In 2006 the football World Cup will take place in Germany; Leipzig will be one of the tournament’s venues. To mark the 2006 World Cup in Leipzig we are organising an academic conference on football and media from June 29th to July 1st 2006.

FOOTBALL, MEDIA & EVERYDAYLIFE

WORLDCUP CONFERENCE

LEIPZIG 2006

From Thursday 29th June through Saturday 1st July 2006

Registration fee: Euro 100 (including lunch, dinner, coffee, two evening receptions with football on screen on June 30th). Payable until 14 days after registration or at conference desk.

Department of Empirical Communication Research
University of Leipzig
c/o Prof. Dr. Hans-Jörg Stiehler
Augustusplatz 11
D 04109 Leipzig

For registration via E-Mail: stiehler@uni-leipzig.de (Prof. Dr. Stiehler, Leipzig)
For further informations: www.uni-leipzig.de/~stiehler/football2006

The conference will be organised in co-operation with Media and Sport Section of IAMCR

Researchers on sports, media and communication from various disciplines and from various approaches are invited to share their findings of football in different regions around the world, in mass media, topics of interpersonal communication and as subject of various activities and analyses.

Football is an important part of the media and entertainment industries but it is also a game passionately enjoyed by spectators worldwide. The mass media is a major outlet of dreams, hopes and fears, a part of our cultural fabric and influences not only how we see and think, the decisions we make, but also how we interpret the world. Football is an escape from everyday life, a part of our culture. Football provides an escape from the real world.

Between these poles industries vs. spectators, economy vs. culture, the everyday vs. the extraordinary – the conference will explore and analyse the different actors (industry, media, players, spectators, fans etc.) and aspects and social and cultural implications of football in different regions around the world.

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### Program

Conference desk and session at mdr-building, Kantstraße 71-73, 04275 Leipzig

#### Wednesday Mittwoch 28.06.2006

19.00  Get-together Moritzbastei - Ratstronne

#### Thursday Donnerstag 29.06.2006

11.00  Opening/ Key-note Speaker:
       Alan Tomlinson (Chelsea School of Sport and Leisure Studies, University of Brighton)
       Christopher Young (Pembroke College an der University of Cambridge)
       “Saturation point? German football in national and international media contexts”

12.00  Break

12.45  Session 1: „Approaches to Media Football“
       Markus Stauff (University of Bochum)
       Faces and Figures: Storytelling in Television Sports
       Thomas Oates (Pennsylvania State University)
       Imagined Ownership in European Football
       Roman Horak (University of Wien)
       A Game is many games. Football in the stadium and as media event
       Jan Tilman Schwab (University of Kiel)

15.00  Break

15.30  Session 2: „Research Notes“
       Carmelo Garitaonandia (University of the Basque Country)
       Mailen Garmendia (University of the Basque Country)
       The Predictors of Pay Per View Football Use among Digital Television Subscribers
       Hyung-Cheol Kang (Sookmyung Women’s University, Seoul)
       Moonhee Yang (Sookmyung Women’s University, Seoul)
       Seungchan Yang (Sookmyung Women’s University, Seoul)
       Namyoung Kim (Pennsylvania State University)
       The influence of television commentary on the audience’s judgment for foul play in soccer games

16.30  Break

17.00  Session 3: „Research Notes“
       Gregor Daschmann (Hannover University of Music and Drama)
       Tilo Hartmann (University of Southern California, Los Angeles)
       The suspenseful quality of televised soccer matches: Empirical results of a multi-factor model
       Thomas Horky (University of Hamburg)
       The Football World Cup 2006 as Communicative Staging of MediaSport
       Siegfried Weichsenberg (University of Hamburg)
       Steffen Kolb (Hamburg Media School)
       Information or Entertainment? Functions of sports journalism – Results of a Representative Survey among German Journalists

19.00  Departure – Sightseeing Tour by Tram

20.00  Reception – Media Foundation of Sparkasse Leipzig

#### Friday Freitag 30.06.2006

09.00  Session 4: „National Stories“
       Robert Spires (Mid Tennessee State University)
       Hugh O’Donnell (Glasgow Caledonian University)
       Football versus football. Coverage of the Super Bowl and the Football World Cup in the American Media
       Hans-Joerg Stiehler (University of Leipzig)
       Jasper A. Friedrich (University of Leipzig)
       Programme’s Occupation: The Presentation of Football Media Events in German Television

11.30  Break

12.00  Panel: Football in the Internet Age
       Raymond Boyle (Department of Film & Media Studies, University of Stirling),
       Cornell Sandvoss (Department of Culture, Media and Communication, University of Surrey),
       Alina Bernstein (University Tel Aviv),
       Wolfgang Kleinwächter (University Aarhus)
       Chair: Lothar Mikos (Academy of Film and Television „Konrad Wolf“ Potsdam)

13.00  End