



IV Congreso Internacional de Investigadores Audiovisuales

IV International Conference on Audiovisual Communication Research

November 10-12, Huesca, Spain

Communication Research in the Digital Society: Challenges and Opportunities

Organised by Universitat Oliba CEU (Barcelona) Spain

Conference venue: Huesca, (Aragón) Spain

November 10-12 2011

www.congresoaudiovisual.uao.es

Collaborating partners

City Government and Tourism Board of Huesca
Fundación Huesca Congresos
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Information and Background

The Universitat Abat Oliba is pleased to announce the **IV International Congress on Audiovisual Communication Research**. We hope to make this event a forum where researchers, professors, professionals, and communication studies students can come together to debate and reflect upon audiovisual communication from a holistic perspective. We have invited distinguished individuals representing the full spectrum of stakeholders who have a direct influence on the process of audiovisual production to this year's conference: from broadcasters, the media and regulating bodies, to the audiences that consume the products the industry offers. Distinguished panellists will include Enrique González Macho, president of the Spanish Film Academy and José Luís Borau Moradell, cinematographer, author and president of the Sociedad General de Autores y Editores (SGAE).

The last conference on audiovisual research held in Spain, organised by the Universidad Complutense Madrid in 1999 at the dawn of the digital era, addressed the challenges facing audiovisual communication from both academic and professional perspectives. Since that time, the field of audiovisual communication has taken on an unprecedented educational, social, economic and political relevance. Twelve years on, we are proud to serve as the organising body for a new edition of this international event, which will take place **November 10-12 at the Palacio de Congresos y Exposiciones in the city of Huesca, Spain**. We would like to extend an invitation to all individuals and institutions interested in the consolidation of audiovisual communication as a scientific discipline to join us for what promises to be an exciting conference.

Keynote Speakers and Topics:

New Horizons in Audiovisual Communications in the Age of Digitisation and Globalisation

Dr. Francis Pisani

Francis Pisani holds a PhD in Latin American Studies and Political Science, la Sorbonne, Paris and an MA in Law and Diplomacy from the Institut d'Études Politiques (Paris). He has been a Neiman Fellow at the University of Harvard and has taught and lectured at The University of Stanford and the University of California-Berkley.

History and the audiovisual media in Spain

Dr. Julio Montero and María Antonia Paz Rebollo

Julio Montero and María Antonia Paz Rebollo both teach in the History of Social Communication Department of the Universidad Complutense de Madrid. Experts on the history of audiovisual production in Spain, they have co-authored a number of books on the subject, including *La larga sombra de Hitler: El cine nazi en España (1933-1945)*, *La imagen pública de la Monarquía. Alfonso XIII en la Prensa y en los noticiarios cinematográficos de su época*, and co-editors of *Historia y cine: realidad, ficción y propaganda* and *La historia que el cine nos cuenta*.

Regulators and the Media

Ramon Font Bové,

Ramon Font Bové is current President of the Audiovisual Advisory Board for the Autonomous Community of Catalonia. He has a strong background in both the radio and television industries, having served as correspondent in Portugal for Catalunya Ràdio, the Agència Catalana de Notícies, Spanish National Radio and Television (RTVE) and as Director of Radio Nacional España in Catalonia. Font Bové has also held the position of communication secretary for the Catalan government.

The Digital Revolution in Journalism – The End of the Road for Newspapers?

Arcadi Espada

Arcadi Espada is a distinguished journalist, writer and associate professor of journalism at the Universidad Pompeu Fabra in Barcelona. His published books include *Periodismo Práctico*, *El terrorismo y sus etiquetas* and *Ebro/Orbe*. His journalist work has appeared in a wide spectrum of Spanish publications, including *Mundo Diario*, *El Noticiero Universal*, *La Vanguardia*, *Diari de Barcelona*, *El País* and *El Mundo*.

Conference Programme

Thursday 10 November		
Schedule	Activity	Participants
8:30 - 9:00	Registration	Attendees and presenters
9:00 - 9:20	Official welcome	
9:20 - 10:30	Opening Keynote Presentation: <i>New Horizons in Audiovisual Communications in the Age of Digitisation and Globalisation</i>	Francis Pisani holds a PhD in Latin American Studies and Political Science, la Sorbonne, Paris and an MA in Law and Diplomacy from the Institut d'Études Politiques (Paris). He has been a Neiman Fellow at the University of Harvard and has taught and lectured at The University of Stanford and the University of California-Berkley.
10:30 to 11:30	Concurrent breakout sessions, presentation of papers in thematic panels	Conference attendees and authors of conference papers
11:30 to 12:00	Coffee break	
12:00 to 14:00	Round table session: Business models and Strategies for Television. Moderator: Dr. Javier Sierra Sánchez , Professor, Universitat Abad Oliba CEU	Panellists: representatives of the various audiovisual cluster groups throughout Spain
14:00 to 16:00	Lunch	
16:00 to 17:00	Keynote Presentation: <i>Mergers and Takeovers</i>	TBA

