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Transmissions: Globalization, Technology, Media

April 25-27, 2002

[Hefter Conference Center](#)

(unless otherwise indicated)

3271 N. Lake Drive

Milwaukee, WI 53211

[\[Map & Directions to All Sites\]](#)



Many leading scholars have described how the contemporary character of technology, communication networks, and the arts have all been affected by world-wide trends, now often designated by the short-hand, "globalization." Against this background, the **Transmissions: Globalization, Technology, Media** conference aims to expand this recent work and suggest new ways of thinking about the interaction among media forms and technologies (both broadly defined) in the global contexts and corresponding notions of transmission, flows, journeys, passage-ways and currents. The conference gathers approaches that push the definitions of media technology and globalization, considering these terms theoretically, historically, or as fodder for invention, art, and fabulation.



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Sponsored by the UWM [Center for International Education](#), in co-sponsorship with [inova](#) and the [Center for Latin American and Caribbean Studies](#), the conference is organized by Tasha Oren and Patrice Petro at cie@csd.uwm.edu, 414-299-3757. Transmissions site pages designed by [lkeda](#).

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Thu, [April 25](#) | Fri, [April 26](#) | Sat, [April 27](#), 2002

April 25, 2002

6:00-7:30 | **Electronic Art**

[Rejane Spitz](#), PUC Rio University, Brazil, "'Techknowledge' - it's high time we incorporate experience and diversity into those chips" ([Curtin Hall 175 - 3243 N. Downer Ave](#))

7:30-9:00 | **Reception** ([inova - 3245 N. Downer Ave](#))

April 26, 2002

8:00-8:45 | **Breakfast** ([UWM Hefter Center - 3271 N. Lake Drive](#))

8:45-9:15 | **Introduction**: Patrice Petro and Tasha Oren

9:15-10:45 | **Cultural Policy and Globalization**

[Toby Miller](#), New York University, "The New International Division of Cultural Labor"

[Ben Goldsmith](#), Australian Key Centre, "Cultural Diversity and Globalization: New Challenges for Cultural Policy"

10:45-11:00 | **Coffee Break**

11:00-12:30 | **Cultural Control, Cultural Evasion**

[Leonard Foner](#), Massachusetts Institute of Technology, "Crypto Regs, Copyright Grabs, and Computational Monocultures: Fear, Greed and Destruction of the Digital Commons"

[Roger Sugden](#), University of Birmingham, UK, "Economic Network Governance"



12:30-1:30 | Lunch

1:30-3:00 | Television Flows

[Susan Ohmer](#), University of Notre Dame, "Negotiating the Future: Local Media Markets in a Transnational Environment"

[Jerome Bourdon](#), Tel Aviv University, "Is Television a Global Medium? A Historical View"

3:00-3:15 | Coffee Break

3:15-4:45 | Free Exchange?

[Brian Larkin](#), Columbia University, "Piracy, Infrastructure, and the Materiality of Media Transmission"

[Sandra Braman](#), University of Alabama, "Globalization of the Law: Digital Information Technologies and the Post-Law Era"

4:45-7:30 | Dinner Break

7:30-9:00 | Pengachu to the People!

[Rehmi Post](#), Massachusetts Institute of Technology, "Computer Hardware and the Future of Globalization"

9:00-10:30 | Reception

April 27, 2002

8:15-9:15 | Breakfast

9:15-10:45 | Internet Activism and Minority Publics

[Annabelle Sreberny](#), University of Leicester, UK , "Unsuitable Coverage..."

[Anna Everett](#), University of California-Santa Barbara, "The Revolution Will Be Digitized: Afrocentricity and the Digital Public Sphere"

10:45-11:00 | Coffee Break

11:00-12:30 | Global Appropriations

[Mark Poster](#), University of California-Irvine, "Cultural Transmissions: The Case of Bert Laden"

[Timothy Taylor](#), Columbia University, "Collecting, Consumption, and Curatorship in the Music of Bill Laswell"

12:30-1:30 | Lunch



1:30-3:00 | [Living Online](#)

[Peter Sands](#), University of Wisconsin-Milwaukee, "Hybridity"

[Steve Jones](#), University of Illinois-Chicago, "@henryparkesmotel.com"

