Institute of Communication Science

4th International Conference in Scandalogy

Otto-Friedrich-Universität Bamberg
An der Weberei (W5) ’Erba-Insel‘

29 September - 1 October 2022
Thursday, 18:00 - 21:00
Friday, 9:00 - 18:30
Saturday, 9:30 - 13:00 (all times CET)
Politics appears to have entered a mode of perpetual crisis and growing dysfunctionality. The rapid succession of scandals may be a symptom of this crisis, while being its catalyst at the same time. With respect to this very broad diagnosis, the conference aims to better define a political scandal and discuss how such scandals are relevant for a polity and public discourse.

The conference theme acknowledges the growing presence of populism, partisanship, and polarization and the need to analyze what this means for scandalization processes. Thus, the aim of this conference is to better understand possible impacts of these phenomena on public discourse and media practices from an interdisciplinary and critical scientific perspective.

Hendrik Michael (University of Bamberg)
André Haller (Kufstein University of Applied Sciences)

Thursday, 29 September

18:00–18:30 Welcome Adress (An der Weberei 5, WE5/00.022)
Markus Behmer (Faculty Dean)
Hendrik Michael (Scandalology Research Initiative)

18:30–20:00 Panel Discussion (WE5/00.022)
Political scandals in age of populism, partisanship, and polarization
Juliana Raupp (FU Berlin)
Andreas Schwarz (TU Ilmenau)
Benjamin Krämer (LMU Munich)
André Haller (Kufstein University of Applied Sciences)
9:15-10:45 PANEL 1 Celebrity populists: Who are they, why we elect them and with what effect?

Celebrity populism and liberal democracy: A threat or a corrective?
Berto Šalaj (University of Zagreb)

Celebrity populism and the power of performative politics: Evidence from Croatia and Serbia
Marijana Grbeša (University of Zagreb)

Fictional populist candidates and how they master parody, scandals and fiction to win elections
Silvija Vuković (Charles University)

Riding on insults: Furious populism of Croatian president Zoran Milanović
Milica Vučković (University of Zagreb)

10:45-11:00 Coffee Break

11:00-12:30 PANEL 2 Political Journalism and cultures of outrage

Up close and personal? Journalistic role performance during the Ibiza affaire on Twitter
Maximilian Eder (Universität der Bundeswehr Munich)

Forty years of political scandals in Germany and Austria: A comparative analysis
Martin Herbers (Zeppelin University)

Moroccan journalist scandals: Pre-emptive muzzling for uncritical coverage
Abderrahim Chalfaouat (Hassan II University of Casablanca)

12:30-13:45 Lunch (on your own)
1345-1515 PANEL 3 Scandals, elections and the public (hybrid) image

Scandalization as a tool for political campaigning
Tanja Drozdzynski (HAW Hamburg)

Partisan differences in punitiveness in response to politicians’ moral transgressions
David Redlawsk (University of Delaware) & Annemarie Walter (University of Nottingham)

Unpacking shame management in politics: Strategies for evoking and steps to mitigate the feeling of shame
Gabriella Szabó (Centre for Social Sciences/Hungarian Academy of Sciences)

1515-1530 Coffee Break

1530-1700 PANEL 4 Scandals and scandal production (online) as populist communication strategies

"It was a joke!": Right-wing populist humor scandals
Juha Herkman (University of Helsinki) & Joonas Koivukoski (University of Helsinki)

Public discourse scandal: A dissent management approach
Juan Cannata (Universidad Austral)

Sorry, not sorry: The defiant image repair of Marjorie Taylor Greene
LeAnn M. Brazeal (Missouri State University)

1700-1715 Coffee Break
Friday, 30 September // Saturday, 1 October

**1715-1845 PANEL 5** Outrage, lionization, and resistance in a polarized public

Scandal or lionization: Political social actions in a polarized world
*Timothy Coombs (Texas A&M)*

Manet's "Olympia": Inappropriateness as the ultimate resistance
*Anna Kleiman (University of Amsterdam)*

Effervescent scandals: The Amazon, indigenous people and Bolsonaro
*Adriana Montanaro-Mena (independent scholar)*

**1930 Conference Dinner**

**930-1100 PANEL 6** Media, partisanship and populist (hybrid) discourse

Vaccine scandals, news production, and journalistic 'trust culture': A thematic exploration of journalistic role orientations and practices in the coverage of the Dengvaxia scandal in the Philippines
*Karl Mendoza (University of Canterbury)*

The role of the media in the social construction of the "Tangentopoli" scandal
*Roberto Mincigrucci (University of Perugia), Matteo Gerli (University of foreigner of Perugia) & Marco Mazzoni (University of Perugia)*

America's first sex scandal: The rhetorical strategies in the Hamilton/Reynolds affair
*Jason Edwards (Bridgewater State University) & Coleen Alm (Bridgewater State University)*

**1100-1115 Coffee Break**
“Tear down the statues, remove the dead!”: Scandalization of character as a timeless feature of Populism

Holding out for a hero: The rhetorical battle over the National Garden of American Heroes in the United States
Jennifer Keohane (University of Baltimore)

The many deaths of Domitian: Scandal and image destruction in imperial Rome
Martijn Icks (University of Amsterdam)

Choosing from the memory menu: Character attacks, glorification and public amnesia
Eric Shiraev (George Mason University)

Closing Remarks