



## Wednesday, 18 August

09:30

General : NM21  
**Conference opening**  
Stage - Main Stage

10:15

Keynote : Keynote  
**Keynote lecture**  
Stage - Main Stage

11:30

General  
**By the watercooler**  
Stage - Main Stage

Oral : Div 1. Session 1  
**Cross-generational/life-transition audiences**  
Stage - Audience studies

Oral : Div 2. Session 1  
**Environment, Science and Risk Communication - Session 1**  
Stage - Environment, Science and Risk Communication

Oral : Div 3 - Sessions 1A  
**Journalism and the pandemic A**  
Stage - Journalism, A sessions

Oral : Div 3 - Sessions 1B  
**Local Journalism A**  
Stage - Journalism, B sessions

Oral : Div 4 - Session 1  
**News and Events**  
Stage - Media and Communication history

Oral : Div 5 - Session 1  
**Right-wing media, hate speech, and racism**  
Stage - Media, Globalisation and Social Change

Oral : Div 6. Session 1  
**Media Industries - Session 1**  
Stage - Media Industries

Oral : Div 7. Session 1  
**Media Literacy and Media Education - Session 1**  
Stage - Media Literacy and Media Education

Oral : Div 8. Session 1  
**Influencers**  
Stage - Organization, Communication and Promotion

Oral : Div 9. Session 1  
**Political Communication - Session 1**  
Stage - Political Communication

Oral : Div 11. Session 1  
**Theory, Philosophy and Ethics of Communication - Session 1**  
Stage - Theory, philosophy and ethics of communication

Oral : TWG1 Session 1  
**Representation**  
Stage - Game Studies

Panel : TWG 2 - Session 1  
**Gender and the Media - Session 1**  
Stage - Gender and the Media

Oral : TWG 3 - Session 1  
**Covid 19**  
Stage - Media, Communication and Health

Oral : TWG 4 - Session 1  
**Visual Communication and Culture - Session 1**  
Stage - Visual Communication and Culture

14:00

Panel : Div 1. Session 2  
**Media engagement -Panel discussion**  
Stage - Audience studies

Oral : Div 2. Session 2  
**Environment, Science and Risk Communication - Session 2**  
Stage - Environment, Science and Risk Communication

Oral : Div 3 - Sessions 2A  
**Journalism and the pandemic B**  
Stage - Journalism, A sessions

Oral : Div 4 - Session 2  
**Media in politics**  
Stage - Media and Communication history

Oral : Div 5 - Session 2  
**On voices and listening**  
Stage - Media, Globalisation and Social Change

Oral : Div 6. Session 2  
**Media Industries - Session 2**  
Stage - Media Industries

Oral : Div 7. Session 2  
**Media Literacy and Media Education - Session 2**  
Stage - Media Literacy and Media Education

Oral : Div 8. Session 2  
**Social media**  
Stage - Organization, Communication and Promotion

Oral : Div 9. Session 2  
**Political Communication - Session 2**  
Stage - Political Communication

Oral : Div 11. Session 2  
**Theory, Philosophy and Ethics of Communication - Session 2**  
Stage - Theory, philosophy and ethics of communication

Oral : TWG 1 - Session 2  
**Critical Media Studies**  
Stage - Game Studies

Oral : TWG 2 - Session 2  
**Gender and the Media - Session 2**  
Stage - Gender and the Media

Oral : TWG 3 - Session 2  
**Body, self-care and sensemaking**  
Stage - Media, Communication and Health

Oral : TWG 4 - Session 2  
**Visual Communication and Culture - Session 2**  
Stage - Visual Communication and Culture

15:30

General  
**Meet the Nordicom Editors**  
Stage - Nordicom



Continued from **Wednesday, 18 August**

16:00

Oral : Div 1. Session 3  
**Social media / digital audiences**  
*Stage - Audience studies*

Panel : Div 2. Session 3  
**Dialog on Environmental sustainability in film and TV - Panel**  
*Stage - Environment, Science and Risk Communication*

Oral : Div 3 - Sessions 3A  
**Truth, disinformation, and facts**  
*Stage - Journalism, A sessions*

Panel : Div 3 - Session 3B  
**Datafied publics? Exploring datafication of journalism**  
*Stage - Journalism, B sessions*

Panel  
**Between propaganda and Information - Panel**  
*Stage - Media and Communication history*

General : Div 6. Session 3  
**Division Business Meeting**  
*Stage - Media Industries*

Oral : Div 7. Session 3  
**Media Literacy and Media Education - Session 3**  
*Stage - Media Literacy and Media Education*

