



Topical
Forum
27-28
November

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Volume V

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NEWSLETTER #11



President's Preface | By Castulus Kolo

Dear colleagues and friends of IMMAA,

When we sent out the previous newsletter in June, most countries were suffering the first wave of the pandemic. Now, four months later, we still cannot see the end of it and have to be anxious about a looming second wave. Like other companies - but may be even more so - traditional media are challenged in some industries and countries by unprecedented plunges in revenues often exacerbated by new players or new technological developments. Nevertheless, this period of uncertainty and accompanying political stress showed at the same time how important an independent news coverage is for safeguarding

democratic participation and balancing governmental emergency measures based on facts. Whilst we postponed this year's IMMAA conference planned for Madrid, I have the pleasure to announce a topical forum on the 27th and 28th of November this year. This virtual gathering on "Media Management and Global Crises – Immediate Effects and Longer-Term Changes" shall bring together industry decision makers and academics to reflect on effects of COVID-19 in countries with different framework conditions and in the diverse media industries as well as related business sectors.

Although IMMAA is still organized as quite informal community we started updating the database of colleagues and friends to whom also this newsletter will be sent and whom we had informed on our conferences or other events. As IMMAA is also an open community we also invite all other colleagues from academia as well as industry working on or in media management to let us know if they want to be regularly informed as well (immaa@macromedia.de). Young scholars and postdocs, you are also very welcome to share your ideas and projects.

This overhaul of our network data is paralleled by a modernized logo (as you already see on this newsletter) as well as a new website to be launched with the topical forum. Apart from providing you with more detail on all these issues, this newsletter also presents extant research of the IMMAA board members.

Hope to see many of you at the occasion of the virtual forum. Stay healthy and take care!

Media Management and Global Crises – Immediate Effects and Longer-Term Changes | Topical Forum

IMMAA invites industry decision makers and academics to reflect on effects of COVID-19 in countries with different framework conditions and in the diverse media industries as well as related business sectors.

The aim is to derive general patterns and more specific developments as well as to understand media management in global crises also going beyond COVID19. The topical forum shall shed light on longer-term changes as well as immediate effects as encompassing as possible.

The forum is divided into two sessions:

Session 1: 27. November (Friday in Europe)

Topic: Media and related industries' immediate reactions to altered framework conditions and usage patterns - What will remain after the crisis and what will be transient?

Time: GMT/UTC noon, Berlin 1pm, New York 7am, LA 4am, Beijing 8pm, Melbourne 10pm

Potential sub-topics (depending on invited experts' focus):

Media usage in a changed “everyday life”: What can be observed with respect to devices, content, media choice?

Agenda setting and gatekeepers: What were immediate effects of the crisis or short-term reactions affecting public opinion, trust, control, freedom of the press?

Resurgence or further decline of traditional print media: What follows for its traditional business model, digital transformation and/or business model innovation?

(Public) broadcasting versus streaming video: How do roles and expectations change and what follows directly for existing business models?

General patterns of (digital) media companies': Are there typical reactions to the crisis and are there best practices?

Winners and losers: What characterizes them in this period of change and its aftermath?

Media policies: Which issues in media policies are coming up or are already debated?

Session 2: 28. November (Saturday in Europe)

Topic: Longer term adaptations of media and related industries to a post-crisis era - Will the crisis accelerate/delay certain future developments or change their direction?

Time: GMT/UTC 3 pm; Berlin 4pm; New York 10am; LA 7 am; Delhi 8.30 pm; Beijing 11 pm; Melbourne 2am

Potential sub-topics (depending on invited experts' focus):

Media entrepreneurship and start-ups in a post pandemic era: A chance for new players in creative industries?

Making media after the crisis: Will value creation structure, key players, and necessary skills change (e.g. disintermediation in media and ICT, integration)?

Sports and culture: Will these important contexts for media content change in the future due to the crisis?

Video Games and esports: Is the crisis a stimulus for its further evolution and if yes, in which respect?