	<i>among Communication Groups in Spain</i>	
17:00 to 18:00	Concurrent breakout sessions, presentation of papers in thematic panels	Conference attendees and authors of conference papers
18:00 to 18:30	Coffee break	
18:30 to 20:30	Round table session: Audiovisual Studies at Spanish Universities, Challenges and Prospects. Moderator Dr. Marcial Murciano , Professor, Universidad Autónoma de Barcelona	Panellists: Dr. Augustín García , Professor of Audiovisual Communication and Advertising, Universidad de Valladolid; Dr. Miguel Aguilera Moyano , Professor of Audiovisual Communication, Universidad de Málaga; Dr. Emili Prado Picó , Professor of Audiovisual Communication and Advertising, Universidad Autónoma de Barcelona; Dr. Francisco García García , Professor of Audiovisual Communication, Universidad de Madrid Complutense; Dr. José Manuel Palacio Arranz , Professor of Audiovisual Communication, Universidad Carlos III
20:30 to 21:30	Concurrent breakout sessions, presentation of papers in thematic panels	Conference attendees and authors of conference papers
22:00	Cocktail reception and dinner hosted by the City of Huesca	
Friday 11 November		
Schedule	Activity	Participants
9:30 to 10:30	Keynote Presentation: <i>History and Audiovisual media in Spain</i>	Dr. Julio Montero , professor, Universidad Complutense de Madrid; Dra. María Antonia Paz , professor, Universidad Complutense de Madrid
10:30 to 11:30	Concurrent breakout sessions, presentation of papers in thematic panels	Conference attendees and authors of conference papers
11:30 to 12:00	Coffee break	
12:00 to 14:00	Round table session: Web 2.0 and Social Networks. Moderator Dr. Manuel Gertrúdx , Professor, URJC	Panellists: Javier Rivero Díaz , consultant, author and professor at the Universidad Instituto de Empresa and visiting professor at UCLA, California; José Luis Orihuela , professor, Universidad de Navarra; Bárbara Yuste , journalist and professor of journalism at the Universidad Carlos III; Antonio Mascaró , founder and General Director of eMascaró.
14:00 to 16:00	Lunch	
16:00 to 17:00	Keynote Presentation: <i>Regulators and the Media</i>	Ramon Font Bové , President of the Audiovisual Advisory Board for the Autonomous Community of Catalonia
17:00 to 18:00	Keynote Presentation: <i>The Digital Revolution in Journalism—The End of the Road for Newspapers?</i>	Dr. Arcadi Espada , professor, Universidad Pompeu Fabra
18:00 to 18:30	Coffee break	
18:30 to 20:30	Round table session: Authors' Rights and Intellectual Property. Moderator TBA	Enrique González Macho , President of the Spanish Film Academy; José Luís Borau Moradell , President of SGAE;

		Pedro Canut Zarzurca , Colorluris A.I.E.an online international intellectual property registry; Manuel Sánchez de Diego , professor, Universidad de Madrid Complutense
Saturday 12 November		
Schedule	Activity	Participants
10:00 to 12:00	Round table session: University Research groups in Audiovisual Communication. Moderator: Dr. Ubaldo Cuesta Cambra , professor, Universidad de Madrid Complutense	Panellists: Dr. Juan José Perona , Head of the research group Publi-radio (Advertising and radio) Universidad Autónoma de Barcelona; Dr. Emili Prado Picó , Image, Sound and Synthesis Research Group, Universidad Autónoma de Barcelona; Dr. Ramón Reig , head of the research group on Structure, History and Contents in Communication, Universidad de Sevilla; Dr. Hipólito Vivar , head of the research group on communication and IT, Universidad Complutense de Madrid; Dr. José María Legorburu Hortelano , head of the research group on the convergence of Internet, television and radio, INCIR TV, Universidad San Pablo CEU; Dr. Isidoro Arroyo Almaraz , head of the research group on social networks and NGOs, Universidad Rey Juan Carlos
12:00 to 12:30	Coffee break	
12:30 to 14:30	Round table discussion: Scientific Journals devoted to Audiovisual Communication. Moderator: Dr. Xosé Xoengás Pérez , Universidad de Santiago Compostela	Panellists: Dr. José Manuel de Pablos , founder, <i>Revista Latina de Comunicación</i> ; Dr. José Ignacio Aguaded , university professor and editor in chief of <i>Comunicar</i> ; Dr. Ignacio Blanco , <i>Doxa</i> ; Dr. Ramón Reig , <i>Ámbitos</i> ; Dr. Francisco García García , editor of <i>Icono 14</i> .
14:30 to 16:30	Lunch	
17:00 to 00:00	Social Activities	
	Guided tour of the City of Huesca	
	Visit to a regional boutique wineries	

CALL FOR PAPERS

The IV International Conference on Audiovisual Communication Research extends an open invitation to submit proposals to writers and researchers living anywhere in the world. Proposals in Spanish, English, French and Portuguese will be accepted for consideration. The following themes are of particular interest, although submission of other related topics for consideration is also welcome.

