# Table of Contents

Critical Perspectives on the European Mediasphere ........................................... 3

**INTRODUCTION**

Introduction:  
The intellectual work of the 2011 ECREA European media and communication doctoral Summer School in Ljubljana ...................... 13  
Ilija Tomanic Trivundža and Nico Carpentier

**PART ONE**  
**RESEARCH**

**SECTION ONE: THEORETICAL FRAMEWORKS AND APPLICATIONS**

Media as a societal structure and a situational frame for communicative action: A definition of concepts .................................................. 27  
Friedrich Krotz

Mediation and Resistance ............................................................................. 41  
Bart Cammaerts

Using Discourse Theory: A Discourse-Theoretical Exploration of the Articulation of Death ......................................................... 57  
Nico Carpentier and Leen Van Brussel

Dragons and Arcades:  
Towards a Discursive Construction of the Flâneur ................................. 71  
Ilija Tomanic Trivundža

The added value of frames:  
On the differences with related concepts ................................................ 83  
Viorela Dan

Approaching celebrity - sketching an analytical framework ..................... 95  
Michael Rübsamen
SECTION TWO: JOURNALISM AND MEDIA

Striving for noiseless journalism.......................................................... 109
François Heinderyckx

The role of ‘Hey Mabels’ in making sense of the world....................... 121
Ebba Sundin

Who are you calling a journalist – can one form of communication command special protection?......................................................... 133
Francis Shennan

The flip-side of mediatised politics:
‘Unpackaging’ politics to avoid publicity ........................................... 145
Juho Vesa

The Dangerous and Disruptive Relationship
Between Media and Information.......................................................... 159
Manuel Parés i Maicas

SECTION THREE: PERSPECTIVES ON EUROPEAN MEDIASPHERE

The Broadcasting of Authenticity: How the media transform public politics into personal feelings......................................................... 167
Jens E. Kjeldsen and Anders Johansen

Exit, Voice and Loyalty: Public broadcasters and their publics in post-Communist societies ................................................................. 179
Janis Juzefovics

Foley Artists – Wiring acoustic spaces in cinema, TV and radio plays................................................................. 193
Heiner Stahl

Social Scientists and the European Neoliberal University:
Tensions in Conceptualisations of the Public Role of Universities ................................................................. 203
Pika Založnik and Jeoffrey Gaspard
### SECTION FOUR: METHODOLOGICAL AND PEDAGOGICAL APPROACHES

**The Importance of Literature Review in Research Design**
Burcu Sümer

219

**Exploring the foundations and theoretical distancing required for a PhD thesis: an incursion into the backyard of research**
Bertrand Cabedoche

229

**How to teach interactively large classrooms: a participation-focused approach**
Pille Pruulman-Vengerfeldt

243

**The popularisation of media studies as a factor in media literacy**
Jan Jirák

255

### PART TWO

**The Summer School Student Abstracts (in alphabetical order)**

<table>
<thead>
<tr>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnes Aljas</td>
<td>267</td>
</tr>
<tr>
<td>Ana Castillo</td>
<td>268</td>
</tr>
<tr>
<td>Hatice Çoban Kenes</td>
<td>269</td>
</tr>
<tr>
<td>Lorenzo Coretti</td>
<td>270</td>
</tr>
<tr>
<td>Andrea Davide Cuman</td>
<td>271</td>
</tr>
<tr>
<td>Antonija Čuvalo</td>
<td>272</td>
</tr>
<tr>
<td>Viorela Dan</td>
<td>273</td>
</tr>
<tr>
<td>Caroline Didier</td>
<td>274</td>
</tr>
<tr>
<td>Wibke Duwe</td>
<td>275</td>
</tr>
<tr>
<td>Jelena Dzakula</td>
<td>276</td>
</tr>
<tr>
<td>Sylvie Fiserova</td>
<td>277</td>
</tr>
<tr>
<td>Patrick Fitzgerald</td>
<td>278</td>
</tr>
<tr>
<td>Kathleen Gabriels</td>
<td>279</td>
</tr>
<tr>
<td>Jeoffrey Gaspard</td>
<td>280</td>
</tr>
<tr>
<td>Marius Gurskas</td>
<td>282</td>
</tr>
<tr>
<td>Ödül A. Gursimsek</td>
<td>283</td>
</tr>
<tr>
<td>Nilyufer Hamid-Turksoy</td>
<td>284</td>
</tr>
<tr>
<td>Maria Jufereva</td>
<td>285</td>
</tr>
<tr>
<td>Janis Juzefovics</td>
<td>287</td>
</tr>
<tr>
<td>Alexandre Kondratov</td>
<td>288</td>
</tr>
</tbody>
</table>
PART THREE

TEXT OF THE JOINT WORKSHOP PRESENTATION OF THE YELLOW FLOW, SUMMARISING THE PARADIGMS, THEORIES AND METHODS USED IN THE YELLOW FLOW

A story of a concept ........................................................................................................ 321
Agnes Aljas, Andrea Davide Cuman, Antonija Ćuvalo, Caroline Didier, Dalma Lőrincz, Hatice Çoban Keneş, Heidi Frank Svømmekjær, Leen Van Brussel, Marta Orsini, Michael Rübsamen, Nilyufer Hamid-Turksoy, Pınar Yıldız, Tal Morse, and Viorela Dan

ABOUT THE AUTHORS AND EDITORS

About the authors and editors ....................................................................................... 327