



Creative Industries and  
Media Management  
Course:

# CREIMA

3rd-6th of July



## 3<sup>rd</sup> July

Location: ID Building of the Faculty of Arts and Humanities (FLUP), Auditorium, Rua dos Bragas, 223 4050-123.

**09:30 – 10:00** Check-in for the participants

**10:00 – 10:30** Opening session: Fernanda Ribeiro, principal of Faculty of Arts and Humanities of the University of Armando Malheiro, director of CIC.Digital (Oporto branch); Paulo Faustino, President of IMMAA – International Media Management Academic Association, member of CIC.Digital - Centre for Research in Information, Communication and Digital Culture.

**10:30 – 10:45** Course Concept and General Introduction: Paulo Faustino, President of IMMAA – International Media Management Academic Association, member of CIC.Digital - Centre for Research in Information, Communication and Digital Culture.

**10:45 – 11:30** Specialized session on Creative and Media Industries: media, innovation and digital models of digital businesses. João Palmeiro / President of the European Google Fund for Media Innovation and Pedro Almeida / Consultant for the Portuguese Press Association

**11:30 – 11:45** *Coffee Break*

**11:45 – 13:00** Open Lecture to the public: Digitalization in the Creative

Economy: Social and Economic Developments and Politics I. Ruth Towse / Professor of Creative Industries, CIPPM, Bournemouth University and CREATE Fellow in Cultural Economics, University of Glasgow. (CIPPM stands for Centre for Intellectual Property Policy and Management).

**13:00 – 14:15** Lunch

**14:15 – 15:45** Presentation of projects/theses

Session in Portuguese coordinated by Armando Malheiro/ Oporto University; and Francisco Campos / University of Santiago de Compostela

**14:15 – 15:00** Luísa Castelo Reis – Communication in Justice

**15:00 – 15:45** Adriana Bassini Edral - Project Rondon: a tool of Creative economy

**15:45 – 16:00** *Coffee Break*

**16:00 – 18:00** Visit to the newspaper Jornal de Notícias. Invited speaker: Media Industry in Practice: Management and Challenges of Business Models. Vitor Ribeiro, CEO of Global Media Group

**19:00 – 21:00** Welcoming dinner at Restaurant Porto e Vírgula, R. Campo dos Mártires da Pátria 51, 4050-011

# 4<sup>th</sup> July

Location: ID Building of the Faculty of Arts and Humanities (FLUP), Auditorium, Rua dos Bragas, 223 4050-123.

**09:30 – 11:00** Lecture: Tendencies and Strategies in Digital Media and Production and Creative Projects. Monica Herrero/ University of Navarra

**11:00 – 11:15** *Coffee Break*

**11:15 – 12:45** Presentation of projects/theses

Session in English coordinated by Ruth Towse / Co-Director of Centre for Intellectual Property Policy & Management, and Monica Herrero/ University Navarra

**11:15 – 12:00** Nadine Suttmöller – Facebook and the Question of Justice: A consideration of Big Data Applications from the Perspective of Political Philosophy

**12:00 – 12:45** Fred Izumi Utsunomiya – Advertisement and Digital Marketing in the Creative Industry

**12:30 – 14:00** Lunch

**14:00 – 15:30** Presentation of projects/theses

Session in Portuguese and Spanish coordinated by António Machuco/ University of Oporto and Francisco Paniagua/ University of Malaga

**14:00 – 14:45** Óscar Juanatey Boga – Analysis of daily printed press in the Iberian market: situation and perspectives

**14:45 – 15:30** Bruno Viana – Newsworthy Brazil: journalistic representations of Portuguese online media in 2016

**15:30 – 15:45** Coffee Break

**16:00 – 17:30** Visit to Lello Bookshop. Lecture: How Lello Bookshop became a world product of Creative tourism and an inspiration to Harry Potter. Speaker: TBA

# 5<sup>th</sup> July

Location: Seminário de Vilar, Room 222, Rua Arcediago Van Zeller 50, 405-145 Porto.

**09:30 - 11:00** Presentation and discussion of projects and theses

Session in English and Portuguese coordinated by/ University of Oporto and Francisco Rui Cádima / Nova University of Lisbon

**09:30 – 10:15** Alexandra Lima Pinto - Technology, ecology and spirituality in the audio-visual work of Godfrey Reggio

**10:15– 11:00** Mirian Cardoso – Fashion and Media: clothing as a category of analysis for the construction of female image in media

**11:00 - 11:15** *Coffee Break*

Creative Economy: Social and Economic Developments and Politics II. Ruth Towse / Professor of Creative Industries, CIPPM, Bournemouth University and CREATE Fellow in Cultural Economics, University of Glasgow. (CIPPM stands for Centre for Intellectual Property Policy and Management).

**12:45 – 14:15** Lunch

**14:15 – 17:00** Visit to CEIIA - Centre of Excellence to the Innovation of Automotive Industry

Vladimir Feliz – Presentation of CEIIA

Catarina Selada – Creative Industries and Smart Cities.

# 6<sup>th</sup> July

Meeting point for departure: Faculty of Arts and Humanities (FLUP), Auditorium, Rua dos Bragas, 223 4050-123.

**09:15 – 10:00** Departure from FLUP to Vairão Campus

**10:00 – 10:30** Reception and Breakfast

**10:30 – 12:00** Joint session CREIMA+ICPD (lecture with the students of the Doctoral Program in Digital Platforms, University of Porto and University of Aveiro): Research Methods and Tendencies in Creative Industries and Media. Terry Flew/Queensland University of Technology

**12:00 – 13:30** Lunch

**13:30 - 15:45** Presentation and discussion of projects and theses

Session in English coordinated by Terry Flew/ Queensland University of Technology

**13:30 – 14:15** Eline Livémont - More chances for merit goods in a digitalized and internationalize media landscape? A comparative analysis of documentary production, distribution and policies in Europe.

**14:15 – 15:00** Marlen Komorowski - The clustering of media in localities: strengthening media clusters in Brussels and beyond  
Session in Portuguese and Spanish coordinated by Francisco Belda / Paulista State University

**15:00 - 16:00** Lecture: Financing of Creative Companies and Media. Eli Noam/ University of Columbia

**16:00 - 16:30** Coffee Break

**16:30 – 18:30** Social gathering at the pool at Vairão Campus. Networking with the students of the Doctoral Program in Digital Platforms.

**19:30 – 21:30** Dinner at Seminário de Vilar, Rua Arcediago Van Zeller 50, 405-145 Porto (with the participants of TOCREA)