, and knowledge-forming. In the contemporary media, its agency is subject to ratiomorphism, because—as I try to demonstrate—new technologies operate according to mechanisms analogical to ratiomorphic rules. These mechanisms are intrinsic to the ontology of contemporary media and communication. This has profound consequences in both social and individual life, since communication is “first;” it comes before economics, politics, science, etc.

The considerations presented in the paper are of a conceptual and theoretical character, but they will be illustrated by a few examples from the fields of politics and academic practice, as well as everyday life.

**TIAGO QUIROGA**

*University of Brasília, Adjunct*

**Time, mediatization and epistemological otherness  
in the context of 'Information Society'**

Within the context of 'information society', we inquire into the otherness of this broad area of knowledge: Can communication today be considered a specific field of knowledge? Beyond fast answers, we should highlight the circumstances in which this question is being asked. We adopt the context of mediatization, especially as it is expressed through the approach which focuses on communication in its new organizational dimension, now based on the hybridism of communication and information. Through the double-edged situation introduced by the paradox of knowledge society: on the one hand, in the organizational dimension it implements and recognizes this knowledge as decisive for society's functioning, on the other hand, when becoming part of information regimes, particularly high speed flows, communication seems to be swallowed up by informational processes. Initially restricted to the phenomenon of communication itself, consequences of mediatization would invalidate any Otherness of this field of knowledge. Within the new regime of temporality, based on the virtual acceleration of time, the phenomenon of communication points to the limits of its own representation. This change refers to the derealization of time as an instance of conceptual representation. Different of traditional social sciences, where the statute of time as a space of interpretation continues to operate, in communication, the future "happens" technologically on the present, and the latter, through culture of digital images, becomes equivalent to the past.

**SANNA RYYNÄNEN**

*University of Jyväskylä, PhD Student*

**Yes, But Is It Racism?**

Increased immigration has aroused vigorous discussions over space in European countries. And media has an essential role in the tone these discussions take.

In my doctoral dissertation I compare the way Finnish newspapers and magazines wrote about the refugees and the asylum seekers during the years 2015-2017 to the way they wrote about the Jews during the years 1872-1939. Working title of my thesis is “racism in the Finnish press.”

My choice to use of the word “racism” has raised a lot of eyebrows, questions and objections. I have been told not to make presumptions of finding racism in the media texts before conducting the study. Seems logical enough - but is it?

According to many researchers, racism is still a part of today’s societies’ norms, culture and practices. If these researchers are not grossly mistaken, why should one not expect to find racism in Finnish norms, culture and practices? And how could it then not be in our media texts?

Finnish researchers have, however, preferred to talk about othering. The same has been recommended to me. I have been told that even if I would find something in the media texts, it would not be racism. It could be othering. Or maybe xenophobia. Or, perhaps, prejudice. Maybe even discrimination. But not racism.

In my presentation, I want to examine these terms. What are the meanings they convey? The meanings they rather not convey?

## 33. Thematic session

### Understanding digital space beyond web analysis

Chair

**MICHAŁ JACUŃSKI**

*University of Wrocław  
Associate Professor*

**AGNES BUVAR***Corvinus University of Budapest, PhD Candidate***The role of typical advertising knowledge in the recognition of new advertising formats**

Ad recognition is a key part of advertising literacy as it activates ad knowledge and attitude that influence the evaluation of a commercial message. The recognition of new ad formats especially in the digital space has become challenging. We intend to focus on an understudied aspect of the area: how knowledge about typical ads affects the recognition. Our hypothesis posits that groups with different typical ad knowledge will differ in the recognition of new ad formats while ad recognition affects ad attitudes. 249 students of two Hungarian universities participated in a mixed design (qualitative and quantitative) study. Eight real-life examples were tested (eDM, Instagram post, Google research, native ad, product placement, recommendation, cause-related and non-profit marketing). For each item, ad recognition and ad attitude were measured. Open-ended questions about typical ads were asked as well. Answers were coded and analyzed with hierarchical cluster analysis. Four groups were retained: attractive & emotional, manipulative & negative, brands sell and branded info. Further analysis revealed a significant difference of ad recognition scores among the groups. Besides, ad recognition influences the attitude, thus our hypothesis was confirmed. Groups also differed in their ad attitude scores due to the attitudinal dimension of the segments. Our result represents an important step in understanding ad recognition, however further studies are needed to model the complex relationship among advertising literacy's cognitive and affective aspects, ad recognition and effectiveness.

