Department of Communication Studies

3rd International Conference in Scandalology

Otto-Friedrich-Universität Bamberg
An der Weberei (WE5) 'Erba-Insel'

April 2nd - April 4th 2020
Thursday, 19:00 - 21:00
Friday, 9:00 - 18:30
Saturday, 9:30 - 13:00
The conference will focus on “ScANDALS in New Media Environments”. The overarching theme serves a two-fold goal: On the one hand, we want to intensify research on mediated scandals and substantiate our understanding of such forms of scandals and their impact on societies.

For the 3rd International Conference in Scandalogy we are pleased to welcome an international group of scholars who present state-of-the-art research on scandals, new media, and their impact on communication in society.

Dr. André Haller (Kufstein University of Applied Sciences)
Dr. Hendrik Michael (University of Bamberg)
Lucas Seeber M. A. (University of Bamberg)

Thursday, April 2

1800-1900 GET-TOGETHER
An der Weberei 5, Foyer

1900-2100 KEYNOTE
(Room WE5/00.022)
Fear, Hysteria, Outrage: Communication in the Age of Social Media
Jan Fleischhauer (FOCUS)
9:00-10:30 **PANEL A // Scandals and Social Media: Tweets, Tirades and Tumult** (Room WE5/00.043)

How the Soviet Methods of Character Attack-based Scandals Thrive in the New Media Environment  
*Irina Tsukerman (Independent Researcher)*

Social Media Scandal Outrages only Social Media? Annegret Kramp-Karrenbauer vs. Internet  
*Monika Verbalyte (FU Berlin)*

Social Amplification of Scandals: One Social Media Effect  
*Timothy Coombs, Sherry Holladay (Texas A&M University)*

The Case Study of the Pakistani Regional Minister’s Facebook Livestreaming Gaffe  
*Farah Latif (George Mason University)*

10:30-11:00 **Coffee Break**

11:00-12:30 **PANEL B // Scandals and Strategic Communication: Risk, Reputation and Retaliation** (Room WE5/00.043)

Sex Sells: The Clash between Journalists and the Courts over Extra-Marital Affair Stories  
*Gemma Horton (University of Sheffield)*

An Interactional Theory of Scandal  
*Dia Andrews, James Connor (University of New South Wales)*
Scandalizers in the Speakers’ Corner
Martin Herbers, Dennis Lichtenstein
(Zeppelin University)

Crisis Communication in the Face of Alleged Sexual Harassment
Julia Gerhard, Leandro Lachnicht,
Felix Schürholz (University of Düsseldorf)

1200-1400 LUNCH

1400-1530 PANEL C // Scandal Reporting 2.0.: Forms, Functions, and Practices in Digital Media (Room WE5/00.043)

Cross-sectional Scandal Framing Analysis: Lessons from an Australian Sporting Racism Scandal
Dia Andrews, James Connor
(University of New South Wales)

Italian Newspapers and Corruption Scandals Coverage: The Construction of the “Parallel Trial”
Roberto Mincigrucci, Anna Stanziano
(University of Perugia)

The Coverage of Glyphosate on Portuguese and Spanish Online News under a Pharmaceutical Scandal Approach
Hernâni Zão, Helena Lima (University of Porto)

One Night in Ibiza
Rahel Winter (HAW Hamburg)

1530-1600 Coffee Break
1600-1730 PANEL D // Scandals, New Media and the Historical Perspective
(Room WE5/00.043)

Early Modern Sermon and Scandalization?
Joachim Werz (University of Frankfurt)

Ludwig Quidde, Wilhelm II., and the Scandal of 1894
Florian Krüpe (University of Marburg)

Having the Last Laugh: Scandalous Character Assassination in Comedy in Classical Athens and the Current-Day United States
Eric Shiraev (George Mason University), Martijn Icks (University of Amsterdam)

Tracking Royal Sex Scandals 1880–2010 – A Methodological Experiment
Mia-Marie Hammarlin (Lund University)

1730-1830 Book Launch ,Scandalology²"

1930 Conference Dinner
Kronprinz Bamberg
Gaustadter Hauptstraße 109, Bamberg

930-1100 PANEL E // Political Scandals and Digital Publics: Transformations of Power and Visibility (Room WE5/00.043)

Scandalous Tweets: Examining How News About Trump’s Scandalous Anti-German Utterances affect Anti-Americanism in Germany
Christian von Sikorski (University of Koblenz-Landau)

Depreciation of Political Scandal in the New Media Environment?
Juha Herkman (University of Helsinki)
Normalization of Extremist Discourse through Talk Scandals by the “Alternative für Deutschland”
Annika Hoffmann (Vrije Universiteit Brussel)

The Dynamics of Global Scandalization
Bastian Kießling, Steffen Burkhardt, Tanja Drozdzynski (HAW Hamburg)

1100-1130 Coffee Break

1130-1300 PANEL F // New Media, Scandals in Culture, and Public Protest
(Room WE5/00.043)

Democracy in the Ibiza-Gate Scandal: Boundaries in User Comments Sections of Austrian News Media
Roland Holzinger, Lisa Schulze, Tales Tomaz (University of Salzburg)

„All Eyes on Us“: Provocativeness in the Israeli SlutWalk Movement and its Prosumption on Social Media
Anna Kleiman
(The Hebrew University of Jerusalem)

“The Voice Kids” Scandal in Russia: How Voiceless Found their Voice
Galina Lukyanova, Arkady Soloviev (Saint-Petersburg State University)

“Blood, Filth and Destruction”: Utilizing Scandal Theory for the Analysis of Journalistic Practices over Time
Christina Krakovsky
(Austrian Academy of Sciences/ University of Klagenfurt)

1300 Closing Remarks