

McLuhan Galaxy Barcelona 2011 – Preliminary Program May 3, 2011

	MONDAY, 23 Activities at UPF				TUESDAY, 24 Activities at Cibernarium and CCCB				WEDNESDAY, 25 Activities at UPF and CCCB			
09.00	Registration				Paper Session B1	Paper Session B2	Paper Session B3	Paper Session B4	Paper Session C1	Paper Session C2	Paper Session C3	Paper Session C4
10.00	Opening (UPF Auditorium): I. Tubella (UOC), J. Moreso (UPF), R. Logan (Bicentennial), J. Insua (CCCB)											
11.00	Coffee-Break (UPF buffet)				Coffee-Break (Cibernarium)				Coffee-Break (UPF buffet)			
11.30	Conference (UPF Auditorium): Ursula Heise (Stanford University) 'Animated Nature' Presentation: C. A. Scolari				Conference (Cibernarium): Carlos A. Scolari (UPF) 'The interface between McLuhan and Semiotics: Les liaisons dangereuses?' Presentation: M. Ciastellardi				Conference (UPF Auditorium): Javier D. Noci (UPF) '21st Century (online) journalism: Journalism after journalism? Convergence and message' Presentation: C. A. Scolari			
13.00	Lunch (UPF buffet)				Lunch (UPF buffet)				Lunch (UPF buffet)			
14.30	Paper Session A1	Paper Session A2	Paper Session A3	Paper Session A4	Paper Session B5	Paper Session B6	Paper Session B7	Paper Session B8	Paper Session C5	Paper Session C6	Paper Session C7	Paper Session C8
16.00	Coffee-Break (UPF buffet)				Coffee-Break (Cibernarium)				Coffee-Break (UPF buffet)			
16.30	Conference (UPF Auditorium): Dominique Scheffel-Dunan (University of Toronto) – To be defined Presentation: D. de Kerckhove				Conference (Cibernarium): Manuel Castells (IN3/UOC) 'The creation of the Internet Galaxy: Internet as material culture' Presentation: D. de Kerckhove				Conference (UPF Auditorium): Derrick de Kerckhove (IN3/UOC) – 'Did McLuhan miss anything?' Presentation: C. Miranda de Almeida			
18.00	Book reading performance (UPF Auditorium): 'Opening Time: On the Energy Threshold' by B. W. Powe and K. Powe											
19.00	19.00 - Round table (UPF Auditorium): 'Broadcasting or broke-casting?' <ul style="list-style-type: none"> • E. Pujadas (UPF) • B.W. Powe (York University) • O. Islas (Tecnológico de Monterrey, México DF) • C. Lacalle (UAB) • Chair: V. Susca (Université Paris Descartes, Sorbonne) 				19.30 - Conference (CCCB): Paul Levinson (Fordham University) 'Understanding Social Media: How McLuhan's Probes Help Us Make Sense of Today's Media' 20.30 - Round table (CCCB): Understanding McLuhan <ul style="list-style-type: none"> • P. Levinson (Fordham University) • D. de Kerckhove (IN3/UOC) • R. K. Logan (Univ. of Toronto) • A. Piscitelli (Univ. de Buenos Aires) • Chair: M. Ciastellardi (IN3/UOC) 				19.00 - Round table (CCCB): McLuhan, art and media <ul style="list-style-type: none"> • J. Marchessault (York University) • E. Ardevol (IN3/UOC) • C. Miranda de Almeida (IN3/UOC) • G. Larkin (National Gallery of Canada, Ottawa) • Chair: S. Kovats (Transmediale Berlin) FAREWELL			
22.00	McLuhan Fellow's dinner				Gala Dinner							

