



## THE SECOND TEL AVIV COMMUNICATION CONFERENCE

# The Future of Old Media

DAN DEPARTMENT OF COMMUNICATIONS  
NAFTALI BUILDING, TEL AVIV UNIVERSITY

**APRIL 19-20, 2017**



### DAY 1: WEDNESDAY, APRIL 19

ZEEV SEGAL HALL, ROOM 003, GROUND FLOOR, NAFTALI BUILDING  
OF THE SOCIAL SCIENCES

- 9:00 Registration and coffee  
9:30 Greetings  
**Joseph Klafter**, President of Tel Aviv University, Israel  
**Tamar Ronen**, Dean of the Faculty of Social Sciences,  
Tel Aviv University, Israel  
**Daniel Dor**, Chair of the Department of Communication
- 10:00 **Keynote**  
**James Curran**, Goldsmith College, London, UK  
**Media Transformation**  
Respondent: Daniel Dor, Tel Aviv University, Israel
- 11:00 Coffee break
- 11:15 **Panel** TELEVISION  
**Oranit Klein Shagrir**, Hadassah Academic College, Israel  
*Is Television a(live) and well? Live TV in the digital mediascape*  
**Ranit Grossaug**, Hebrew University of Jerusalem, Israel  
*Myth and reality in preschool television production:  
'Old media' organizational identity in the digital age*  
**Michael L. Wayne**, Ben Gurion University of the Negev, Israel  
*Netflix, Amazon, and the future of branded television content*  
**Nelson Ribeiro and Catarina Duff Burnay**, Catholic University  
of Lisbon, Portugal  
*From television to total video: Change and continuity in the  
audio-visual market in Portugal*
- 12:45 Lunch
- 14:00 **Keynote**  
**Lance Holbert**, Temple University, USA  
*Television is alive and kicking*  
Respondent: **Paul Frosh**, The Hebrew University of Jerusalem, Israel
- 15:00 Break
- 15:15 **Panel** THE TRANSFORMATION OF SPACE  
**Evelyn Runge**, Hebrew University of Jerusalem, Israel  
*Transformative Photography*  
**Balázs Boross**, Erasmus University, Rotterdam, The Netherlands  
*Prosocial television and the myth of participation:  
(re)making media rituals*  
**Anna Greger**, University of Vienna, Austria  
*Immersion into space from pictorial aesthetics to virtual reality*
- 16:45 Break
- 17:15 **Keynote**  
**John Thompson**, Cambridge University, UK  
*Books in the Digital Age: The impact of the digital revolution on the  
book publishing industry*  
Respondent: **Jerome Bourdon**, Tel Aviv University, Israel
- 20:30 Dinner

### DAY 2: THURSDAY, APRIL 20

ROOM 527, 5<sup>th</sup> floor, NAFTALI BUILDING OF THE SOCIAL SCIENCES

- 09:30 **Panel** NEGLECTED MEDIA  
**Shenja van der Graaf**, Free University of Brussels, Brussels  
*The many lives of the phone: Critical approaches to the telephone  
and its number*  
**Sharon Ringel**, University of Haifa, Israel  
*Digitizing Heritage: building an archive for future generations at the  
National Library of Israel*  
**Rivka Ribak and Michele Rosenthal**, University of Haifa, Israel  
*The poetics of street-corner media: Mailboxes, payphone booths,  
smartphones*  
**Roee Davidson and Yariv Tsfati**, University of Haifa, Israel  
*A scientific revolution? Institutional and individual predictors of using  
crowdfunding to fund science*
- 11:00 Break
- 11:30 **Panel** JOURNALISM  
**Keren Tenenboim**, Hebrew University of Jerusalem, and Motti Neiger,  
Netanya Academic College, Israel  
*Anything I can do you can do better? The temporal affordances of print  
media in the digital age*  
**Zvi Reich**, Ben Gurion University of the Negev and Hagar Lahav,  
Sapir Academic College, Israel  
*Impressionism now? Evaluation of reporters' performance in  
liquid newsrooms*  
**David Boardman**, Temple University, USA  
*A new model and new hope for Old Media: The case of the  
Philadelphia Media Network*  
**Sindhu Manjesh**, American University, Washington DC, USA  
*Times of News: The role of CNN-News 18's Citizen Journalist in India's  
evolving mediascape*
- 13:00 Lunch
- 14:15 **Panel** AUDIENCES  
**Silvia Majo-Vazquez**, Ana S. Cardenal, Open University of Catalonia,  
Oleguer Sagarra, **Pol Colomer**, University of Barcelona, Spain  
*Media power in the online news domain: Network authorities  
and emergent audience brokers*  
**Rosane Wartman**, Universidade Federal Fluminense, UFF, Brazil  
*Fanfic invades Brazilian telenovelas: Experimenting the boundaries  
between fan and corporate content*  
**Chaim Noy**, University of South Florida, USA  
*Newer and older commenting platforms in museums: Audiencing  
practices across the digital divide*
- 15:45 Break
- 16:15 **Keynote**  
**Carolyn Marvin**  
Respondent: **Tamar Ashuri**, Tel Aviv University, Israel