Suggested Themes:

- Policies on government regulation of the audiovisual media
- Current professional profiles and the employment market in the audiovisual sector
- Technology and the new languages of audiovisual media
- The audiovisual ecosystem at local, region, national and international levels
- New audiovisual formats and Internet
- The economic, social and aesthetic aspects of cultural industries
- Education and the communications media (Educommunication)
- Authors' rights and intellectual property
- Audiovisual narrative and hypermedia: frameworks, poetics, semantics, pragmatics and rhetoric
- Interactive multimedia content
- New advertising strategies
- New theories, concepts, paradigms and focuses in audiovisual communication
- Mass media and the public: audiences and impacts
- The dissemination of scientific research in Audiovisual Communications
- Audiovisual communication ethics: self-regulation and European directives
- Semiotics and analysis of audiovisual discourses
- New research methods and techniques that employ audiovisual communications
- New players on the audiovisual scene: consultants and cluster groups

The deadline for receipt of abstracts is 30 June 2011.

Interested authors should submit a 200-word abstract via email to jsierras@uao.es (Spanish) or jlukac.internationalconference@gmail.com (English) on or before 30 June 2011.

20 04 2011 Continually updated information on conference available from this date. website: www.congresoaudiovisual.uao.es.

20 April 2011 Opening date for online conference registration. Registration will be considered valid upon payment.

30 June 2011 Deadline for reception of abstracts.

05 July 2011 Notification of acceptance of initial abstract.

06 July 2011 Publication of accepted abstracts on the conference website.

15 September 2011 Deadline for submission of final papers.

16 September 2011 Review of submitted papers to begin on this date.

20 September 2011 Deadline for conference registration (presenters and general public).

22 September 2011 Publication of the titles of accepted papers (contingent upon submitter's conference registration).

10 November 2011 Conference inauguration in Huesca, Spain.

English translations of submission requirements and style guide are available upon request.

<http://congresoaudiovisual.uao.es/presentacion/comunicaciones/>

Download submission requirements and style guide

Download sample conference proposal

Access to template for the submission of abstracts

Please note:

All papers accepted by the Review Committee will be published as chapters of the Conference Proceedings. **All presenters of papers must attend the conference and participate in the panel session assigned to them to ensure inclusion of their paper in the published book.** Attendance

certificates will be available to all authors who attend the conference and participate in their assigned thematic sessions.

REGISTRATION

Online registration for the conference is now open. Conference fee includes access to all conference sessions, conference packet, conference book, welcome reception, coffee breaks and cocktail reception and conference dinner on Thursday.

Registration fees are as follows:

General attendees, presenters and students 100€

Faculty at CEU universities and students with partial conference discount (for registered students at Spanish universities, please inquire) 60€

ARRIVAL INFORMATION

The city of Huesca is strategically situated for travel throughout northern and central Spain and points of its Mediterranean coast. A modern highway system connects it with Zaragoza (70 km), Barcelona (274 km) and Madrid (388 km).

The trip between Madrid and Huesca city centre by comfortable high-speed rail (AVE) takes approximately two hours.

The regional east-west and north-south highway axis connects Huesca with many other parts of Spain. Located in the foothills of the Pyrenees Mountains and less than a one hour's drive to the French border, the city serves as a gateway to France and the rest of Europe.

Regional sites of interest include Huesca's gothic cathedral and the Romanesque Monastery of San Juan de la Peña. The Monte Perdido and Ordesa Natural Park, declared a World Heritage Site by UNESCO is nearby. The region is known for its fine wines and excellent cuisine.

<http://www.huescacongresos.com/How-to-get-there/4.html>

HOTEL RESERVATIONS

The City of Huesca offers an ample variety of accommodations within walking distance of the conference centre.

Official Hotel for the IV International Conference on Audiovisual Communication Research

- Double room 50,00 €
- Double room for individual use 82,50 €
- Junior Suite (double or individual) 111,00 €
- Free Wi-Fi

Hotel Pedro I ★★☆☆(Superior class, city centre)

- Double room 38.00 €
- Double room for individual use 68.00 €
- Breakfast Buffet

- Free Wi-Fi in reception and cafeteria areas

Hotel La Posada de la Luna ★★★(city centre)

- Double room 43,50 €
- Double room for individual use 61,00 €
- Free Wi-Fi

Aparthotel Huesca ★★★(city centre)

- Double room 35.50€
- Double room for individual use 62.00€
- Triple room, per person 30.00€
- Free Wi-Fi

Hostal San Marcos ★(city centre)

- Double room 28.50€
- Single room 34.00€
- Double room for individual use 40.00€
- Triple room, per person 26.50€
- Quad room, per person 24.00€

Hostal Rugaca ★★(city centre)

- Single room 40.00€
- Double room 33.00€
- Double room for individual use 47.00€
- Triple room, per person 30,00€

Hotel Joaquín Costa ★★

- Triple room, per person 25.00€
- Double room, per person, 34.00€
- Single room 39.00€
- Free Wi-Fi