



THE SECOND TEL AVIV COMMUNICATION CONFERENCE

The Future of Old Media

DAN DEPARTMENT OF COMMUNICATIONS
NAFTALI BUILDING, TEL AVIV UNIVERSITY

APRIL 19-20, 2017



DAY 1: WEDNESDAY, APRIL 19

ZEEV SEGAL HALL, ROOM 003, GROUND FLOOR, NAFTALI BUILDING
OF THE SOCIAL SCIENCES

- 9:00 Registration and coffee
9:30 Greetings
Joseph Klafter, President of Tel Aviv University, Israel
Tamar Ronen, Dean of the Faculty of Social Sciences,
Tel Aviv University, Israel
Daniel Dor, Chair of the Department of Communication
- 10:00 **Keynote**
James Curran, Goldsmith College, London, UK
Media Transformation
Respondent: Daniel Dor, Tel Aviv University, Israel
- 11:00 Coffee break
- 11:15 **Panel** TELEVISION
Oranit Klein Shagrir, Hadassah Academic College, Israel
Is Television a(live) and well? Live TV in the digital mediascape
Ranit Grossaug, Hebrew University of Jerusalem, Israel
*Myth and reality in preschool television production:
'Old media' organizational identity in the digital age*
Michael L. Wayne, Ben Gurion University of the Negev, Israel
Netflix, Amazon, and the future of branded television content
Nelson Ribeiro and Catarina Duff Burnay, Catholic University
of Lisbon, Portugal
*From television to total video: Change and continuity in the
audio-visual market in Portugal*
- 12:45 Lunch
- 14:00 **Keynote**
Lance Holbert, Temple University, USA
Television is alive and kicking
Respondent: **Paul Frosh**, The Hebrew University of Jerusalem, Israel
- 15:00 Break
- 15:15 **Panel** THE TRANSFORMATION OF SPACE
Evelyn Runge, Hebrew University of Jerusalem, Israel
Transformative Photography
Balázs Boross, Erasmus University, Rotterdam, The Netherlands
*Prosocial television and the myth of participation:
(re)making media rituals*
Anna Greger, University of Vienna, Austria
Immersion into space from pictorial aesthetics to virtual reality
- 16:45 Break
- 17:15 **Keynote**
John Thompson, Cambridge University, UK
*Books in the Digital Age: The impact of the digital revolution on the
book publishing industry*
Respondent: **Jerome Bourdon**, Tel Aviv University, Israel
- 20:30 Dinner

DAY 2: THURSDAY, APRIL 20

ROOM 527, 5th floor, NAFTALI BUILDING OF THE SOCIAL SCIENCES

- 09:30 **Panel** NEGLECTED MEDIA
Shenja van der Graaf, Free University of Brussels, Brussels
*The many lives of the phone: Critical approaches to the telephone
and its number*
Sharon Ringel, University of Haifa, Israel
*Digitizing Heritage: building an archive for future generations at the
National Library of Israel*
Rivka Ribak and Michele Rosenthal, University of Haifa, Israel
*The poetics of street-corner media: Mailboxes, payphone booths,
smartphones*
Roee Davidson and Yariv Tsfati, University of Haifa, Israel
*A scientific revolution? Institutional and individual predictors of using
crowdfunding to fund science*
- 11:00 Break
- 11:30 **Panel** JOURNALISM
Keren Tenenboim, Hebrew University of Jerusalem, and Motti Neiger,
Netanya Academic College, Israel
*Anything I can do you can do better? The temporal affordances of print
media in the digital age*
Zvi Reich, Ben Gurion University of the Negev and Hagar Lahav,
Sapir Academic College, Israel
*Impressionism now? Evaluation of reporters' performance in
liquid newsrooms*
David Boardman, Temple University, USA
*A new model and new hope for Old Media: The case of the
Philadelphia Media Network*
Sindhu Manjesh, American University, Washington DC, USA
*Times of News: The role of CNN-News 18's Citizen Journalist in India's
evolving mediascape*
- 13:00 Lunch
- 14:15 **Panel** AUDIENCES
Silvia Majo-Vazquez, Ana S. Cardenal, Open University of Catalonia,
Oleguer Sagarra, **Pol Colomer**, University of Barcelona, Spain
*Media power in the online news domain: Network authorities
and emergent audience brokers*
Rosane Wartman, Universidade Federal Fluminense, UFF, Brazil
*Fanfic invades Brazilian telenovelas: Experimenting the boundaries
between fan and corporate content*
Chaim Noy, University of South Florida, USA
*Newer and older commenting platforms in museums: Audiencing
practices across the digital divide*
- 15:45 Break
- 16:15 **Keynote**
Carolyn Marvin
Respondent: **Tamar Ashuri**, Tel Aviv University, Israel