General shift to online media: Is there a potential hastening of what was already underway?

Alteration of media markets: Will they be long-lasting and requiring further adjustments in the future?

Media's ability to perform its traditional gatekeeping roles: Will there be long-term impacts of the pandemic?

We ask academics to contribute their perspectives in a 10 minutes video statement. Industry decision makers will be interviewed by members of the IMMAA executive board or other scholars and recorded documents also made available prior to the forum.

We will assist in taking the videos and recording the interviews respectively. A dedicated platform for their storage also some time after the forum (if consent is given by the experts) will be devised. In addition to the videos also other material (e.g. slides) are collected and will be disclosed to the participants only.

For each of the two sessions 4 academics and 4 industry experts are planned. Ideally about 6 of them will be available for a virtual live session in the form of a moderated panel also allowing for questions from the audience. The live panel session is planned for about 60 minutes.

Registration will be available on the IMMAA website shortly. Prior to that, interested colleagues are asked to send an email to immaa@macromedia.de with the subject "topical forum". We will provide the link to registration as soon as the conference tool for the topical forum is set up.

Participation will be free. We are also inviting the scientific community, including young scholars and doctoral students, to propose current research in addition to the experts' videos and live panel discussions with the experts. Depending on the number of such submissions/proposals we are prepared to set up dedicated break-out sessions for further discussion.

If you are willing to share your ideas or to present your research dedicated to one of the designated topics, we are looking forward to receiving your proposal or potential contribution: immaa@macromedia.de (the executive board of IMMAA will decide on how to proceed with it).

IMMAA is launching its new visual identity |

By Francisco Rolfsen Belda

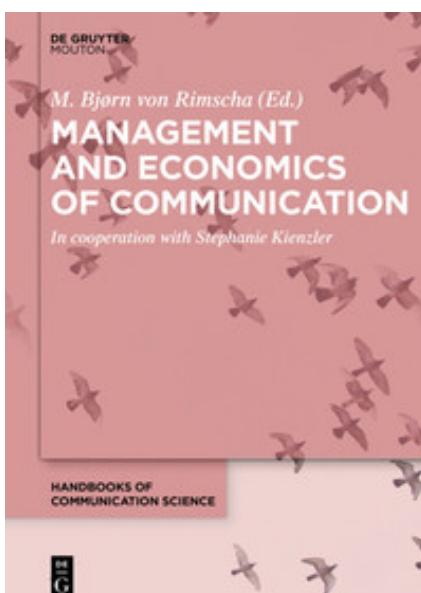
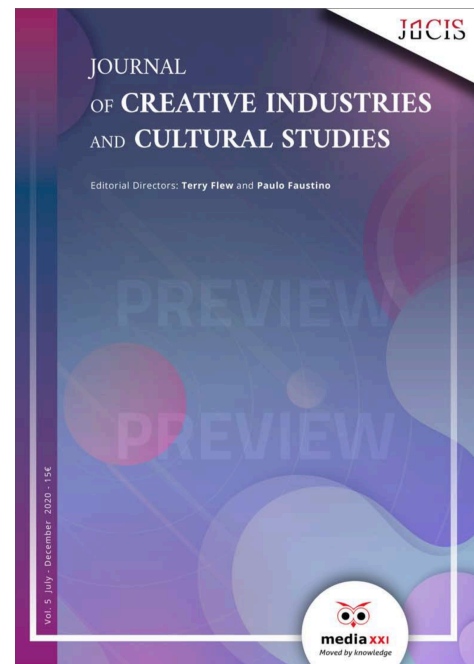
In a contemporary style and with attractive colours, the new logo of the association is made up of the acronym of its name and an exclusive graphic icon, which represents **interconnections in a globe**. The original idea of the composition highlights the international outreach of the organization, with members from different countries and parts of the globe. At the same time, the circular lines and the frames inside the icon suggest the interconnected flows of information and the **multiplicity of screens** that characterize media devices today. For the creation of the new visual identity of IMMAA and the graphic art of the logo, the typological fonts EthnocentricRg and Aileron were used, with variations in emphasis according to their application in titles and other texts. The color palette consists of white, light green, dark blue and light blue.

