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
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
- 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

**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