Oral : Div 8 - Session 3  
**Communication Professionals**  
*Stage - Organization, Communication and Promotion*

Oral : Div 10. Session 3  
**Current developments in policy and production of TV and film**  
*Stage - Television and Film Studies*

Workshop : Div 11. Session 3  
**Immersive journalism, social change, and ethics - Workshop**  
*Stage - Theory, philosophy and ethics of communication*

Oral : TWG 1 - Session 3  
**Gamer Experience**  
*Stage - Game Studies*

Oral : TWG 2 - Session 3  
**Gender and the Media - Session 3**  
*Stage - Gender and the Media*

Oral : TWG 4 - Session 3  
**Visual Communication and Culture - Session 3**  
*Stage - Visual Communication and Culture*

17:45

General : Playlist  
**NM researchers playlist analysed**  
*Stage - Main Stage*

**Thursday, 19 August**

09:00

Oral : Div 1. Session 4  
**Children and youth as audiences**  
*Stage - Audience studies*

Oral : Div 2. Session 4  
**Environment, Science and Risk Communication - Session 4**  
*Stage - Environment, Science and Risk Communication*

Workshop : Div 3 - Session 4A  
**Workshop Educational Platform**  
*Stage - Journalism, A sessions*

Oral : Div 3 - Session 4B  
**Workflows, business models and roles**  
*Stage - Journalism, B sessions*

Oral : Div 4 - Session 4  
**Television**  
*Stage - Media and Communication history*

Oral : Div 5 - Session 4  
**Migrants, minoritised groups, and media**  
*Stage - Media, Globalisation and Social Change*

Oral : Div 6. Session 4  
**Media Industries - session 4**  
*Stage - Media Industries*

Oral : Div 7. Session 4  
**Media Literacy and Media Education - Session 4**  
*Stage - Media Literacy and Media Education*

Oral : Div 8 - Session 4  
**CSR and ethics**  
*Stage - Organization, Communication and Promotion*

Panel : Div 9. Session 4  
**Political communication, crises and resilience in the Nordic countries**  
*Stage - Political Communication*

Oral : Div 10. Session 4  
**Historical and contemporary perspectives on institutional practice and reception**  
*Stage - Television and Film Studies*

Oral : Div 11. Session 4  
**Theory, Philosophy and Ethics of Communication - Session 4**  
*Stage - Theory, philosophy and ethics of communication*

Oral : TWG 1 - Sessions 4  
**History and... odds and ends**  
*Stage - Game Studies*

Oral : TWG 3 - Session 4  
**Mental health and health journalism**  
*Stage - Media, Communication and Health*

Oral : TWG 4 - Session 4  
**Visual Communication and Culture - Session 4**  
*Stage - Visual Communication and Culture*

10:00

General  
**By the watercooler**  
*Stage - Main Stage*

10:30

General  
**Nordicom Review Article Discussion**  
*Stage - Nordicom*

General : Div 11 - business meeting  
**Div 11 - Business meeting**  
*Stage - Theory, philosophy and ethics of communication*



Continued from **Thursday, 19 August**

11:00

Workshop : Div 1. Session 5  
**Living labs workshop**  
Stage - Audience studies

Oral : Div 2. Session 5  
**Environment, Science and Risk Communication - Session 5**  
Stage - Environment, Science and Risk Communication

Oral : Div 3 - Session 5A  
**Media systems**  
Stage - Journalism, A sessions

Oral : Div 3 - Sessions 5B  
**Management and employment issues in Journalism**  
Stage - Journalism, B sessions

Oral : Div 4 - Session 5  
**Radio**  
Stage - Media and Communication history

Oral : Div - Session 5  
**Technology: opportunities and challenges**  
Stage - Media, Globalisation and Social Change

Panel : Div 6. Session 5  
**Helping the fish to see the water - Panel**  
Stage - Media Industries

Oral : Div 7. Session 5  
**Media Literacy and Media Education - Session 5**  
Stage - Media Literacy and Media Education

Oral : Div 8. Session 5  
**Advertising and influencing**  
Stage - Organization, Communication and Promotion

Oral : Div 9. Session 5  
**Political Communication - Session 5**  
Stage - Political Communication

Oral : Div 10. Session 5  
**Mediating social and historical realities in TV and film**  
Stage - Television and Film Studies

Oral : TWG 1 - Session 5  
**Learning and Expertise**  
Stage - Game Studies

Oral : TWG 3 - Session 5  
**Digital Doctor-patient consultations and health professionals' use of SoMe**  
Stage - Media, Communication and Health

