



# Program

COMMUNICATIVE DEMOCRACY. PROTECTING, PROMOTING  
AND DEVELOPING FREE SPEECH IN THE DIGITAL ERA

UNIVERSITY OF GOTHENBURG, OCTOBER 6-7 2015

## CONTENTS

Welcome and conference rationale.....	2
Guidance notes for chairs and participants in the panel discussions .....	2
Conference schedule.....	3
Day 1. Tuesday October 6 .....	3
I. Public Event:.....	3
II. Program Workshop with invited participants .....	4
Day 2. Wednesday October 7.....	4
II. Program Workshop with invited participants .....	4
Day 3. Thursday October 8.....	5
III. Scientific board meeting .....	5
Participants .....	6
Practical information.....	8
Directions .....	8
City map .....	8
Public transport.....	9
To the school of Business, Economics and Law.....	9
To the department of Journalism, Media and Communication (JMG) .....	9
Contact information .....	9

# COMMUNICATIVE DEMOCRACY.

PROTECTING, PROMOTING AND DEVELOPING FREE SPEECH IN THE DIGITAL ERA

University of Gothenburg, 6-7 October 2015

## WELCOME AND CONFERENCE RATIONALE

We welcome you to the conference *Communicative democracy. Protecting, promoting and developing free speech in the digital era* in Gothenburg, Sweden on October 6-7, 2015. Freedom of expression is a fundamental right and an essential part of democracy. The boundaries of and conditions for freedom of expression are constantly under debate. The scope of the conference "*Communicative democracy. Protecting, promoting and developing free speech in the digital era*" is to focus on the intersections between journalism and law. The purpose is to gather scholars with an interest in the tension between market driven and democracy driven freedom of expression. This includes how to build sustainable systems for free speech, media credibility, and also, consequences for freedom of speech in the digital era. The theme is highly topical considering the 250th anniversary of the first Swedish Freedom of the Press Act, considered to be the oldest freedom of expression act in the world.

The conference is arranged within the research project *Market driven and democracy driven freedom of expression* funded by Ragnar Söderberg Foundation (2013-2016). The concepts of market driven and democracy driven freedom of speech capture the tension between different interests to claim protection of freedom of expression in this process.

If you want to know more, please visit [the project's website](#).

*Eva-Maria Svensson*

*Maria Edström*

## GUIDANCE NOTES FOR CHAIRS AND PARTICIPANTS IN THE PANEL DISCUSSIONS

There are five sessions with panel discussions based on short papers (2000 words). The sessions are organised under the following themes:

*Session I: Systems in transition*

*Session II: Privacy and commodification of users*

*Session III: Blurring the lines*

*Session IV: Restrictions and control of media content*

*Session V: Structuring democratic engagement*

Each session will last for 1 hour and 30 minutes (except session I, which is 1 hour and 15 minutes). There are four (session I: three) papers to be discussed in each session.

As a chair you are (as always) requested to help the presenters to keep to their time limit and to make sure that all presenters are able to contribute to the discussion equally.

All panel participants are requested to read the other three (in session I: the other two) papers in order to be able to discuss all the papers in the session. We will invite every presenter to give **5 minutes** presentations of the main findings/argument in the paper. After the presentations (in total 20 minutes) we will have a joint discussion among the presenters in the session. We ask the panel participants to prepare one question each to the other three (or two) presenters.

The purpose of organising the sessions in this way is to get a more general discussion on the topic in order to elaborate important contemporary challenges within the theme of the conference. That is why we have asked you to submit short texts so that everyone has a chance to read all contributions (19). Since the participants come from various research fields, we hope these arrangements will encourage a creative cross-disciplinary discussion.

## CONFERENCE SCHEDULE

### DAY 1. TUESDAY OCTOBER 6

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#### I. PUBLIC EVENT:

Malmstenssalen, School of Business, Economics and Law, University of Gothenburg

13.00-13.05 Welcome

**Eva-Maria Svensson & Maria Edström**

13.05-13.20 ***The importance of free speech***

Ulla Carlsson, Dr, UNESCO Chair on Freedom of Expression, Media Development and Global Policy, University of Gothenburg

13.20-13.40 ***Killing the Golden Goose: Journalism and Sponsored Content***

Tamara Piety, Professor of Law, the University of Tulsa College of Law, Oklahoma

13.40-15.00 ***Roundtable discussion***

Andrew Kenyon, Professor of law and Director of the Centre for Media and Communications Law, Melbourne Law School.

Justin Lewis, Professor of Communication, Cardiff School of Journalism, Media and Cultural Studies, Cardiff University.

