



THE ASSOCIATION FOR THE STUDY OF  
**MODERN ITALY**

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National Library of Scotland



## **The Association of the Study of Modern Italy (ASMI)**

### **2008 Annual Conference**

In association with the Italian Cultural Institute, Edinburgh, the Stirling Media Research Institute, the National Library of Scotland and the University of Edinburgh

## **The Media in Italy: Historical Perspectives and Future Challenges**

**21-22 November 2008**

**Italian Cultural Institute, Edinburgh**

## DRAFT PROGRAMME

**PLEASE NOTE: All sessions take place at the Italian Cultural Institute, Edinburgh, 82 Nicolson Street, unless otherwise stated.**

### **FRIDAY 21ST NOVEMBER 2008**

#### **13:00 Keynote I**

David Forgacs: *Notes and queries for a history of the media in Italy*

**PLEASE NOTE: David Forgacs' opening keynote speech will take place at the National Library for Scotland, George IV Bridge, Edinburgh**

#### **14.15 Registration**

#### **14:30 Parallel Sessions**

##### **Session 1.1**

- Emiliana De Blasio: *Mobility and Social Networking between Involvement and Participation*
- Marta Cola: *Media diets in comparison: Italians and Italian-speaking Swiss media consumption.*
- Guy Puzey: *Italian Political Identity on the Internet: Into the Age of Web 2.0*

##### **Session 1.2**

- Federico Ruoizzi: *Italian public television, Christian Democracy party and the Second Vatican Council: who influences who?*
- Maria Way: *Church and State: Broadcasting – a game of two halves with moveable goal posts.*
- Niamh Cullen: *2001, l'anno gobettiano: Piero Gobetti and the legacy of Resistance in the Italian media*
- Andrea Hajek: *E se il '68 fosse (anche) di destra? Media and identity formation: rereading the protest movement of 1968 from the right.*

#### **16:15 Coffee Break and Registration**

#### **16:45 Parallel Sessions**

##### **Session 1.3**

- Elizabeth Fraller: *Cinegiornali LUCE: The Construction and Destruction of Reality in Fascist Newsreel*
- Elisabetta Cassina Wolff: *Freedom of Expression and Fascist Ideology in Post-War Italy*
- Davide Gherardi: *Italian Natural Beauties and Propaganda. The Case of Cinematographic "Dal Vero" in Italian Nationalism During the 1910s*

- Luciano Cheles: *Camerata Fini. The Visual Propaganda of Alleanza Nazionale (1995-2008)*

#### **Session 1.4**

- Enrico Menduni: *The Shallow Threshold - Italian Radio Broadcasting in the Berlusconi Era*
- Simona Biancalana: *Location Placement and stereotypes, keys for the sale of Italian audiovisual products abroad*
- Gabriele Balbi and Benedetta Prario: *The Mediaset strategies in the digital era: from television company to media and telecommunication company*
- Flavia Barca and Andrea Marzulli: *The Policy on Television Production in Italy: the Devil in the Details...*

18:30 **ASMI Annual Meeting**

20:00 **Dinner**

### **SATURDAY 22 NOVEMBER 2008**

8.30 **Registration**

9:00 **Parallel sessions**

#### **Session 2.1**

- Rinella Cere: *Anti-immigrant and hate discourses in Italian news media*
- Isabel Crowhurst: *The racialized construction of the 'foreign prostitute' in the anti-immigration political propaganda of the Northern League*
- Eugénie Saitta: *Ethnic Minorities and the Media in Italy. From Representation to Participation*
- CT Lee & CJP Lee: *Italy's Anathematisation of the Other: immigration, ethnicity and race in contemporary Italian media – a comparative approach.*

#### **Session 2.2**

- Gabriele Cosentino: *From the 'historical compromise' to uncompromising politics. The transformations of political communications on Italian television in the period 1974-1989.*
- Alessandro D'Arma: *Broadcasting Policy in post-1994 Italy: Domestic Politics and European Influences*
- Rosario Cecaro: *Where Sardinia Leads ... How and how far Sardinia became a testing ground for developments in Italy's communication and publishing sector*

#### **Five minute break**

- Chris Hanretty: *Against Pluralism, or the failure of regulatory norms for journalism in Italian public service broadcasting*
- Marta Perrotta: *Convergence or resistance? On relationships between and RAI and TV production companies*

11:00 **Break**

## 11:30 Keynote II and III

Giuseppe Richeri: *Un' analisi critica dell'evoluzione economica del mercato dei mass media*

Fausto Colombo: *Boom. Storia di quelli che non hanno fatto il 68.*

**PLEASE NOTE:** These keynote speeches will take place in Lecture Hall 175, Old College, University of Edinburgh, South Bridge

## 13:00 Lunch and Coffee (kindly sponsored by Italian Cultural Institute)

## 14:00-16.00 Parallel Sessions

### Session 2.3

- Clodagh Brook: *Resisting Berlusconi? Nanni Moretti and Italian Cinema in the Berlusconi Years*
- Jean Pierre Candeloro and Marco Cucco: *Cinema, Television and the Medea's Myth. European Trends and Italian Anomalies in Feature Film Broadcasting*
- Damiano Razzoli: *Cinema and migration in Italy. Being here, being there, experiencing the threshold of the otherness: discourses and figures of immigration in Italian filmography*

### Five Minute Break

- Elisa Giomi: *No conflict of interests. Public and Private in the Narratives of Italian TV Crime Series*
- Dana Renga: *Marketing the Mob: From the Corleonesi to the Camorra*

### Session 2.4

- Pauline Small: *Lo schermo di carta: photo-romances and cine-romances in the 1950s.*
- Kate Mitchell: *Towards a New Model of Womanhood at the fin-de-siècle: Neera's Contributions to Journals for Women*
- Catharine Rossi: *The 'Mediterranean Megaphone': Domus and the Promotion and Production of Design in Italy's Post-War Reconstruction, 1945 – 1954*

### Five Minute Break

- Saverio Battente: *Stampa e cultura tra identità nazionale modernizzazione: il caso del nazionalismo italiano*
- Orsetta Innocenti: *A Media Family Album: Italy Between History and Representation*

## 16:00 Conclusion