



**HYBRIDITY AND THE NEWS**  
**HYBRID FORMS OF JOURNALISM IN THE 21<sup>ST</sup> CENTURY**

**BRUSSELS, 4-5 DECEMBER 2014**

**CONFERENCE PROGRAMME**

© Paul Delvaux Foundation - SABAM Belgium 2014



Vrije  
Universiteit  
Brussel



Brussels Platform  
for Journalism

Building D, Pleinlaan 2

Karel Van Miert Building, Pleinlaan 5

**VUB Etterbeek Campus Map**

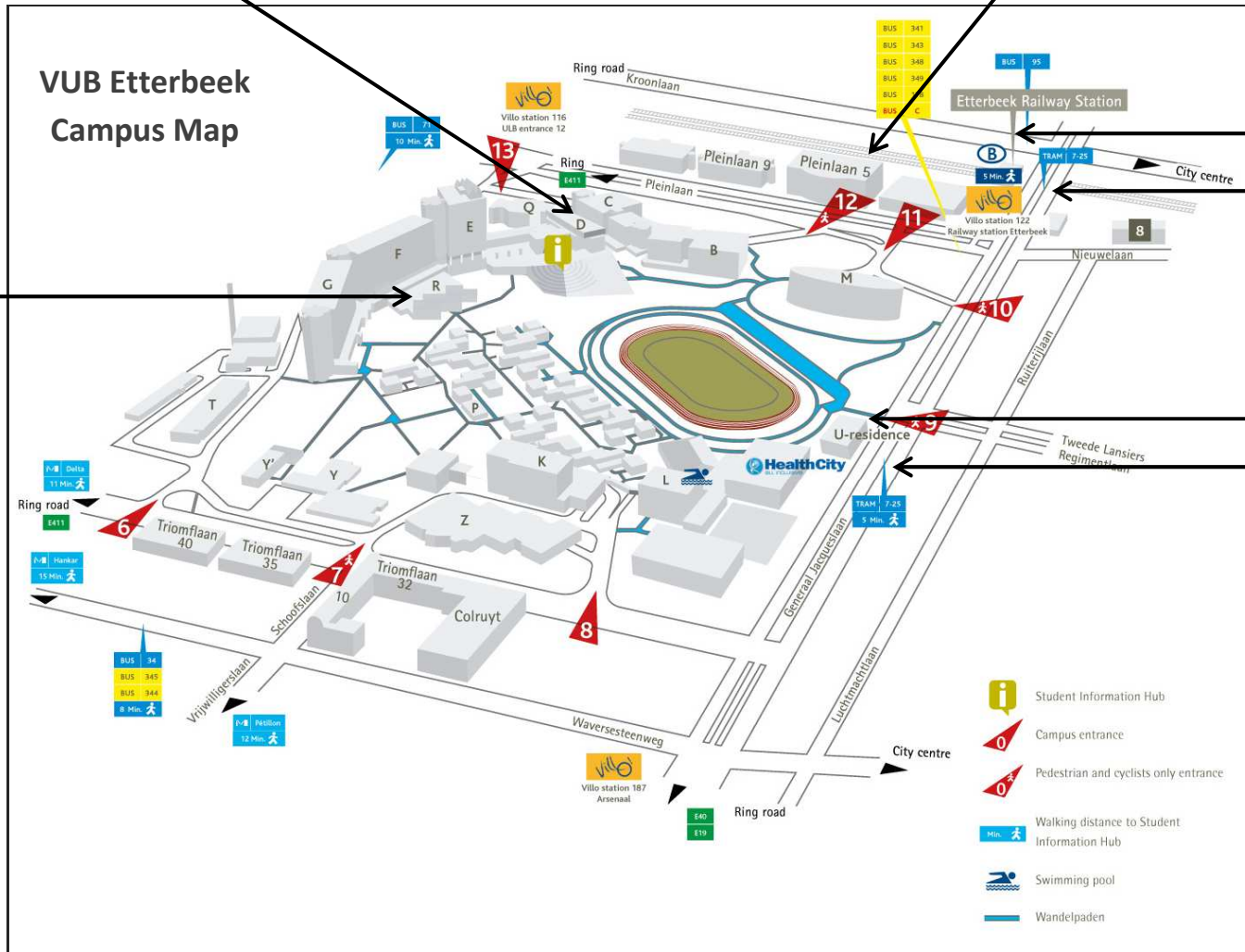
VUB Restaurant

Etterbeek Railway Station

Tram stop 'Etterbeek station'  
(Lines 7 & 25)