Paper Sessions

MONDAY, 23 Activities at UPF	TUESDAY, 24 Activities at Cibernarium	WEDNESDAY, 25 Activities at UPF
Morning sessions		
No paper sessions on Monday Morning (see Afternoon)	Paper Session B1 McLUHAN IN THE GLOBAL VILLAGE (II) AROUND McLUHAN	Paper Session C1 McLUHAN IN THE GLOBAL VILLAGE (IV) McLUHAN AND THE GLOBAL VILLAGE
	Room: to be defined (Cibernarium) 09.00 – 11.00	Room: 55.410 (UPF) 09.00 – 11.00
	Chair: D. Scheffel-Dunand (University of Toronto)	Chair: M. Andreozzi (Università degli Studi di Milano)
	<i>Studying (mobile) media evolution: Towards a multidisciplinary approach</i> (Indrek Ibrus)	<i>The Great Divide—Break or Break-boundary? Orality and Literacy in the Global Village</i> (Twyla G. Gibson)
	<i>A theory of media as a history of electricity - How McLuhans thoughts about mediation are thwarted by their negation</i> (Florian Sprenger)	<i>Media and technological determinism: Harold A. Innis, Marshall McLuhan and the Consequences</i> (Hans J. Kleinsteuber)
	<i>Towards an archaeology of the medium</i> (Joan Ramon Rodríguez-Amat)	<i>Ground-making: the medium as environment</i> (Carlo Peroni)
	<i>The prophet's knowledge. McLuhan's Media Studies, today</i> (Jana Mangold)	<i>From Giotto to McLuhan: The theater of community in the global village</i> (Domenico Cuomo)
<i>Marshall McLuhan – A prophet before his global mirror</i> (Pedro Gelabert)		
No paper sessions on Monday Morning (see Afternoon)	Paper Session B2 EDUCATION BEYOND THE BOOK (II) NEW STUDENTS FOR NEW CLASSROOMS	Paper Session C2 EDUCATION BEYOND THE BOOK (IV) EDUCATION: NEW EXPERIENCES
	Room: to be defined (Cibernarium) 09.00 – 11.00	Room: 55.309 (UPF) 09.00 – 11.00
	Chair: Matteo Ciastellardi (IN3/UOC)	Chair: Mario Pireddu (Università di Roma)
	<i>Realizing McLuhan's Dream in the 21st Century Classroom</i> (Carla Ribeiro Patrão, António Dias Figueiredo)	<i>Death of the university? Knowledge Production and Distribution in the Disintermediation Era</i> (Hugo Pardo Kuklinski, Cristóbal Cobo, Carlos A. Scolari)
	<i>Education as a dying and outdated system (?)</i> (Mario Pireddu)	<i>The social networks in the university teaching</i> (José Sixto)
	<i>Interactivity and Multimedia</i> (Lucia Amorós-Poveda)	<i>New Technologies, New Environments: developing Personal Learning Environments in Secondary Education</i> (Ricardo Torres Kompen)
	<i>Digital Natives: Technological Expert Knowledge in the Digital Culture</i> (Lucia Merino)	<i>Communication Processes of a Distance Education Course Via Facebook and LinkedIn</i> (Luci F. de Mello, Adriana B. de Azevedo)
<i>'Everything About the Past': Wikipedia and History Education</i> (Olivier Nyirubugara)	<i>Educommunication in distance education: e-mentor communication processes for the dialogue development</i> (Luci Ferraz de Mello, Ismar de Oliveira Soares)	
	<i>Open Archipelago. Designing isles of knowledge in the web 2.0 era</i> (Ugo Eccli, Fabio Perotta, Matteo Ciastellardi)	