The work was authored by Barbara Morelli and Vitória dos Santos, from Brazil.



What to read in Journal of Creative Industries and Cultural Studies | Volume V

1. An essay “COVID-19 as an Accelerator of Innovation, Management, Marketing and Communication in the Creative and Cultural Industry”, by Paulo Faustino.
2. Articles: “Gay consumers as a niche market: Changing representations of male homosexuality in German advertisements from 2000 to the present” by Elke Schuch and Sascha Sistenich; “Authentic creativity: How two segments of Nigeria’s cultural and creative economy are promoting and redefining Nigeria” by Kelechi C. Samuel; “Differentiation through newspapers paywalls: Toward a ‘Gresham’s law’ of information? Case studies of some Swiss and French daily newspapers” by Patrick-Yves Badillo and Dominique Bourgeois; “The Algorithmic Production of the Visual: Portrait Mode, Instagram, and the Automation of Mobile Photography” by Dzmitry Boichanka; “Data as a competitive advantage: Opportunities for publishers under the influence of the ‘Internet of Things’” by Valerie Thiele.
3. Reports: the report on international conference of IMMAA on media management, innovation, and industry initiatives, which took place in Northwestern University in Qatar, in 2019.
4. An interview with Jonathan R. Hoffmann, Chief Operating Officer of the international media organization Project Syndicate, on “new business models and the influence of the digital world”.
5. Book reviews: “Communication, Media and Creative Industries in the Digital Era” by Paulo Faustino, Iván Puentes and Francisco Belda; “Research Traditions in Dialogue – Communication Studies in Latin America and Europe” by Fernando Oliveira Paulino, Gabriel Kaplún, Miguel Vicente Mariño and Leonardo Custodio; “Making Sense of Data in the Media” by Andrew Bell, Todd Hartman, Aneta Piekut, Alasdair Rae and Mark Taylor.



Management and economics of communication | Edited by M. Bjorn von Rimscha

This handbook combines the perspectives of communication studies, economics and management, and psychology in order to provide a comprehensive economic view on personal and mass communication.

It is divided into six parts that comprise: an overarching introduction that defines the field and provides a brief overview of its history; the most commonly used theoretic frameworks for the analysis of communication economics and management; the peculiarities of the quantitative and

qualitative methods and data used in the field; key issues of the field such as the economics of language, labor in creative industries, media concentration, branding etc, and the descriptions of the development, trends and peculiarities of the field in different parts of the world, written by scholars from the respective region; reflections on future directions for the field, both from a managerial and from an economics perspective.

The authors of the individual chapters represent different academic disciplines, research traditions, and geographic backgrounds. The reader will thus gain multifaceted insights into the management and economics of communication.

Communication, Media and Creative Industries in the Digital Era” | by Paulo Faustino, Iván Puentes and Francisco Belda

The media sector is one of the most important in the creative industry, but it is currently part of an environment subject to rapid evolution and strong market pressure.

This book is a part of the Integrated Mentoring Project, Entrepreneurship, Digital Editing Business Models (PIMENED), hosted by the Faculty of Letters of the University of Porto. It includes a selection of 12 articles that offer a vision of the media and communication based on four vectors: business models; the relationship with entrepreneurship and value creation; the media as a communication and marketing support; the media as vehicles for journalistic productions. These are the four axes on which the organization of the book is based, assuming the usefulness of a non-piecemeal and closed approach, but, rather, integrated and dynamic in this field.

It aims to provide a broader and more multifaceted look at the media, linking different geographies, according to the very complexity of the object on which it is reflected. These various perspectives affect each other and the purpose of the work is, without conceptual and analytical sacrifice, to show these multidimensional connections to the various parts in which it is structured.



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