U-Residence

Tram stop 'VUB'  
(Lines 7 & 25)





## THURSDAY 4 DECEMBER 2014: PROGRAMME OVERVIEW

**12.00-13.25**

**Registration and lunch** (Building D, Second Floor, Pleinlaan 2 (University Campus))

**13.30-14.00**

**Welcome & Opening** (Building D, Room D.2.01)

**Martina Temmerman (Organizing Committee), Willeke Deridder (Chair VUB Department of Applied Linguistics), and Caroline Pauwels (Scientific Committee)**

**14.00-15.00**

**Keynote 'Border stories: Journalism at the intersections of news and narrative'** (Building D, Room D.2.01)

**Geoffrey Baym (University of North Carolina, Greensboro, US)**

**15.15-16.15**

**Panel session A1: Twitter and journalism** (Room D.2.01)

**Panel session B1: Alternative news media** (Room D.2.16)

**16.30-17.30**

**Panel session A2: Twitter and journalism II** (Room D.2.01)

**Panel session B2: Alternative news media II** (Room D.2.16)

**17.30-19.00**

**Reception** (Building D, Second Floor)



## PANEL SESSIONS THURSDAY 4 DECEMBER 2014

### 15.15-16.15: Panel sessions A1 and B1

#### ❖ **PANEL A1: Twitter and journalism** (D.2.01)

---

Chair: Steve Paulussen (University of Antwerp, Belgium)

##### **Negotiating legitimacy: Political journalists and their presentation of self on Twitter**

Svenja Ottovordemgentschenfelde (London School of Economics and Political Science, UK)

##### **Twitter as a journalistic or (self-)promotional tool for news rooms: Case studies from Flanders, the Netherlands, the UK and USA**

Rozane De Cock (KU Leuven, Belgium)

##### **All the world's a stage, and so is Twitter: How Dutch and Flemish journalists brand themselves on Twitter**

Cara Brems (Vrije Universiteit Brussel, Belgium & University of Groningen, the Netherlands), Martina Temmerman (Vrije Universiteit Brussel, Belgium), Marcel Broersma & Todd Graham (University of Groningen, the Netherlands)

#### ❖ **PANEL B1: Alternative news media** (D.2.16)

---

Chair: Pieter Maesele (University of Antwerp, Belgium)

##### **Looking in different directions. 'Positionality' as core point of difference between alternative and mainstream media. A case study: The environmental justice frame**

Renée Moernaut (Vrije Universiteit Brussel, Belgium)

##### **On traditional, alternative and entertainment media, or: Pluralism in the 21st century?**

Pieter Maesele (University of Antwerp, Belgium)

##### **Between independent and the mainstream: Transmedial news coverage by Cuneyt Ozdemir**

Diğdem Sezen & Tonguc Ibrahim Sezen (Istanbul Bilgi University, Turkey)



## PANEL SESSIONS THURSDAY 4 DECEMBER 2014

16.30-17.30: Panel sessions A2 and B2

### ❖ PANEL A2: Twitter and journalism II (D.2.01)

---

Chair: Cara Brems (Vrije Universiteit Brussel, Belgium & University of Groningen, the Netherlands)

#### **'Twitter just exploded': Social media as alternative vox pop?**

Kathleen Beckers & Raymond A. Harder (University of Antwerp, Belgium)

#### **Tweeting authority in Indian literary reportage writing**

Maitrayee Basu (Middlesex University, UK)

#### **'Searchable talk' as discourse practice on the internet: The case of 'binders full of women'**

Hongqiang Zhu (University of Macau & Jinan University, Guangzhou, China)

### ❖ PANEL B2: Alternative news media II (D.2.16)

---

Chair: Renée Moernaut (Vrije Universiteit Brussel, Belgium)

#### **'No need for condoms – GE Corn can do the job': How feature journalism of NGOs decommodifies genetic engineering**

Yeoh Pei Lee & Pieter Maesele (University of Antwerp, Belgium)