No paper sessions on Monday Morning (see Afternoon)	Paper Session B3 SOCIAL MEDIA, NETWORKS AND LIFE (II) FACEBOOK, TWITTER ET AL.	Paper Session C3 MCLUHAN IN THE GLOBAL VILLAGE (V) AROUND MCLUHAN
	Room: to be defined (Cibernarium) 09.00 – 11.00	Room: Auditorium (UPF) 09.00 – 11.00
	Chair: B.W. Powe (York University)	Chair: R. K. Logan (University of Toronto)
	<i>Effects of Emotional Motivations of Turkish Social Network Site Users on Facebook</i> (Haluk Birsen)	<i>New Media and New Messages</i> (Silvana Comba, Edgardo Toledo)
	<i>Twitter and the fragmentary subject: network senses</i> (Aline Fernandes Azevedo)	<i>From Homo Typographicus To Homo Digitalis</i> (Albert Garcia Arnau)
	<i>Facebook: McLuhan's global village?</i> (Alvaro Gascue)	<i>The Fortune Cookie Principle. How to Use McLuhan for Living</i> (Sven Grampp)
	<i>The Transformation of Identity and Privacy through Online Social Networks (The CouchSurfing case)</i> (Cristina Miguel, Pilar Medina)	<i>McLuhan and Continental Philosophy: how Merleau-Ponty's Phenomenology of Perception helps support and continue McLuhan's directions</i> (Sérgio Roclaw Basbaum)
	<i>Orkut, virtual identity in Brazil</i> (Mariano Da Silva Hebenbrock)	<i>Remembering McLuhan</i> (Robert van Boeschoten)
<i>Social Networking in Second Language Learning</i> (Maria Luisa Malerba)	<i>Finnegans Wake's Intergalaxy</i> (Maria Ribeiro, Marcelo Santos)	
No paper sessions on Monday Morning (see Afternoon)	Paper Session B4 EXTENSIONS/SENSORIAL DIMENSION (II) SENSORIAL EXPERIENCE	Paper Session C4 EXTENSIONS / SENSORIAL DIMENSION (III) ME, MYSELF AND THE BODY
	Room: to be defined (Cibernarium) 09.00 – 11.00	Room: 52.421 (UPF) 09.00 – 11.00
	Chair: Irene García (Universitat de Vic)	Chair: Cristina Miranda (IN3/UOC)
	<i>Augmented spaces. Maps and convergent devices for the experiential representation of human territories</i> (Marco Quaggiotto)	<i>Me, myself and I: The intimacy of the brothel without walls in the digital age</i> (Jose Afonso Silva Junior)
	<i>From tactile to magic: McLuhan, changing sensorium and contemporary culture</i> (Chiara Giaccardi)	<i>Extended Biotechnological Bodies Within a Posthumanistic Framework</i> (Eduardo Mayoral, Carlos Tapia)
	<i>McLuhan's 'Expanded Field': Media, Mimesis, and Affect</i> (Anna Gibbs)	<i>McLuhan and New Communication Technologies: From Post-human to Neuromedia</i> (Carolina Fernandez Castrillo, Elio Girlanda)
	<i>Sound Media: Hipermediatic Extensions and Social Networking</i> (José Luis Fernández)	<i>Beyond the dualism between technology and culture: an empirical research on memory practices</i> (Gabiella Taddeo)
	<i>The Sensorium of Social Media: 'Tactile' Networking and McLuhan's Turn On the Audiovisual</i> (Michael Andreas)	<i>Digital Skin</i> (Avi Rosen)

