



2ND GERMAN-CANADIAN PROFESSIONALS CONFERENCE The Global Village: Calamity or Chance?



Start: 27 May 2011, 12:00
End: 27 May 2011, 17:00
Venue: Embassy of Canada

As a prelude to the Centennial Weekend, The 2nd German-Canadian Professionals Conference, organised by the Deutsche-Kanadische Gesellschaft e.V. (DKG) and hosted by the Embassy of Canada in Germany, will take place on May 27, 2011.

A McLuhan-inspired panorama will be offered which comes in four parts. It is entitled *Global Village – Calamity or Chance?* This overall theme is meant to cover contributions in three distinct fields of interest. The conference will assess the term 'global village' as (a.) de facto synonym for economic globalisation, (b.) prophecy regarding the emergence of a world wide web, and (c.) context for the development of contemporary cinema in a digitalised world.

The conference will be moderated by Ariane de Hoog, Deutsche Welle TV, and keynotes will be Brian Lee Crowley, founding Director, Macdonald-Laurier Institute (MLI) in Ottawa, Linus Neumann, blogger at netzpolitik.org, Berlin, and Gundolf S. Freyermuth, Professor of Comparative Media Studies at the ifs international film school, Cologne, and Director of the Cologne Game Lab at the Cologne University of Applied Science.

A panel will round our interdisciplinary approach by bringing in additional perspectives and participants featuring Klaus Haasis, CEO of MFG Public Innovation Agency for ICT, Creative Industries, Media and Film, Stuttgart, Nandita Biswas Mellamphy, Assistant Professor, Dept. of Political Science, UWO, London, ON, and Mass Abedi, CEO, Abco Film Corp., Vancouver and Hamburg.

For more information: <http://www.gcp-conference.de/2011/>



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Marshall
McLuhan
Salon



BlackBerry



Participant Biographies



Brian Lee Crowley (Keynote speaker)

Topic: Economic Crisis cont'd – Downfall or Turning Point?

Abstract: In the last few years, Canada has gone from being boring middle power to international role model worthy of emulation. The coalition government in the UK has promised “Canadian-style” reform, while American commentators continually hold up the Canadian model as an inspiration for America in its increasingly urgent need to confront its fiscal problems. Delegations from the EU and elsewhere in the world come to learn about how Canada tackled entitlement and transfer reform. Many countries envy Canada’s record in escaping the worst effects of the recent recession and in returning to pre-recession levels of employment faster than most of its peers.

What is the reality behind the “Canadian model”? Is it all down to a huge natural resource endowment? A low currency? Or are Canada’s robust results the payoff from intelligent redesign of the scope and reach of government?

Dr Brian Lee Crowley is the co-author of a recent book that deals with all these questions: *The Canadian Century: Moving out of America’s shadow*. The book was recently awarded the Sir Antony Fisher Prize for excellence in think tank publications by the Atlas Economic Research Foundation.

Biography: Brian Lee Crowley has headed the Macdonald-Laurier Institute (MLI) in Ottawa since it opened its doors in March of 2010. He has a long and distinguished record in the think tank world. He was the founder of the Atlantic Institute for Market Studies (AIMS) in Halifax, one of the country’s leading regional think tanks. Crowley has published numerous books, including in 2009, *Fearful Symmetry: the fall and rise of Canada’s founding values*, which quickly found its way onto the Canadian best seller lists. Crowley is a frequent commentator on political and economic issues across all media. He holds degrees from McGill and the London School of Economics, including a doctorate in political economy from the latter.





Linus Neumann (Keynote speaker)

Topic: Web 2.0 – Freedom or Deception?

Abstract:

a. The growth of the public domain at the expense of privacy -> the question of post-privacy. Privacy is not equal to data protection, so "post-privacy" is not equal to anti-[data protection]. postprivacy advocates' error: their whole theory would only make sense, when data was decentralized. Nowadays, it is not. Centralization is a problem in many ways (as the following examples will illustrate) - this is, why we need data-protection in terms of decentralization. Yesterday: information = power - only true when info is a limited resource. Today data-aggregation = power

b. The scope of social media and their role in manipulating public opinion: astroturfing etc. -> does antihierarchic, decentralized communication have any protection against astroturfing, lobbying and manipulation? Network facilitates point-to-point direct communication in decentralized structures. This is not taking place. Autogenesis of hierarchy. Autogenesis of centralization. Evgeny Morozov etc. Linus Neumann will illustrate a current German example of manipulation and how it was revealed & brought to the opposite effect by a small group of people. This will lead to questions of media competence/literacy and media-hacking.

c. Explaining the WikiLeaks phenomenon. The development of wikileaks mirrors the information vs aggregate realization: from single-document whistleblowing to massive dataleaks & -dumps. Power to the people? Linus Neumann will also refer to the recent Sony-Network-hacks and finally refer on ideas of data-protection.

d. Internet revolution(s) as a new form of organising protest. Linus Neumann will illustrate how the Internet is both the perfect tool for freedom AND the perfect tool for surveillance.