#### **Dissident online journalism: Investigating Polish LGBTQ blogs**

Joanna Chojnicka (Konstanz University, Germany)

#### **Journalism as a polyphonic discourse: The case of local news in Brussels**

David Domingo & Florence Le Cam (Université Libre de Bruxelles, Belgium)



## FRIDAY 5 DECEMBER 2014: PROGRAMME OVERVIEW

9.00-9.25

**Coffee and registration** (Karel Van Miert Building, Basement Floor, Pleinlaan 5 (opposite University Campus))

9.30-10.30

**Keynote 'Tribuneship: Adversarial and hybrid political interviews'** (Karel Van Miert Building, Rooms Lisbon & Rome)  
**Ian Hutchby (University of Leicester, UK)**

10.45-12.05

**Panel session C: Political news interviews** (Room Lisbon)

**Panel session D: Hybrid styles of journalism** (Room Rome)

12.05-13.25

**Lunch (at VUB restaurant)**

13.35-14.35

**Panel session E: Media, branding, and business models** (Room Lisbon)

**Panel session F: Global perspectives on hybrid journalism** (Room Rome)



## FRIDAY 5 DECEMBER 2014: PROGRAMME OVERVIEW (CONTINUED)

**14.40-16.00**

**Panel session G: Lifestyle journalism and celebrity culture** (Room Lisbon)

**Panel session H: News audiences and citizen journalism** (Room Rome)

**16.05-17.25**

**Panel session I: Television journalism and documentary** (Room Lisbon)

**Panel session J: Journalistic values and ideology** (Room Rome)

**17.40-18.00**

**Closing event** (Karel Van Miert Building, Third Floor, Conference Room)

**Screening student project 'De Ideale Wereld' ('The ideal world'), a Flemish case of hybrid journalism**

**Conference wrap up by François Heinderyckx (Scientific Committee)**

**19.00**

**Conference dinner at restaurant Millésime, Rue Eugène Cattoir 5, 1050 Brussels** (registration required)



## PANEL SESSIONS FRIDAY 5 DECEMBER 2014

10.45-12.05: Panel sessions C and D

### ❖ PANEL C: Political news interviews (Lisbon)

---

Chair: Ian Hutchby (University of Leicester, UK)

#### **Meeting probative obligations in political interviews: A case of accountability**

Corina Andone (University of Amsterdam, the Netherlands)

#### **Hearing non-neutral: Listening practices in (hybrid) pre-election interviews**

Argyro Kantara (Cardiff University, UK)

#### **Pre-meditation and the achievement of media professionalism in the production of political broadcast talk**

Eva Desmedt (Vrije Universiteit Brussel, Belgium)

#### **Doing accountability in political news interviews: A comparative investigation of interviewers' practices in the Anglo-American and Chinese-Anglophone broadcasting**

Chen Tong (University of Macau, China)

### ❖ PANEL D: Hybrid styles of journalism (Rome)

---

Chair: Tom Van Hout (University of Antwerp, Belgium & Leiden University, the Netherlands)

#### **Policing language in the media: How journalists assess 'message' politics**

Tom Van Hout (University of Antwerp, Belgium & Leiden University, the Netherlands)

#### **Hybrid styles in journalistic reporting on science: A study of New Scientist's headlines**

Katarzyna Molek-Kozakowska (Opole University, Poland)

#### **Agents of irony: An approach to political reporting based on Hunter S. Thompson's *Fear and Loathing: On the Campaign Trail '72***

Hendrik Michael (University of Bamberg, Germany)

#### **The para-textual experience: Navigating the temporal distortions and spatial illusions in illustrative reportage and graphic journalism**

Jim Walker (University for the Creative Arts, Farnham, UK)





## PANEL SESSIONS FRIDAY 5 DECEMBER 2014

13.35-14.35: Panel sessions E and F

### ❖ **PANEL E: Journalism, branding & business models** (Lisbon)

---

Chair: Huub Wijfjes (University of Groningen, the Netherlands)

#### **Hybridity and re-stabilization: On the 'platform effect' in journalism**

Michael Stevenson, Tamara Witschge (University of Groningen, the Netherlands) & Chris Anderson (City University of New York, US)