MONDAY, 23
Activities at UPF

TUESDAY, 24
Activities at Cibernarium

WEDNESDAY, 25
Activities at UPF

Afternoon sessions		
Paper Session A1 McLUHAN IN THE GLOBAL VILLAGE (I) MEDIA IMAGES	Paper Session B5 McLUHAN IN THE GLOBAL VILLAGE (III) MCLUHAN AROUND THE WORLD	Paper Session C5 SOCIAL MEDIA, NETWORKS AND LIFE (V) THE POWER OF NETWORKS
Room: Auditorium (UPF) 14.30 – 16.00	Room: to be defined (Cibernarium) 14.30 – 16.00	Room: 52.421 (UPF) 14.30 – 16.00
Chair: Derrick de Kerckhove (IN3/UOC)	Chair: Anaïs Le Corvec (Universitat de Barcelona)	Chair: M. Quaggiotto (Politecnico di Milano)
<i>From Cold War to Cyberwar: Conflict and Strategy in the Global War of Icons</i> (Steven John Thompson)	<i>The impact of McLuhan's thoughts in the context of the communication's research in Brazil</i> (Janara Sousa, Elen Geraldes)	<i>L.I.N.K. Faculty - Understanding Connections, Making Connections</i> (Matteo Andreozzi)
<i>Media images of the automotive industry for consumption: the world of work through the glances of advertising communication</i> (Vander Casaqui)	<i>McLuhian Galaxy and New Media Ecology in China</i> (Mei Wu)	<i>The bird attack: the media, the sender and the internet user in the production of Brazilian journalism</i> (Janara Sousa, Lígia Girão, Nelito Falcão)
<i>The integration of OHM as strategic element in marketing communication campaigns: An analysis of out-of-home media planning by OHM specialists in South Africa</i> (Therese du Plooy)	<i>The Effectiveness of Taxi Advertising in a Developing Context: An Analysis of Regular Taxi Commuters in South Africa</i> (Therese du Plooy)	<i>Making Live and Letting Die: Media, Technoculture, and the Global Biopolitics of Death</i> (Stuart J Murray)
<i>Visual Attraction in the Newspaper Front-pages</i> (Sibel Onursoy)	<i>From Birchbark Talk to Digital Dreamspeaking: Aboriginal Media in Canada</i> (Kathleen Buddle)	
Paper Session A2 EDUCATION BEYOND THE BOOK (I) EDUCATION: NEW EXPERIENCES	Paper Session B6 EDUCATION BEYOND THE BOOK (III) BEYOND THE CLASSROOM	Paper Session C6 McLUHAN IN THE GLOBAL VILLAGE (VI) OLD MEDIA, NEW MEDIA, TRANSMEDIA
Room: 52.421 (UPF) 14.30 – 16.00	Room: to be defined (Cibernarium) 14.30 – 16.00	Room: Auditorium (UPF) 14.30 – 16.00
Chair: Emanuela Patti (Università di Cagliari)	Chair: Joan R. Rodríguez-Amat (Universitat de Vic)	Chair: Hugo Pardo Kuklinski (Universitat de Vic)
<i>Informal learning and concept maps: a new perspective for Instructional Design</i> (Gaetano Bruno Ronsivalle, Simona Carta, Chiara Sepede)	<i>Multimedia testing tool</i> (Lucía Amorós-Poveda)	<i>Meaning production and consumption practices of the feminine daily life in intersection with the transmedia scene of television fiction</i> (Marcia Perencin Tondato)
<i>Communication Processes At The "Distance Learning In The Amazon Forest" Project</i> (Luci Ferraz de Mello, José Augusto de Melo Neto, Maria Augusta da Silva Ximenes)	<i>Learning in digital media; the legacy of McLuhan and his impact on formal education</i> (Ruth S Contreras Espinosa, Irene Garcia Medina)	<i>The Brazilian Production of Television Fiction Serial</i> (Lilian Fontes Moreira)
<i>Educational Aspects of the Use of Internet and Mobile Phones by Migrants In Barcelona And Ciudad Juarez</i> (Jesus R. Luna-Hernandez, Jesus A. Rodríguez-Alonso, Luis A. Herrea-Robles, Juan Muñoz-Justicia)	<i>It takes a global village: distributed cognition in the digital-age classroom</i> (Artur Matos Alves)	<i>The political aesthetics of TV shows' trailers</i> (Enrica Picarelli)
	<i>Artists' digital moving image and its impact on learning in secondary school communities</i> (Mark Smith)	<i>The Interactive Multimedia Documentary. Definition Proposal and Categorisation of the New Emerging Genre</i> (Arnau Gifreu)

