

McLuhan Galaxy Barcelona 2011 - Preliminary Program March 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: I. Tubella (UOC), J. Moreso (UPF), R. Logan (Bicentennial)											
11.00	Coffee-Break (UPF buffet)				Coffee-Break (Cibernarium)				Coffee-Break (UPF buffet)			
11.30	Conference: Ursula Heise (Stanford University) "Animated Nature"				Conference: Carlos A. Scolari (UPF) "The interface between McLuhan and Semiotics: Les liaisons dangereuses?"				Conference: Javier D. Noci (UPF) "21st Century (online) journalism: Journalism after journalism? Convergence and message"			
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: Dominique Scheffel-Dunand (University of Toronto) - To be defined				Conference: Manuel Castells (IN3/UOC) "The creation of the Internet Galaxy: Internet as material culture"				Conference: Derrick de Kerckhove (IN3/UOC) - To be defined			
18.00												
19.00	Round table (UPF): Broadcasting or broke-casting? <ul style="list-style-type: none"> • E. Pujadas (UPF) • B. Powe (York University) • O. Islas (Tecnológico de Monterrey, México DF) • Chair: J. Echeverría (Univ. País Vasco) 				Conference (CCCB): Paul Levinson Round table (CCCB): Understanding McLuhan <ul style="list-style-type: none"> • P. Levinson • D. de Kerckhove (IN3/UOC) • R. K. Logan (Univ. of Toronto) • A. Piscitelli (Univ. de Buenos Aires) • V. Susca (Université Paris Descartes, Sorbonne) • Chair: M. Ciastellardi (IN3/UOC) 				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) • Chair: S. Kovats (Transmediale Berlin) FAREWELL			
21.30	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		
<p>No sessions on Monday Morning (see Afternoon)</p>	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 - 10.30	Room: to be defined (UPF) 09.00 - 10.30
	<i>Studying (mobile) media evolution: Towards a multidisciplinary approach (Indrek Ibrus)</i>	<i>The Great Divide—Break or Break-boundary? Orality and Literacy in the Global Village (Twyla G. Gibson)</i>
	<i>A theory of media as a history of electricity - How McLuhans thoughts about mediation are threatened by their negation (Florian Sprenger)</i>	<i>Media and technological determinism: Harold A. Innis, Marshall McLuhan and the Consequences (Hans J. Kleinsteuber)</i>
	<i>Exceeding Our Grasp: McLuhan's All-Metaphorical Outlook (Yoni Van Den Eede)</i>	<i>Ground-making: the medium as environment (Carlo Peroni)</i>
	<i>The prophet's knowledge. McLuhan's Media Studies, today (Jana Mangold)</i>	<i>When the global village becomes "the city is me" (Rosane Azevedo de Araujo)</i>
	<i>Marshall McLuhan - A prophet before his global mirror (Pedro Gelabert)</i>	<i>From Giotto to McLuhan: The theater of community in the global village (Domenico Cuomo)</i>
	<i>Towards an archaeology of the medium (Joan Ramon Rodríguez-Amat)</i>	<i>McLuhan's Global Village and the Public Sphere (Bianca Marina Mitu)</i>
<p>No sessions on Monday Morning (see Afternoon)</p>	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 - 10.30	Room: to be defined (UPF) 09.00 - 10.30
	<i>Realizing McLuhan's Dream in the 21st Century Classroom (Carla Ribeiro Patrão, António Dias Figueiredo)</i>	<i>Death of the university? Knowledge Production and Distribution in the Disintermeditation Era (Hugo Pardo Kuklinski, Cristóbal Cobo, Carlos A. Scolari)</i>
	<i>The Hermeneutics of Reading or a Different Space for Literacy (Fernanda Bonacho)</i>	<i>The social networks in the university teaching (José Sixto)</i>
	<i>Interactivity and Multimedia (Lucía Amorós-Poveda)</i>	<i>New Technologies, New Environments: developing Personal Learning Environments in Secondary Education (Ricardo Torres Kompen)</i>
<i>Digital Natives: Technological Expert Knowledge in the Digital Culture (Lucía Merino)</i>	<i>Communication Processes of a Distance Education Course Via Facebook and LinkedIn (Luci F. de Mello, Adriana B. de Azevedo)</i>	

	<i>Education as a dying and outdated system (?)</i> (Mario Pireddu)	<i>Educommunication in distance education: e-mentor communication processes for the dialogue development</i> (Luci Ferraz de Mello, Ismar de Oliveira Soares)
	<i>'Everything About the Past': Wikipedia and History Education</i> (Olivier Nyirubugara)	<i>Open Archipelago. Designing isles of knowledge in the web 2.0 era</i> (Ugo Eccli, Fabio Perotta, Matteo Ciastellardi)
No 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 - 10.30	Room: to be defined (UPF) 09.00 - 10.30
	<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 García 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 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 - 10.30	Room: to be defined (UPF) 09.00 - 10.30
	<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>Coming back to the body. The sensible experience, and the bio-inspired technology</i> (Raquel Paricio, Manuel Moreno, Manuel Moreno)

