

**Masterclass Francqui International Professor Jostein Gripsrud**

***'The Politics of Popular Culture'***

**12 May 2011, Vrije Universiteit Brussel**

**Room D.3.10**

<b>9:00 - 9:30</b>	<b>Registration and breakfast</b>
<b>9:30 - 10:30</b>	<b>Key note speech by Jostein Gripsrud</b>
<b>10:30 - 11:00</b>	<b>Olivier Driessens (UGent)</b> <i>The celebritization of the public sphere</i>
<b>11:00 - 11:30</b>	<b>Mao Xi (UGent)</b> <i>Media news source credibility of the international journalists in Brussels and HK: A comparison study</i>
<b>11:30 - 11:40</b>	<b>Coffee break</b>
<b>11:45 - 12:15</b>	<b>Rosa Van Santen (University of Amsterdam)</b> <i>A historical and cultural analysis of Dutch political television journalism, 1956 - 2006</i>
<b>12:15 - 12:45</b>	<b>Eva De Smedt (VUB)</b> <i>Journalists and politicians in interaction: A study of the interactional dynamics in political interviews and television debates</i>
<b>12:45 - 13:55</b>	<b>Lunch</b>
<b>14:00 - 14:30</b>	<b>Agustín Arosteguy (University of Deusto)</b> <i>Citizen participation within small and medium sized communities: Is it an innovative proposal for public cultural management?</i>
<b>14:30 - 15:00</b>	<b>Joke Beyl (VUB)</b> <i>Mediatized stories and the construction of writerhood: Understanding the encounter between blogging writers and their readers in terms of authority and engagement</i>
<b>15:00 - 15:10</b>	<b>Coffee break</b>
<b>15:15 - 15:45</b>	<b>Guiquan Xu (VUB)</b> <i>From mass propaganda to civic participation: Rethinking the discourses of audience studies in China Mainland</i>
<b>15:45 - 16:15</b>	<b>Leen Van Brussel (VUB)</b> <i>Media discourses on end-of-life care and their receptions</i>
<b>16:15 - 16:25</b>	<b>Coffee break</b>
<b>16:30 - 17:00</b>	<b>Gertjan Willems (UGent)</b> <i>Images of a nation: A multi-methodological historical research on policy and nation-building in Flemish feature films</i>

<b>17:00 - 17:30</b>	<b>Lieselotte Goessens (VUB)</b> <i>National identity and/in music: Study of the contribution of the music policy of early Flemish radio broadcasters to the construction of a Flemish cultural identity, 1929-1939</i>
<b>17:30 - ...</b>	<b>Reception</b>