Biography: Linus Neumann, Dipl.-Psych. focussed his studies on personality and relationship psychology and minored in political sciences, where his interest in poststructuralist theories was awakened. He is co-founder of the children's book series "Mumpelmonster" and was engaged in various political areas and networks. Currently, his interests lay in information processing and decision making in grass-roots democratic structures and networks. He writes for the German blog netzpolitik.org and is a member of the recently founded NGO "Digitale Gesellschaft" which fights for





digital civil rights. Without experiencing symptoms of cognitive dissonance, Linus Neumann is a strong advocate for both transparency and privacy.



Gundolf Freyermuth (Keynote speaker)

Topic: A New Global Cinema – Mission or Illusion?

Abstract: In the 20th century, cinema expressed like no other medium the industrial way of life, its perception of time and space, its mentality, its conception of what it means - or rather meant - to be human. Now that we are entering the digital realm, our perceptions of space and time are changing rapidly. Under the conditions of virtual, that is, software based production and communication we develop new concepts of what it means to be human.

The rise of new media forces old media to adapt. In the early 20th century, with the rise of cinema, theatre had to adapt. Later, with the rise of television, it was cinema's turn to adapt. Now, in the early 21st century, with the rise of digital audiovisuality and new popular forms of nonlinear storytelling, cinema as well as television is facing the loss of their cultural dominance as defining media.

Exploring the digital future of cinema as a medium, an art form and a business, I will present several assumptions regarding the role of cinematic storytelling in a global culture: from the end of cinema as a separate medium to the continued importance of cinema as a particular mode of narration in a digital transmedia environment, from the individualization to the democratization of filmmaking, from the privatization to the globalization of reception.

Biography: Gundolf S. Freyermuth, Ph.D., is Professor of Comparative Media Studies at the ifs international film school, Cologne, and Director of the Cologne Game Lab at the Cologne University of Applied Science. Prior to his academic career, Freyermuth was an editor, reporter, and freelance writer covering film and digital media in Germany and the US. He has published 13 books of non-fiction and fiction and and appr. 500 essays, features and articles. His research focuses on digital audio-visuality, cross-mediality and network culture. Freyermuth holds dual German-American citizenship and lives in Cologne and Berlin.





Ariane de Hoog (Moderator)

Biography: Ariane de Hoog, completed her Masters and PhD at Cambridge University. She is an anchor in Berlin for the international TV station Deutsche Welle, providing business news around the globe. She works with academics, CEOs and CFOs of international businesses as well as research institute-directors, every day, to write the latest news stories and to anchor the Journal. Ariane moderates and presents at international conferences and events and also runs a media and speaker training business in Berlin. She was born in Nairobi, Kenya to a Canadian diplomatic father and German mother and grew up trilingual.



Klaus Haasis (Panellist)

Biography: Klaus Haasis is the founding CEO of MFG Public Innovation Agency for ICT, Creative Industries, Media and Film in Stuttgart. As a media pioneer Haasis was part of the first wave of digitalization in the printing industry in the seventies, he designed the first business applications for the German online service Bildschirmtext and introduced computer animation to German industrial film in the eighties. He developed new formats and production methods for regional TV in the nineties. In the early 2000s he was a counsellor to policy makers regarding the founding of the University for Popular Music and Music Business in Mannheim and the merge of the Universities for Media and Library Science in Stuttgart.





Nandita Biswas Mellamphy (Panellist)

Biography: Dr. Nandita Biswas Mellamphy is Assistant Professor of Political Theory, and Core Faculty member in the Centre for the Study of Theory and Criticism at The University of Western Ontario (London, Canada). Her research interests are situated at the intersection of Political Theory, Post-Humanist Theories of Technology, and Continental Philosophy. She is author of *The Three Stigmata of Friedrich Nietzsche: Political Physiology in the Age of Nihilism* (Palgrave Macmillan Press, 2011) and her work can be found in journals such as *Foucault Studies*, *Janus Head*, *Symposium*, *Paideusis*, *PhaenEx* and *Collapse*. She is co-translator of Gilbert Simondon's *The Mode of Existence of Technical Objects* (Semiotexte Series/MIT Press, forthcoming). Her current research focuses on 'larval terror,' the militarization of the contemporary political subject, and networkcentric theories of war.



Mass Abedi (Panellist)

Biography: Mass Abedi has been trained in Munich, Vancouver, and Calgary. He worked for Berlusconi's TELE 5 Network, the Kirch Group's German SportsNetwork DSF and the Plaza Media Broadcast Center. He held jobs as Production Manager and Supervising Producer. He brought his skills, expertise and contacts to various committees & organizations in British Columbia, focusing on the Winter Olympics 2010 in Vancouver & Whistler and various World Cups since 2007. Mass heads the Abco Film Corp. and recently launched his new weekly German language infotainment show AhornTV on OMNI TELEVISION, Canada's no one network for multicultural programming.