3:00- 3:15 | [Coffee Break](#)

3:15-4:45 | [Genres and the Transnational Economy](#)

[Patricia Mellencamp](#), University of Wisconsin-Milwaukee, "Economies of Fear: Death and the Market"

[Anne Ciecko](#), University of Massachusetts-Amherst, "Muscles, Market Value, Telegenesis, Cyberpresence: The New Asian Movie Star in a Global Economy of Masculine Images"

Locations & Directions

- UWM Hefter Center: 3271 N. Lake Drive [\[Map\]](#) [\[Directions\]](#)
- Curtin Hall: 3243 N. Downer Avenue [\[Map\]](#) [\[Directions\]](#)
- inova: 3245 N. Downer Avenue [\[Directions\]](#)
- [\[More Online Campus Maps\]](#)



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Participants

Jerome Bourdon | holds a PhD in contemporary history, Institute of Political Study, Paris, 1989. He was a researcher at the INA (National Institute of Audiovisual Communication) in Paris from 1984 to 1996, then senior lecturer at the Department of Communications, Tel Aviv University. His interests include the cultural and political history of television, the relation between media and collective memory and the semiotics of television genres.

Sandra Braman | is Reese Phifer Professor of Telecommunication and Associate Professor, Department of Telecommunication & Film, at the University of Alabama, Tuscaloosa. She has published widely in the fields of communication, economics, information science, political science, policy studies, and the arts. She has edited several special journal issues, including the "Horizons of the State" issue of the *Journal of Communication* and co-edited *Globalization, Communication, and Transnational Civil Society* (Hampton Press, 1996). She is the author of *Change of State: An Introduction to Information Policy*, forthcoming MIT Press.

Anne Ciecko | is Assistant Professor in the Department of Communication at the University of Massachusetts-Amherst. Her writings on international cinema and related topics have been published in a variety of journals and anthologies.

Anna Everett | is Associate Professor of Film Studies at the University of California at Santa Barbara, where she teaches film, video, and internet studies. She is the author of *Returning the Gaze: A Genealogy of Black Film Criticism 1909-1949* (Duke UP, 2001).

Leonard Foner | holds a Ph.D. from the MIT Media Lab Software Agents group and is the inventor and developer of Yenta, a free, open-source application that finds people with similar interests, automatically forms groups of them, and allows them to talk to each other. Yenta protects individual privacy via a variety of techniques, including the use of strong cryptography and no central point anywhere that could be compromised or co-opted. Foner's work at the Lab has included novel uses of wearable computers for human sensory augmentation, and he is currently doing research in secure, privacy-protecting, peer-to-peer agent architectures and is active in efforts to migrate international human rights NGO's to open-source software. He has served on several conference program committees including the Computers, Freedom, and Privacy conferences in '96, '00, '01, and '02.

Ben Goldsmith | is a graduate of the Universities of London and Queensland, and until July 2001 was a Research Fellow in the Australian Key Centre for Cultural and Media Policy, Griffith University, Queensland, Australia. Since July, he has been an ARC (Australian Research Council) Postdoctoral Research Fellow, based at the Australian Key Centre for Cultural and Media Policy, working on cultural diversity initiatives, and the new international ecology of audiovisual production.

Steve Jones | is professor and Head of Communication at the University of Illinois - Chicago. His books include *Doing Internet Research*, *Virtual Culture* and *Cybersociety*. He currently serves as Senior Research Fellow for the Pes Internet and American Life Project and as President (and co-founder) of the Association of Internet Researchers (aoir.org).

Brian Larkin | is Assistant Professor of Anthropology at Barnard College, Columbia University. He has published on flow of Indian films to Africa and on the materiality of cinematic space. Currently, he is completing a book on media and the experience of urbanization in Nigeria. He is co-editor of *Media Worlds: Anthropology on New Terrain* with Faye Ginsburg and Lila Abu-Lughod (forthcoming).



University of California Press).

Patricia Mellencamp | is Distinguished Professor of Art History at UWM, where she teaches film, video, and the electronic arts. She is the author of *A Fine Romance: Five Ages of Film Feminism* (1996), *High Anxiety: Catastrophe, Scandal, Age and Comedy* (1992), and *Indiscretions: Avant-Garde Film and Video* (1990). She is the editor of *Logic of Television: Essays in Cultural Criticism* (1990).