Katherine Sarikakis, Professor of Media Organization and Media Governance, Department of Communication, University of Vienna.

Chair: Eva-Maria Svensson

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## II. PROGRAM WORKSHOP WITH INVITED PARTICIPANTS

All sessions in B33, School of Business, Economics and Law, University of Gothenburg (House B, third floor)

15.15-15.45 Coffee/tea

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### SESSION I: SYSTEMS IN TRANSITION

15.45-18.00 Panel discussion

Andrew Kenyon: *Who, What, Why and How: Questions For Positive Free Speech and Media Systems*

Kari Karppinen: *Beyond positive and negative paradigms of free speech*

Heikki Heikkilä: *Media accountability and media freedom*

Viktor Pickard: *Toward a People's Internet: The Fight for Positive Freedoms in an Age of Corporate Libertarianism*

Chair: Mathias Färdigh

19.00-22.00 Dinner, Malmstensvåningen. House A, 6th floor. School of Business, Economics and Law

## DAY 2. WEDNESDAY OCTOBER 7

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## II. PROGRAM WORKSHOP WITH INVITED PARTICIPANTS

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### SESSION II: PRIVACY AND COMMODIFICATION OF USERS

9.00-10.30 Panel discussion

Justin Lewis: *The commercial constraints on speech in the digital age*

Bengt Johansson: *The Commodification of Mediated Social Relations*

Mart Ots: *Commercialism, audience intimacy and brand credibility in fashion blogging*

Mårten Schultz: *Digital DIY Justice: Civil Recourse and the Protection of Privacy*

Chair: Maria Edström

10.30-11.00 Coffee/Tea

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### SESSION III: BLURRING THE LINES

11.00-12.30 Panel discussion.

Tamara Piety: *Killing the Golden Goose: Journalism and Sponsored Content*

Eva-Maria Svensson: *The division between editorial and commercial content*

Fredrik Stiernstedt: *Unfair favouring? Boundaries between editorial content and advertising in commercial radio and television*

Maria Edström: *New alliances for funding content in broadcasting*

Chair: Marie Grusell

12.30-13.30 Lunch: Malmstenvåningen, House A, 6th floor

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#### SESSION IV: RESTRICTIONS AND CONTROL OF MEDIA CONTENT

13.30-15.00 Panel discussion

Magnus Hoem Iversen: *Breaking the ban: the role of political advertising on television in Norway*

Marta Martín Llaguno: *Limiting market driven freedom of expression for a public problem resolution.*

*Sexist advertising regulation in Spain - lights and shadows ten years later*

David Davies: *A Comparative Analysis of Combating Gender Stereotypes in Advertising and the Media in the EU*

David Brax: *Hate speech and the distribution of the costs and benefits of freedom of speech*

Chair: Justin Lewis

15.00-15.15 Fruit Break

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#### SESSION V: STRUCTURING DEMOCRATIC ENGAGEMENT

15.15-16.45 Panel discussion

Katherine Sarikakis: *Communication and Control: Freedom of speech in crisis Europe*

John Morison: *The Democratic Dynamics of Government Consultations: Speaking Freely and Listening Properly*

Torbjörn Von Krogh: *"Self-regulate, or we will regulate your content!": Are state threats towards the media threats to the freedom of speech?*

Melanie Radue: *Transition of Media Landscapes within political system changes – the Development of Myanmar's Media*

Chair: Eva-Maria Svensson

16.45-17.30 Concluding remarks for the future

19.00 Informal dinner at JMG, Department of Journalism, Media and Communication,  
Seminariegatan 1 B

### DAY 3. THURSDAY OCTOBER 8

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#### III. SCIENTIFIC BOARD MEETING

Thursday October 8

B33, School of Business, Economics and Law, University of Gothenburg

9.30-12.00 Meeting with the scientific board

12.00 Lunch: Restaurant nearby.

## PARTICIPANTS

First name	Last name	Affiliation	E-mail
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## PRACTICAL INFORMATION

