10:00 Welcome by the Dean of the Faculty and Head of Department
10:15 Presentation of the Encyclopedia by Gianpietro Mazzoleni University of Milan

MORNING SESSION

Chair Marco Maraffi University of Milan

Keynote Speakers
10:30 Revisiting notions of the public • Patricia Moy University of Washington
11:15 The end of mediatization • Winfried Schulz Universität Erlangen-Nürnberg
12:00 The conditions for news media instrumentalization • Paolo Mancini University of Perugia
12:45 Democratic benefits and pitfalls of mediated public debates • Hartmut Wessler Universität Mannheim
13:30 LUNCH BREAK

AFTERNOON SESSION

Chair Patricia Moy University of Washington

Keynote Speakers
14:30 New media, new boundaries and new challenges - Comparative perspective in political communications • Barbara Pfetsch Freie Universität Berlin
15:15 Democracy and communication. Discovering Italian political communication • Gianfranco Pasquino University of Bologna
16:00 The study of political communication in Italy and beyond
Political leadership and polarized publics • Mauro Barisone University of Milan
When pop politics meets web politics • Sara Bentivegna University of Rome-La Sapienza
Lights and shadows of the celebrity politician • Donatella Campus University of Bologna
Cultural Studies and political discourse: An ongoing conversation • Lidia De Michelis University of Milan
The transformation of election campaigns • Franca Roncarolo University of Turin
News values, organizational constraints and media logic • Sergio Splendore University of Milan

CLOSING
17:00 Patricia Moy University of Washington Gianpietro Mazzoleni University of Milan