**SOHAIL DAHDAL***American University of Sharjah, Assistant Professor***Interactive Documentaries as Immersive Digital Space**

This paper examines interactive documentaries ability to create immersive digital spaces that serve as a virtual contact zone between the subject of those documentaries and the audience. We identify four distinctive types of interactive documentaries: Web, Virtual Reality, Serious Games and Location Based Documentaries. For each type we examine one documentary and the audiences' reaction to the experience of interacting with the documentary. Drawing on Allport's social contact hypothesis (1954) and more specifically on Pratt's concept of a virtual contact zone (1991), we examine the relationship between the digital space, the subject of the documentary and the audience. This relation if not driven by the new technologies like virtual and augmented reality, then at the least it is influenced by the new resulting space. Latour, comments that "we do not assume these digital spaces to be borne in a social vacuum" (1991), in this case the power of new technologies in relation to the telling of factual stories in the digital space is transforming the audience experience from passive lean back to an active in-space immersive experience. The paper concludes that the relation between the technology creating the digital space and the audience experience of the story creates an immersive digital contact zone where the audiences are immersed in the story and are able to experience the story within the parameters of that space, this is the most powerful in virtual reality documentaries and promises to changes the experience of watching factual content.

**ISTVÁN KÓSA\* – BLANKA BÁLINT – ANDREA SÓLYOM –  
ZOLTÁN AMBRUS – CSILLA-DALMA ZSIGMOND**

*\*Sapientia Hungarian University of Transylvania, Associate Professor*

**Avoidance Attitude Towards Visual Material? Effects of Camcorder Symbol, Informational Utility, Individual Verbal and Imaginal Traits on Selective Exposure to Online Headlines**

Two quasi-experiments were conducted to test the effects of camcorder symbol, a “peripheral cue” (Elaboration Likelihood Theory, Petty & Priester 1994) attached to positive and negative headlines with low or high utility. In addition, we tried to detect the role of verbal and imaginal/visual individual differences (Paivio 1975) in the process of headlines selection.

First experiment. A portal for students was created based on a real news portal. Four students group (N = 250) were exposed to online headlines and they selected the preferred ones by clicking. Camcorders were attached to headlines with low utility in the first, to headlines with high utility in the second and mixed in the third condition. The fourth was the control group. A regression analysis showed that those with high scores on both verbal and visual scales selected more and more headlines with low utility, avoiding headlines with the camcorder.

In the second research (N=160) in experimental group we primed respondents’ dominant cognitive style – verbal or visual – with a supraliminal stimuli: a camcorder in the upper left corner of eight nature photos. In both conditions there were presented exactly the same headlines that those in the third condition in the first experiment. Like in the first experiment, those who were high on both visual and verbal scale (11%) presented again a typical avoidance attitude towards headlines with camcorder. Using an eye-tracker, this avoiding attitude was confirmed. Sexual differences will also be presented. Results could be valid only for reading online headlines.

**CSILLA HERENDY**

*National University of Public Service, Adjunct*

**How To Research People's Expectations of Websites?  
Mental Models and Participating Observation  
as Usability Inspection Methods**

Those days are gone when products were combination of what the designer thought would be fancy and what the client thought would be good.

It is general intention that companies trying to develop usable websites, which fit to the user's need.

How can these websites and apps be made clearer and more usable to users/citizens? How can we reveal and understand user's expectations? How can be websites tested? What are the available and tried methods? Why is research more and more important?

In my presentation I'm going to show not only fundamental testing methods for improve website usability, but also some methodology, which might be familiar from social sciences.



## **34. Thematic session**

### **Social Media Watch of the Hungarian General Elections in 2018**

Chair

**PÉTER BENCE STUMPF**

*University of Szeged  
Teaching Assistant*

**TAMÁS SZEKERES***University of Szeged, MA Student***Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: The Research Methods**

The role of the media in modern politics is unquestionable. Political communication is strongly influenced by the fact that politics has gone through a remarkable mediatization (Moog & Sluyter-Beltrao In: New Media and Politics by Axford & Huggins, 2001). As part of this mediatization, social media is also changing the way of political communication as political candidates try to reach potential voters.

This phenomenon works the same way in Hungary. Facebook is the most used social media side by Hungarian people (Social Media Report 2016), that is why Hungarian politicians concentrated their online activity on Facebook in the campaign of the 2018 Hungarian General Elections. The four of us started this project for researching this activity in social media.

We made a thematic analysis of Facebook posts made by the individual candidates of the 106 Hungarian single-member constituencies. Thematic analysis is a method for identifying, analysing and reporting patterns (themes) within data (Braun & Clarke: Using thematic analysis in psychology, 2006.). The research targeted three main topics: the migrant crisis, concerning George Soros and the European Union with United Nations. During the analysis we investigated the three topics by three types of candidates: from the ruling party, from the right-wing opposition and from the left-wing opposition.

The method is based on transcribing the collected data and analyzing it in a qualitative way: generating codes and maps for the topics and investigating them by their usage of the candidates on Facebook.

**DÓRA BOLDIZSÁR***University of Szeged, MA Student***Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: Thematic Analysis of Facebook Posts about the European Union and the United Nations**

Nowadays, our everyday communication takes place mainly on the online sphere, thanks to the continuously developing technological achievements. It affects the political communication, too, because the politicians also use online platforms to campaign during the general elections, and to increase their supporting and voting base. In Hungary the most of the social media users choose Facebook, therefore it is the most popular social media network.