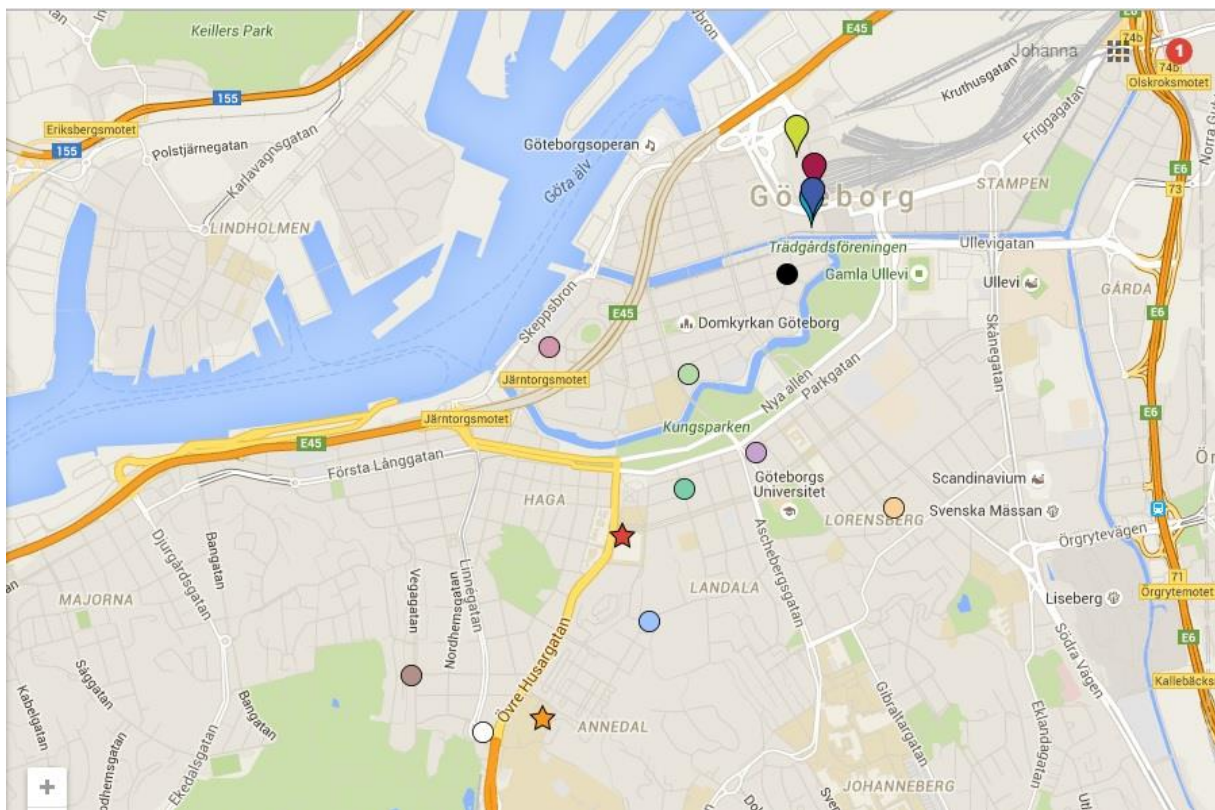
### DIRECTIONS

The School of Business, Economics and Law is situated on Vasagatan 1, in Gothenburg.

[Taxi Göteborg](#) is the largest taxi operator in Gothenburg. If you plan to go by taxi, it might be good to know that the Swedish name for the school is “Handelshögskolan”.

### CITY MAP

We hope that this map helps you find your way around Gothenburg:



★ Conference venue

📍 Central train station/bus terminal

● Hotel or hostel

For a more detailed view, please use this [link to the Google map](#) with markers for all conference venues, hotels, and hostels.

## PUBLIC TRANSPORT

Here is some useful information on the public transport in Gothenburg, and how to get to the conference venues.

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### TO THE SCHOOL OF BUSINESS, ECONOMICS AND LAW

**From the airport:** Airport coach to "Nils Ericson Terminalen". Walk to tram stop "Centralstationen" on the square called Drottningtorget, and take tram no 2 to "Handelshögskolan". [Link to airport coach website](#).

**From the central train station:** From stop "Centralstationen" on the square Drottningtorget, take tram no 2 to "Handelshögskolan".

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### TO THE DEPARTMENT OF JOURNALISM, MEDIA AND COMMUNICATION (JMG)

Visiting address: Seminariegatan 1 B, in the building "Mediehuset".

Tram no 2 to "Seminariegatan" or tram no 1 and 6 to "Olivedalsgatan".

Bus no 25 or 52 to "Linnéplatsen".

*Note:* Drivers do not sell any tickets on Gothenburg urban services. However, you can buy single tickets in advance at one of Västtrafik's ticket sales points, or by using the online Travel planner. There are also ticket machines on the tram (most often in the middle car). More information on how to buy tickets can be found at the tram stops, or on the [public transportation website](#).

[Travel planner](#) for Gothenburg public transportation.

## CONTACT INFORMATION

In case you need to get in contact with the conference organisers:

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