Toby Miller | is author and editor of 12 books, the latest of which is *Global Hollywood* (British Film Institute, 2001). He edits *Television & New Media*.

Susan Ohmer | is Assistant Professor in the Department of American Studies at the University of Notre Dame, where she teaches courses on television history, global perceptions of U.S. culture, and media studies. She is the author of a forthcoming book on George Gallup in Hollywood (Columbia University Press, 2003) and is currently working on a study of the shift to a corporate environment within the Disney studio during the 1950s.

Rehmi Post | is a PhD candidate at the MIT Media Laboratory in the Physics and Media group. Examples of his pioneering work in the field of e-broidery have appeared widely in museum collections, including a long-term loan to the Wellcome Wing of London's Museum of Science. His collaboration with Terence Riley at New York's Museum of Modern Art's exhibition "Unprivate House" garnered numerous awards (including a Silver Medal in *I.D. Magazine's* Interactive Media Design Review 2000). He is currently developing the hardware of the Pengachu pocket Linux server to help bring affordable open-source/open-hardware computing and wired/wireless networking infrastructure to users and communities around the world.

Mark Poster | is Director of the Film Studies Program at UCI and a member of the History Department. He has a courtesy appointment in the Department of Information and Computer Science. He is a member of the Critical Theory Institute. His recent books are: *What's the Matter with the Internet: A Critical Theory of Cyberspace* (University of Minnesota Press, May 2001); *The Information Subject* in the Critical Voices Series (New York: Gordon and Breach Arts International, January 2001); *Cultural History and Postmodernity* (New York: Columbia University Press, 1997); *The Second Media Age* (London: Polity and New York: Blackwell, 1995); *The Mode of Information* (London: Blackwell and Chicago: University of Chicago Press, 1990).



Peter Sands | is Assistant Professor of English at the University of Wisconsin-Milwaukee. He teaches graduate and undergraduate courses in writing, tutoring, computer-mediated pedagogy, science fiction, utopianism, research methods, and rhetorical and literary studies. He participates in many local and national projects, including the electronic democracy project. He is currently writing a book on utopian and rhetorical theory.

Rejane Spitz | is an Associate Professor at the Department of Art & Design at Rio de Janeiro Catholic University, Brazil, where she coordinates the Electronic Arts Unit. Her works have been exhibited in Europe, North and South America. Rejane has been working as a curator of several exhibitions on Electronic Art, and has written extensively on social and cultural issues related to the use of computers in developing nations. She is on the Editorial Board of the journal *LEONARDO* (MIT Press), on the International Advisory Committee of ISEA (Inter-Society for the Electronic Arts), on the Advisory Board of The Digital Art Museum, and the South American Representative of SIGGRAPH Education Committee.

Annabelle Sreberny | is Director of the Centre for Mass Communication Research at the University of Leicester. She is a widely published author and editor in the areas of international communication, gender, and globalization, and is, most recently, the editor of a special issue on "Mediated Cultures of the Middle East" (*Gazette*, Vol 63, Nos 2-3, May 2001). Her empirical research has been supported by organizations such as UNESCO, the BBC, the Broadcasting Standards Commission and the ESRC. Professor Sreberny has consulted for UNESCO, the British Council, Article 19, the EU, and the Council of Europe. She is an elected member of the International Council of IAMCR and an Associate Member of the ORBICOM Network.

Roger Sugden | is Professor of Commerce at the University of Birmingham and Director of L'Institute (Institute for Industrial Development Policy), a joint venture between the Universities of Birmingham,

Ferrara (Italy) and Wisconsin-Milwaukee (US). His research interests focus on: transnational corporations; small firm networking; multinationalism and globalization; the development of universities; public policy and economic development in localities, regions and nations.

Timothy Taylor | teaches in the Department of Music at Columbia University in New York City. His publications include *Global Pop: World Music, World Markets* (Routledge, 1997), *Strange Sounds: Music, Technology, Culture* (Routledge, 2001), and numerous articles on various popular and classical musics.



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