

The Third International Conference  
MEDIA and RELIGION  
Bucharest, 10-12 November 2017

**MEDIA, RELIGION and POPULAR CULTURE:  
from extraordinary to extra-ordinary**

9 nov 2017

10 nov 2017

11 nov 2017

12 nov 2017

<i>Participant s arrival</i>	9.00 – 9,30: Registration & Welcome coffee 9,30 – 10,00: Official opening of the conference. Welcoming speeches		
	10, 00 – 11,00: Key note speaker PETER DAHLGREN (Lund University, Sweden) "Popular Irony and Public Spheres: Online Political Humour and Civic Participation"	9,30 – 10,30: Key note speaker MARICA SPALLETTA (Link Campus University of Rome, Italy): "When terrorism rhymes with Islam. Religion as a topic in news media coverage of terrorism".	<i>Bucharest tour</i>
	11,00 – 11,30: Coffee break	10,30 – 11,00: Coffee break	
	11,30 – 13,30: Workshop 1*	11,00 – 13,00: Workshop 3*	
	13,30 – 14,30: Lunch	13,00 – 14,00: Lunch	<i>Participants departure</i>
	14,30 – 17: Workshop 2*	14,00 – 16,00: Workshop 4*	
	17,00 – 17,30: Coffee break	16,00 – 17,00: Final Discussion & Closing of the conference	
	17,30 – 18,30: Working groups	17,00– 19,00: <i>Cocktail &amp; farewell</i>	
	18,30 – 20,00: <i>Cocktail &amp; networking</i>		

# Workshop 1: Religion, popular culture and political issues

- **Hanna Staehle**, University of Passau (Germany), *Russian Orthodox Priests Voicing Dissent Online: The Case of Ahilla.ru*
- **Julia Sei**, Paris-Est Créteil University (France), *Jihadism, martyrdom and popular culture*
- **Mihaela Gavrilă & Dario Fanara**, Sapienza-University of Rome (Italy), *Broken bridges: terrorism, media representations and the contemporary difficulties to build ties between religions*
- **Yusar Muljadji**, Universitas Padjadjaran (Indonesia), *Youth, Media, and Religious Radicalism in Indonesia*
- **Lorenzo Ugolini**, Sapienza University of Rome (Italy), *Religious leadership or political leadership? Terrorism and values in the news coverage of Pope Francis' speeches*
- **Cristian MAGURA**, Paul Valéry University of Montpellier, France, *Mediatization of a ordinary news, agent of secularization of the Romanian youth.*

# Workshop 2: Religion, popular culture and media

- **Denisa Kovacs**, University of Bucharest (Romania), *Using attribution theory to identify how media and the public frame Romanian religious leaders*
- **Roy Jreijiry & Josette Abi Tamer**, Lebanese University – Beirut, *Religious Topics in Lebanese Television News Bulletins: Observing and Analysing the Content of Four TV Channel*
- **Diana Dreve**, University of Bucharest (Romania), *Religious framing in media*
- **Rita Marchetti & Susanna Pagiotti** University of Perugia (Italy), *The Pope and other Church representatives on Italian media: two different types of coverage*
- **Arina Moga**, University of Bucharest (Romania), *Queen Ann funeral on Romanian news televisions: from ritual to spectacular*
- **Yusar Muljadji, Bintarsih Sekarningrum, R.A. Tachya Muhammad**, Universitas Padjadjaran (Indonesia), *The Commodification of Religious Clothes Through The Social Media: The Identity Crisis on Youth Muslim Female in Urban Indonesi*
- **Oscar Stanculescu**, University of Bucharest (Romania), *Saints and miracles in media - religious imagery in Romanian popular culture*

# Workshop 3: Religion, popular culture and digital world

- **Nicola Ferrigni**, Link Campus University in Rome (Italy) & **Laura Lupoli**, Sapienza-University of Rome (Italy), *The Development of Public Opinion Between Mainstream Storytelling and Social Counter-Narratives. The #hosposatounmusulmano and #muslimhusbandrocks Viral Campaigns*
- **Sphesihle Khanyle**, Wits University, Johannesburg (South Africa), *A Critical Discourse Analysis of the Social Media Representations of Neo-Pentecostals in South Africa: A Case of End Times Disciple Ministries*
- **Józef Kloch**, Cardinal Stefan Wyszyński University in Warsaw (Poland), *Transgressing the Boundaries. The Creative Use of the Net Based on Real and Virtual Activity of the Churches*
- **Kelber Goncalves Pereira**, *The youtubers and their prayer book: emerging forms of transmission of knowledge and organization of religious practice?*
- **Monika Przybysz** (UKSW) & **Karolina Słojewska**, Cardinal Stefan Wyszyński University in Warsaw (Poland), *Christian mobile applications as a communicative tool of the Catholic Church*
- **Camelia Cusnir** University of Bucharest (Romania), *Parody and humor challenging the mainstream Religion discourse on Facebook*

# Workshop 4: Religion, popular culture, advertising

- **Barbara Lämmlein**, Frankfurt University of Applied Sciences, (Germany), *Taboo Themes in Advertising – Visualizing the Death Outside of Religious Context*
- **Georgiana Andreea Drăgan**, University of Bucharest, *Trickster representations in advertising*
- **Nikolay Poliakov**, Saint Petersburg State University, *Seeking for God: Russian Rock Music and Religion*
- **Oana Maria Călin**, University of Bucharest (Romania), *Role of social media in spiritual new age identity reconstruction in Romania*
- **Jacob Lassin**, Yale University, *Is there an Orthodox Literature?: Contemporary Literary Canonization on Russian Orthodox Websites*
- **Rodica Melinda Sutu**, University of Bucharest, *The “Young Pope” as a rock star*