Panel : TWG 4 - Session 5  
**Visual communication and culture - Panel - Session 5**  
Stage - Visual Communication and Culture

13:00

General : Denmark  
**Denmark - National association meeting**  
Stage - Denmark

General : Finland  
**Finland - national association meeting**  
Stage - Finland

General : Norway  
**Norge - Generalforsamling Norsk medieforskerlag**  
Stage - Norway

13:30

General : Sweden  
**Sweden - national association meeting**  
Stage - Sweden

14:30

Panel  
**The resilience of different types of media systems**  
Stage - Main Stage

16:00

General  
**NordMedia Network**  
Stage - Nordicom

16:30

Oral : Div 2. Session 6  
**Environment, Science and Risk Communication - Session 6**  
Stage - Environment, Science and Risk Communication

Oral : Div 3 - Sessions 6A  
**AI, algorithms, and automation**  
Stage - Journalism, A sessions

Oral : Div 3 - Sessions 6B  
**Trust, sources and users**  
Stage - Journalism, B sessions

Panel : Div 4 - Session 6  
**Welfare state analytics - Panel**  
Stage - Media and Communication history

Oral : Div 6. Session 6  
**Media Industries - session 6**  
Stage - Media Industries

Oral : Div 7. Session 6  
**Media Literacy and Media Education - Session 6**  
Stage - Media Literacy and Media Education

Oral : Div 10. Session 6  
**Contemporary trends in audiovisual aesthetics and reception**  
Stage - Television and Film Studies

Oral : TWG 1 - Session 6  
**TWG 1 - Session 6**  
Stage - Game Studies

Workshop : TWG 4 - Session 6  
**Visual Communication and Culture -Workshop - Session 6**  
Stage - Visual Communication and Culture

**Friday, 20 August**

09:00

Oral : Div 1. Session 7  
**New methods and concepts in audience research**  
Stage - Audience studies

Oral : Div 3 - Sessions 7A  
**Journalism and social media**  
Stage - Journalism, A sessions



Continued from **Friday, 20 August**

Oral : Div 3 - Sessions 7B  
**Strategies & Technology**  
 Stage - Journalism, B sessions

Oral : Div 4 - Session 7  
**Opinions and letters**  
 Stage - Media and Communication history

Oral : Div 5 - Session 7  
**COVID-19 pandemic across the globe**  
 Stage - Media, Globalisation and Social Change

Panel : Div 6. Session 7  
**The structure and organization of digital markets - Panel**  
 Stage - Media Industries

Oral : Div 7. Session 7  
**Media Literacy and Media Education - Session 7**  
 Stage - Media Literacy and Media Education

Oral : Div 9. Session 7  
**Political Communication - Session 7**  
 Stage - Political Communication

Panel : Div 10. Session 7  
**From industry to dissemination**  
 Stage - Television and Film Studies

Panel : Div 11. Session 7  
**The role of the regional: What's Nordic about Nordic Media Studies?**  
 Stage - Theory, philosophy and ethics of communication

General : TWG 3 - Session 7  
**Media, Communication and Health - Business meeting**  
 Stage - Media, Communication and Health

10:30

General  
**NordMedia Network**  
 Stage - Nordicom

11:00

Oral : Div 1. Session 8  
**Digital meets analog**  
 Stage - Audience studies

Panel : Div 3 - Session 8A  
**Quo Vadis Nordic Journalism**  
 Stage - Journalism, A sessions

Panel : Div 4 - Session 8  
**The Cultivation of Publics: A historical study of the opinion- and peoples pages in newspapers**  
 Stage - Media and Communication history

Oral : Div 6. Session 8  
**Media Industries - Session 8**  
 Stage - Media Industries

Oral : Div 7. Session 8  
**Media Literacy and Media Education - Session 8**  
 Stage - Media Literacy and Media Education

Oral : Div 9. Session 8  
**Political Communication - session 8**  
 Stage - Political Communication

12:30

General : NM2021  
**NordMedia 2021 business meeting**  
 Stage - Main Stage

General : Div 9. Session 9  
**Political Communication - business meeting**  
 Stage - Political Communication

13:30

General : Div 3 - session 9A  
**Journalism - divisions business meeting**  
 Stage - Journalism, A sessions

Oral : Div 6. Session 9  
**Media Industries - Session 9**  
 Stage - Media Industries

Oral : Div 7. Session 9  
**Media Literacy and Media Education - Session 9**  
 Stage - Media Literacy and Media Education

15:00

General  
**Conference closure - Passing the torch**  
 Stage - Main Stage