#### **Brand journalism: How media organizations behave on Twitter**

Hedwig de Smaele (KU Leuven @ HUB campus Brussels, Belgium)

#### **Advertising and journalism: The innovative ways to lure the customers**

Sangeeta Sharma (Birla Institute of Technology and Science, Pilani, India)

### ❖ **PANEL F: Global perspectives on hybrid journalism** (Rome)

---

Chair: Roel Coesemans (Vrije Universiteit Brussel, Belgium)

#### **Evolving social media practices of journalists: An international comparative study**

Agnes Gulyas (Canterbury Christ Church University, UK)

#### **Digital discourse and changing forms of political engagement. A case study of two separate episodes in contrasting mediaspheres: 'Binders full of women' in the US, and 'Watchgate' in the PRC**

Martin Montgomery, Shen Jin & Chen Tong (University of Macau, China)

#### **Changing the game in Nigeria? Appropriating Internet and web 2.0 for sports communication**

Tokunbo Ojo (York University, Toronto, Canada)



## PANEL SESSIONS FRIDAY 5 DECEMBER 2014

14.40-16.00: Panel sessions G and H

### ❖ PANEL G: Lifestyle journalism and celebrity culture (Lisbon)

---

Chair: Martina Temmerman (Vrije Universiteit Brussel, Belgium)

#### **'Super creams for young eyes': Women's magazines' hybrid approach to journalism**

Maaïke Van de Voorde (Vrije Universiteit Brussel, Belgium)

#### **VICE Magazine: Youth, lifestyle and edgy Journalism**

Henrik Bødker (Aarhus University, Denmark)

#### **Celebrity news as hybrid journalism**

Hilde Van den Bulck & Steve Paulussen (University of Antwerp, Belgium)

#### **Hybridity in Italian sports journalism: From sportswomen to celebrities**

Marica Spalletta (Link Campus University, Rome, Italy) & Lorenzo Ugolini (Independent researcher, Italy)

### ❖ PANEL H: News audiences and citizen journalism (Rome)

---

Chair: Ike Picone (Vrije Universiteit Brussel, Belgium)

#### **The hybridity of news consumption in francophone Belgium**

Cassandra Burnier, David Domingo, Florence Le Cam & Victor Wiard (Université Libre de Bruxelles, Belgium)

#### **Hybrid audiences: Changing news practices and the notion of news**

Ike Picone (Vrije Universiteit Brussel, Belgium)

#### **Open data and civic hacking: Complementing or replacing professional journalism?**

Stefan Baack (University of Groningen, the Netherlands)

#### **Stretching journalism: Hyperlocals b(l)ending ethics and business**

Marco Van Kerkhoven (Utrecht School of Journalism, the Netherlands)



## PANEL SESSIONS FRIDAY 5 DECEMBER 2014

16.05-17.25: Panel sessions I and J

### ❖ **PANEL I: Television journalism and documentary** (Lisbon)

---

Chair: Geoffrey Baym (University of North Carolina, Greensboro, US)

#### **Hybrid TV news: New forms of quality in public service television news**

Huub Wijfes & Joanke Dijkstra (University of Groningen, the Netherlands)

#### **Reconstituting current affairs broadcasting: The return to documentary forms and values**

Chris Roberts (University of Roehampton, UK)

#### **Hybridity and news tickers: An introduction to a TV news genre**

Antonio Fruttaldo (University of Naples 'Federico II', Italy)

### ❖ **PANEL J: Journalistic values and ideology** (Rome)

---

Chair: Benjamin De Cleen (Vrije Universiteit Brussel, Belgium)

#### **Turning journalistic values against critical journalism: The Flemish radical right and the discursive struggle to define journalism**

Benjamin De Cleen (Vrije Universiteit Brussel, Belgium)

#### **Multimodal representation and ideological image-building of Belgian trade unions on an alternative news website**

Roel Coesemans (Vrije Universiteit Brussel, Belgium)

#### **Pluralism outside the box: Crossing the ideological borderline of objectivity in media research**

Daniëlle Raeijmaekers & Pieter Maesele (University of Antwerp, Belgium)

#### **Empirical passions: The Survey Graphic, the Progressive Movement, and the prehistory data journalism**

Chris Anderson (City University of New York, US)