

## ECREA TWG Mediatization

### Report 2014

#### Overview

The main activities of the TWG Mediatization have been concerned with:

- Workshop at LSE on "Rethinking the mediatization of politics"
- Publications, including the handbook on "Mediatization of Communication"
- ECREA Summer School in Bremen
- Panel at ECREA Conference on "Mediatization and Social Theory of Change"
- Maintenance and development of the website [www.mediatization.eu](http://www.mediatization.eu)
- Partly change of management team and discussion of application for section status

#### Annual workshop

The annual workshop of the TWG was held 25-26 April 2014 at London School of Economics and Political Science (LSE). The theme of the workshop was "Rethinking the mediatization of politics: Politics and policy, government and governmentality, citizenship and activism". It was attended by approx. 45 junior and senior researchers and the program consisted of 8 panels (each with 4 presentations) and 2 keynote speakers: Professor Jay Blumler (University of Leeds) and Professor Caja Thimm (University of Bonn). The selection of presentations was based on an initial submission of 62 abstracts. Additional information about the program is available here: <http://www.mediatization.eu/conferences-calls/news/article/programme-of-the-workshop-rethinking-the-mediatization-of-politics.html>

#### Publications

The field of mediatization research is rapidly expanding and publications by members of the TWG Mediatization have clearly become important for the development of the European dialogue on this issue as well as for the emerging global interest in mediatization studies. In this context we will highlight one publication, namely the 'handbook' on mediatization edited by professor Knut Lundby, Oslo University (2014):

*Mediatization of Communication*. Handbooks of Communication Science vol. 21. Berlin/Boston: De Gruyter Mouton, 738 pages. With 31 contributions covering theoretical, historical and global issues as well as particular studies of the mediatization of different fields or institutions (like politics, sports, religion, science, education etc.) it has provided a state of the art overview of the field. Members of the TWG Mediatization have been key contributors to this volume. See: <http://www.degruyter.com/view/product/180158>

### **ECREA Summer School**

The European Media and Communication Doctoral Summer School, hosted by the ZeMKI, Centre for Media, Communication and Information Research of the University of Bremen in 2013 and 2014 in cooperation with the ECREA, has been supported and attended by several members of the ECREA TWG Mediatization. Nick Couldry (London), Sonia Livingstone (London), Knut Lundby (Oslo) and Mirca Madianou (London) visited the summer school for guest lectures on the current state and perspectives of Mediatization research in Europe. Further lecturers on Mediatization were: Stefanie Averbeck-Lietz (Bremen), Friedrich Krotz (Bremen), and Risto Kunelius (Tampere). Andreas Hepp (Bremen) represented the TWG Mediatization in 2013 as chair with a lecture on „Cultures of Mediatization: Communicative Figurations and the Challenge of Mediatization Research“, Stig Hjarvard (Copenhagen) in 2014 as chair with a lecture on „Mediatization: Changing the conditions of Mediation“. The overall topic of the summer school for the three year period 2013-2015 is „Dynamics of Mediatization“. Andreas Hepp organizes the summer school as local director of the summer school together with ZeMKI's research coordinator Leif Kramp. At the first Alumni Conference of the European Media and Communication Doctoral Summer School in 2014, several members presented their projects, amongst others Olivier Driessens (London) and Cigdem Bozdog (Istanbul).

### **Activities in Lisbon**

At the ECREA Conference in Lisbon a panel on "Mediatization and Social Theory of Change" was held with the following presenters:

Knut Lundby, Oslo University: "A pattern in social theories of change within mediatization research"

Johan Fornäs, Södertörn University: "Mediatization Times"

Stine Liv Johansen, Aarhus University: "Mediatized Play Practice – changing childhoods, changing play"

Friedrich Krotz, Bremen University: "A Social World Approach for Empirical Research"

Olivier Driessens, LSE: "Mediatization as social change: a mechanism-based perspective"

Read more here: <http://www.mediatization.eu/conferences-calls/news/article/mediatization-and-social-theory-of-change.html>

The choice of presentations for this panel was based on an open call for contributions; 12 abstracts were submitted for the panel. 30 participants attended the panel session.

### **Management, website and future of TWG**

At the annual workshop in London an election of management took place during the business meeting. The existing management committee consisted of Andreas Hepp (chair, University of Bremen), Stig Hjarvard (vice-chair, University of Copenhagen), Nick Couldry (vice-chair, LSE) and Olivier Driessens (YECREA, LSE). Professor Nick Couldry (LSE) did not seek re-election due to new managerial commitments at LSE. The following new management was elected unanimously: Stig Hjarvard (chair, University of Copenhagen), Andreas Hepp (vice-chair, University of Bremen), Göran Bolin (vice-chair, Södertörn University) and Olivier Driessens (YECREA, LSE). More info about the management here: <http://www.mediatization.eu/management-team.html>

The TWG's website [www.mediatization.eu](http://www.mediatization.eu) has been continuously updated with news (cfp etc.) and links to various resources.

At the business meeting at the Lisbon ECREA Conference the future status of the TWG Mediatization was discussed. It was decided to apply for section status for the group. The international discussion on mediatization has reached a strong momentum during the last few years and a section on Mediatization research will provide a very forum in support of a continued strong European voice in this field. It was also noted that the TWG Mediatization in terms of members is bigger than several of the existing sections. We are currently awaiting the instructions from ECREA about the procedure for this application process.

Stig Hjarvard, Göran Bolin, Olivier Driessens, and Andreas Hepp.