Paper Session A3 SOCIAL MEDIA, NETWORKS AND LIFE (I) NETWORKS / USER-GENERATED CONTENTS	Paper Session B7 SOCIAL MEDIA, NETWORKS AND LIFE (III) COLLABORATIVE EXPERIENCES	Paper Session C7 SOCIAL MEDIA, NETWORKS AND LIFE (VI) ANALYSIS AND PROPOSALS
Room: 55.309 (UPF) 14.30 – 16.00	Room: to be defined (Cibernarium) 14.30 – 16.00	Room: 55.309 (UPF) 14.30 – 16.00
Chair: Carlos A. Scolari (UPF)	Chair: Indrek Ibrus (Tallinn University)	Chair: Manel Jiménez (UPF)
<i>Social networks, semiosis, and production: Authoring aspects of sharing content online (Joana Ziller)</i>	<i>Digital Social Media in a Free Software Project: Community, Identity and Trust Building (Fernando G. de Requena Redondo)</i>	<i>Audiences 2.0: Mass Communication and Information Society (Lucía Aguayo Castellón, Oscar Castro Jaramillo)</i>
<i>Defining the character, psychic and social effects of youth generated media (Joe F. Khalil)</i>	<i>New Media Technologies for the Integration of Post-Migrant Youth in Urban Italy (Luisa Zinant - Davide Zoletto)</i>	<i>Mediated interpretation work and the creation of transnational communities (Geir Tore Brenne)</i>
<i>'Global villagers' and the 'message' of their play with media (Pantelis Vatikiotis)</i>	<i>Collaborative Animation: new possibilities do animation production (Rafael Siqueira Cruz, Daniel Moreira de Sousa Pinna)</i>	<i>Performing Cosmopolitanism: Social Network Sites, Tourism, and the Stranger (Zinaida Feldman)</i>
	<i>Spanish media in the App Store. New ways in the iPhone's Kingdom (Carlos Toural, Teresa de la Hera)</i>	<i>Cuba 2.0: Social construction of Cuban reality in blogs made by civil-society (Elaine Diaz)</i>
Paper Session A4 EXTENSIONS/SENSORIAL DIMENSION (I) THE MEDIUM AND THE LANGUAGE	Paper Session B8 SOCIAL MEDIA, NETWORKS AND LIFE (IV) ANALYSIS AND PROPOSALS	Paper Session C8 EXTENSIONS/SENSORIAL DIMENSION (IV) ART EXPERIENCES
Room: 55.410 (UPF) 14.30 – 16.00	Room: to be defined (Cibernarium) 14.30 – 16.00	Room: 55.410 (UPF) 14.30 – 16.00
Chair: Sarah Pink (IN3/UOC)	Chair: Mónica Jiménez (UPF)	Chair: Raquel Paricio (evolvable.net)
<i>Technology As A Form Of Language (Eduardo Marisca)</i>	<i>Social Media: the way from an Informal Process to a Formal Process (Elena Prodan)</i>	<i>Coming back to the body. The sensible experience, and the bio-inspired technology (Raquel Paricio, Manuel Moreno, Manuel Moreno)</i>
<i>The disruption of the Web by the new cognitive paradigm: a redesign proposal based on the concept of 'meaning' (Carlos M. Figueiredo)</i>	<i>The Medium is the Community: A pilot laboratorial activity at University of Bologna to tell and promote the city (Valentina Bazzarin, Pina Lalli, Michele d'Alena)</i>	<i>Acoustic space, Territories and Borderlines: Art as Locative Media that saves Lives (Jesús Octavio Elizondo, Carolyn Guertin)</i>
<i>The Me And The Message, A media ontogenesis for today and the future (Manoel Borba)</i>	<i>The More They Know About You The Less You Exist: Typography in the Real-Time Stream (Marcus Leis Allion, David Michael Berry)</i>	<i>The Impact of Virtualisation on Perceptual Hierarchies (Ray Gallon)</i>
<i>Image-based Online Communication: Case Studies on the Status of Images as Linguistic Constituents in Computer-mediated Communication (Joe Trotta and Markus Danielsson)</i>	<i>Methodologies and statistical models for social network analysis (Miguel Fernando Oliva)</i>	