

Research, Intervention and Exchange across the U.S./Mexican Border ICA Preconference

May 25, 2017 | 9 a.m. – 5 p.m. | University of San Diego | University Center – UC Forum A

Hosted by BINACOM

The Binational Association of Schools of Communication (BINACOM) brings together Communication professors and students from the U.S. and Mexico border region. Motivated by the importance of engaging in communication across borders, the association creates opportunities for professors, graduate and undergraduate students to interact. The association believes that a deeper understanding of the process of communication will result from these interactions.

Preconference Focus

The purpose of this pre-conference is to promote cooperation and intellectual exchange between scholars in the United States and Mexico. The preconference will feature research papers and media projects in progress along with a discussion in the latter part of the day for ongoing cooperation among those present at the preconference.

PROGRAM

9-10:15 a.m. Research Panel

- **Representation on Latino-Themed Television Shows**, Melinda Sevilla and Kristin Moran, University of San Diego
- **Framing Undocumented Immigration and Drug Trafficking in Local Border Newspapers: A Content Analysis**, Melissa Santillana and Ana Lu Ramirez, Texas A&M International University
- **Protestas y alfabetismos digitales. El activismo político contemporáneo en Tijuana**, Juan Manuel Avalos González, Universidad Iberoamericana

- **Diferencias en la Percepción del Riesgo. Apuntes desde la Experiencia e Información de los Sujetos**, Judith Ley García, Luz María Ortega Villa, Fabiola Maribel Denegri De Dios, Universidad Autónoma de Baja California-Facultad de Ciencias Humanas
- **Texas Hispanics and Voter Turnout: Explaining the Sleeping Giant**, Magdalena Saldana & Kent Wilkinson, Texas Tech University
- **Comunicación y alfabetización Transmedial en Niños y Jóvenes del Sistema Educativo Municipal de Tijuana**, Gerardo León, Universidad Autónoma de Baja California

10:15- 10:30 a.m. BREAK

10:30-11:45 a.m. Research Panel

A multi-method approximation of the influence of violence, direct threat and risk on journalist in the Mexican northern border region

Panelists:

- **Periodistas Bajo Amenaza: La percepción Del Impacto de la Violencia en el Periodismo de Saltillo**, José Luis Lemini Camarillo, Universidad Iberoamericana-Mexico City
- **When Violence Enters the Workplace: A Qualitative Look at Gender Roles Among Journalists in Northtarn Mexico**, Celeste González de Bustamante and Jeannine E. Relly, University of Arizona, School of Journalism
- **Doing Journalism Under the Siege of Violence: The Role of Journalists' Resources Enhancing Professional Autonomy**, José Antonio Bramilia, University of Leeds, School of Media and Communication
- **Summing Up: How Violence, Threat and Multi-Dimensional Risk Influence Journalists' Belief Systems and Subjective Realities**, Sallie

Hughes, University of Miami, and Mireya Márquez Ramírez,
Iberoamerican University-Mexico City

12- 1 p.m. LUNCH

1:30 p.m. Performative Lecture

- Listen to the trees, Ruth Wallen

1:30-2:30 p.m. Panel

Proyectos fronterizos del Laboratorio Iberoamericano de Documental
(2016-2017)

- Panelists: Mtro. Pablo Martínez Zárata, Mtro. Juan Alberto Apodaca, Universidad Iberoamericana Ciudad de México – Tijuana

2:30 – 3:45 p.m. Workshop

Pushing pedagogical frontiers: Teaching border journalism in the age of
nativism

- Panelists: Celeste González de Bustamante (Moderator) University of Arizona; Jessica Retis (Moderator) California State University, Northridge; Lourdes Cárdenas, New Mexico State University; Manuel Chavez, Michigan State; Amy Schmitz, San Diego State University; Lourdes Cueva Chacon, University of Texas – Austin

3:45 – 5 p.m. BINACOM Discussion and Brainstorming