Our project is based on thematic analysis of Facebook posts shared by individual candidates (6 candidates per constituency) from the 106 Hungarian single-member constituencies during the campaign period of the Hungarian General Elections in 2018.

My research focuses on topics related to the European Union and the United Nations, which show up in the selected politicians' Facebook posts during the campaign period. The themes of these organizations have always divided the political parties, mainly that how deeply would they allow the EU and the UN to intermeddle into the nation's affairs.

It is an actual campaign topic recently, because the governing parties denied the adaptation of the refugee quota created by the European Union in the middle of the migration crisis. They criticize the EU and the UN for encroaching into a sovereign state's security policy.

My expectation about the research is, that the results will manifest how can the governing Fidesz-KDNP coalition utilize the topics of these organizations and force the opposition to communicate about this subject. Our main task is to explore the differences of the communication between the governing and oppositional parties.

**KORNÉL NÉMETH***University of Szeged, MA Student***Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: Thematic Analysis of the Migrant Crisis in Facebook Posts**

The mediatization of politics is changing the way political communication works around the globe (Moog & Sluyter-Beltrao In: New Media and Politics by Axford & Huggins, 2001).

In Hungary, the refugee crisis is still one of the most popular political topics, mostly because it is being used for campaign purposes. The issue divides the Hungarian politics the same way as it divides the public life. Since the start of the crisis there were anti-migration billboards and TV commercials, mostly because its use for the campaign of the ruling coalition, the Fidesz-KDNP. This was also observable on social media platforms. In Hungary, since the late 2000's, social media became a new way for politicians to reach their audiences more immediately than ever before.

It is a new and successful campaign method for candidates, therefore the appearance of the campaign topics on the Facebook, Instagram or Twitter profiles of the parliamentary candidates will be important in 2018, especially during the campaign period. The preferred social media platform in Hungary is Facebook, therefore our project will be based mostly on Facebook posts and the content shared by candidates about the refugee crisis.

More concretely my research is finding patterns and relating themes to migration in the posts on the profiles of the individual candidates for representation during the last month of the campaign period in 2018 (March 6<sup>th</sup>- April 8<sup>th</sup>).

After the thematically separated data is analyzed, the results will show how and in what way Fidesz-KDNP can use the refugee crisis, as one of their main campaign issues. Concerning the opposition, I study how much the ruling parties can force them to communicate about the topic.

**LÁSZLÓ PETROVSZKI***University of Szeged, MA Student***Facebook Activity of Individual Representative Candidates During the 2018 Hungarian General Elections: Thematic Analysis of Facebook Posts Concerning George Soros**

The mediatization of politics is changing the way political communication works around the globe (Moog & Sluyter-Beltrao In: New Media and Politics by Axford & Huggins, 2001). Social media networks offer a new method for politicians to increase their support base especially during the campaign periods, when they use every available platform for communicating. In Hungary, Facebook is the most used social media site (Social Media Report 2016), as 85% of social media users choose Facebook. Most Hungarian politicians have adopted to this new environment and use Facebook frequently.

Our project focuses on the thematic analysis of Facebook posts made by individual candidates (6 candidates per constituency) from the 106 Hungarian single-member constituencies during the campaign period of the Hungarian General Elections in 2018.

More concretely my research focuses on finding patterns and relating themes to George Soros in the selected Hungarian politicians' Facebook posts during the campaign period. George Soros, the notable investor and philanthropist is a constant campaign topic since the migration crisis started in 2015. In 2017 the Hungarian government started a billboard campaign against illegal migration with the picture of George Soros. He is criticized by the governing parties for being pro-migration and funding civil societies.

I expect that the results will show how and in what way Fidesz-KDNP can utilize George Soros, as one of their main issue. Concerning the opposition, I study how Fidesz-KDNP alliance can force them to communicate about George Soros. Also an important question is that, if there is a difference between the judgment of George Soros among the oppositional parties.

## LIST OF NAMES

### A

ADAMUS-MATUSZYNSKA, ANNA (University of Economics in Katowice, Senior Lecturer)

AMBRUS ZOLTÁN

ANDOK MÓNICA (Pázmány Péter Catholic University, Chair of Department of Communication Studies)

ANUSIEWICZ, TOMASZ (School of Communication and Media, Consultant)

ARENDARSKA, JUSTYNA (University of Wroclaw, Research and Teaching Assistant)

ARMANCA, BRINDUSA (Aurel Vlaicu University of Arad, Professor PhD)

ARMEAN, OTILIA (Sapientia Hungarian University of Transylvania, University Lecturer)

ÁRVAI ANETT (Eötvös Loránd University, PhD Student)

### B

BAJOMI-LÁZÁR PÉTER (The Media Researcher Journal, Editor)

BAKÓ ROZÁLIA KLÁRA (Sapientia Hungarian University of Transylvania, Associate Professor, Chair of the Social Sciences Department)

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