	<i>The Sensorium of Social Media: 'Tactile' Networking and McLuhan's Turn On the Audiovisual</i> (Michael Andreas)	<i>Beyond the dualism between technology and culture: an empirical research on memory practices</i> (Gabriella Taddeo)
	<i>Digital Skin</i> (Avi Rosen)	

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 C6 SOCIAL MEDIA, NETWORKS AND LIFE (V) THE POWER OF NETWORKS
Room: to be defined (UPF) 14.30 - 16.00	Room: to be defined (Cibernarium) 14.30 - 16.00	Room: to be defined (UPF) 14.30 - 16.00
<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 Gerales)	<i>Power relationships in online creation communities: Providers of infrastructure versus communities of participants</i> (Mayo Fuster Morell)
<i>Media images of the automotive industry for consumption: the world of work through the glances of advertising communication</i> (Vander Casaqui)	<i>McLuhan 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)	<i>L.I.N.K. Faculty - Understanding Connections, Making Connections</i> (Matteo Andreozzi)
Paper Session A2 EDUCATION BEYOND THE BOOK (I) EDUCATION: NEW EXPERIENCES	Paper Session B6 EDUCATION BEYOND THE BOOK (III) BEYOND THE CLASSROOM	Paper Session C7 McLUHAN IN THE GLOBAL VILLAGE (VI) OLD MEDIA, NEW MEDIA, TRANSMEDIA
Room: to be defined (UPF) 14.30 - 16.00	Room: to be defined (Cibernarium) 14.30 - 16.00	Room: to be defined (UPF) 14.30 - 16.00
<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 García Medina)	<i>The Brazilian Production of Television Fiction Serial</i> (Lilian Fontes Moreira)
<i>Atomizing the built environment to learn Architecture</i> (Cesar Reyes Najera)	<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>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>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 C8 SOCIAL MEDIA, NETWORKS AND LIFE (VI) ANALYSIS AND PROPOSALS
Room: to be defined (UPF) 14.30 - 16.00	Room: to be defined (Cibernarium) 14.30 - 16.00	Room: to be defined (UPF) 14.30 - 16.00
<i>Social networks, semiosis, and production: Authoring aspects of sharing content online</i> (Joana Ziller)	<i>Digital Social Media in a Free Software Project: Community, Identity and Trust Building</i> (Fernando G. de Requena Redondo)	<i>Audiences 2.0: Mass Communication and Information Society</i> (Lucía Aguayo Castellón, Oscar Castro Jaramillo)
<i>Defining the character, psychic and social effects of youth generated media</i> (Joe F. Khalil)	<i>New Media Technologies For Integration of Children From Migrant Families</i> (Luisa Zinant)	<i>Mediated interpretation work and the creation of transnational communities</i> (Geir Tore Brenne)
<i>'Global villagers' and the 'message' of their play with media</i> (Pantelis Vatikiotis)	<i>Collaborative Animation: new possibilities do animation production</i> (Rafael Siqueira Cruz, Daniel Moreira de Sousa Pinna)	<i>Performing Cosmopolitanism: Social Network Sites, Tourism, and the Stranger</i> (Zinaida Feldman)
<i>Mine, Yours and Ours: How narrative structures may influence User Generated Content</i> (Thais Weiller)	<i>Spanish media in the App Store. New ways in the iPhone's Kingdom</i> (Carlos Toural, Teresa de la Hera)	<i>Cuba 2.0: Social construction of Cuban reality in blogs made by civil-society</i> (Elaine Diaz)
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 C9 EXTENSIONS/SENSORIAL DIMENSION (IV) ART EXPERIENCES
Room: to be defined (UPF) 14.30 - 16.00	Room: to be defined (Cibernarium) 14.30 - 16.00	Room: to be defined (UPF) 14.30 - 16.00
<i>Technology As A Form Of Language</i> (Eduardo Marisca)	<i>Social Media: the way from an Informal Process to a Formal Process</i> (Elena Prodan)	<i>From Cliché to Archetype. The McLuhan's extended lines to contemporary art</i> (Ana Paula Sanchez)
<i>The disruption of the Web by the new cognitive paradigm: a redesign proposal based on the concept of 'meaning'</i> (Carlos M. Figueiredo)	<i>The Medium is the Community: A pilot laboratorial activity at University of Bologna to tell and promote the city</i> (Valentina Bazzarin, Pina Lalli, Michele d'Alena)	<i>"In the Future EVERYBODY will NOT be an Artist": McLuhan's Anti-Environment Art For a Web 3.0 World and Beyond</i> (Steven Lee Reagles)
<i>The Me And The Message, A media ontogenesis for today and the future</i> (Manoel Borba)	<i>The More They Know About You The Less You Exist: Typography in the Real-Time Stream</i> (Marcus Leis Allion, David Michael Berry)	<i>The Impact of Virtualisation on Perceptual Hierarchies</i> (Ray Gallon)
<i>Image-based Online Communication: Case Studies on the Status of Images as Linguistic Constituents in Computer-mediated Communication</i> (Joe Trotta)	<i>Methodologies and statistical models for social network analysis</i> (Miguel Fernando Oliva)	<i>Acoustic space, Territories and Borderlines: Art as Locative Media that saves Lives</i> (Jesús Octavio Elizondo, Carolyn Guertin)