

# INTERNATIONAL CONGRESS ON COMMUNICATION AND THE LOCAL PUBLIC SPHERE

POLIS.COM

1-2  
OCT  
2026

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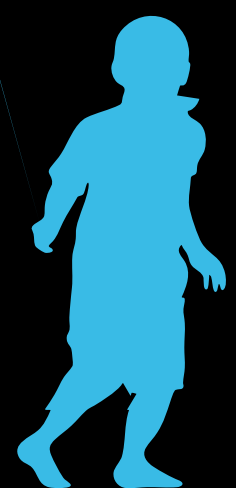
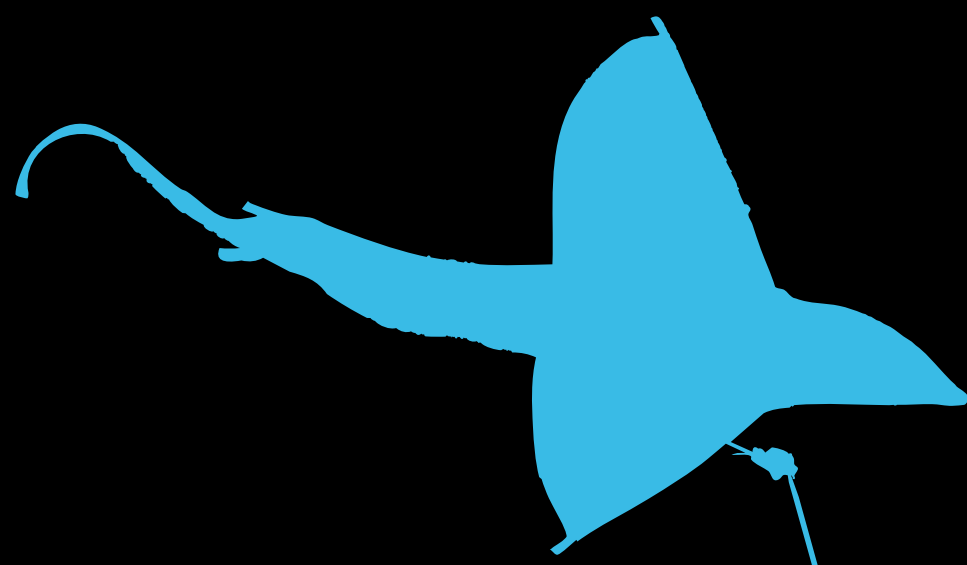
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# ABOUT POLIS.COM



**Polis.COM – International Congress on Communication and the Local Public Sphere brings together researchers interested in the communication processes that shape public life at local and regional levels. Over two days, the congress promotes dialogue across different perspectives on local journalism, local media ecosystems, public and political communication, citizen participation, digital platforms, culture, identity, and memory.**

**Organised by LabCom – Communication Laboratory at the University of Beira Interior, Polis.COM builds on a consolidated trajectory of research, projects, and academic events dedicated to communication, journalism, and the local public sphere.**

# PROGRAMME AT A GLANCE



# DAY 1 OCT

**14:00 REGISTRATION**

**14:30 OPENING SESSION**

**15:00 KEYNOTE LECTURE**

**“Local Journalism: Ideas for a Possible and Necessary Reinvention in Times of High Technology”**

**Xosé López García / University of Santiago de Compostela, Spain**

**16:00 COFFEE BREAK**

**16:30 PAPER SESSION**

**18:00 END OF THE DAY 1  
IN-PERSON PROGRAM**

**18:30 ONLINE PAPER SESSION**

# DAY 2 OCT

## 10:00 KEYNOTE LECTURE

**"Proximity without Resonance:  
Why Local Media Fail to Generate  
Public Attention?"**

Gil Ferreira / Polytechnic University  
of Coimbra, Portugal

## 11:00 COFFEE BREAK

## 11:30 PAPER SESSION

## 13:00 LUNCH BREAK

## 14:30 PAPER SESSION

## 16:00 COFFEE BREAK

## 16:30 PAPER SESSION

## 18:00 END OF THE DAY 2 IN-PERSON PROGRAM

# SPEAKERS



# "Local Journalism: Ideas for a Possible and Necessary Reinvention in Times of High Technology"



University of  
Santiago de  
Compostela,  
Spain

## XOSÉ LÓPEZ GARCÍA

**Journalist and Professor of Journalism at the University of Santiago de Compostela, Xosé López García has more than thirty years of research experience in journalism studies and local journalism. He holds a PhD in the History of Local Communication and has led several competitive research projects on the digital transformation of local journalism. His current research focuses on the intersection between journalism and high technology in local communication spaces.**

# "Proximity without Resonance: Why Local Media Fail to Generate Public Attention?"



Polytechnic  
University  
of Coimbra,  
Portugal

**GIL BAPTISTA FERREIRA**

**Gil Baptista Ferreira holds a PhD in Communication Sciences and is Principal Coordinating Professor at the Polytechnic University of Coimbra, where he teaches and conducts research in media theory, political communication, and the digital public sphere. He is an integrated researcher at LabCom. His research focuses on the reconfiguration of the public sphere in the platform era and on the role of algorithmic mediation in transforming regimes of visibility and public experience.**

# OPENING SESSION

**Sílvia Socorro**

(Vice-Rector for  
Research, Innovation,  
and Development)

**José Ricardo Carvalheiro**

(Head of the Department of  
Communication, Philosophy,  
and Politics)

**João Canavilhas**

(Coordinator of LabCom)

**Pedro Jerónimo**

(Polis.COM Organizer)

## **MODERATION**

**Conf. Xosé López García:**

**Pedro Jerónimo**

**Session day 1, 16h30:**

**Adriana Gonçalves**

**Session day 1, 18h30  
(online):**

**Raquel Guerra**

**Conf. Gil Ferreira:**

**Giovanni Ramos**

**Session day 2, 11h30:**

**Aline Grupillo**

**Session day 2, 14h30:**

**Gisela Gonçalves**

**Session day 2, 16h30:**

**Alba Díez Gracia**

# **IN-PERSON PAPER SESSIONS**



📍 40° 16' 37" N 7° 30' 29" W

**AUDITORIUM OF  
THE UBI WOOL  
MUSEUM – ROYAL  
VEIGA FACTORY**

1 OCT

IN-PERSON

16:30

# **PLATFORMS, ALGORITHMS, LITERACY, AND THE LOCAL PUBLIC SPHERE**

## **1**

**Civic and algorithmic literacy  
among ESEC students and the  
challenges to the training of  
future journalists**

**Elizângela Noronha**

Polytechnic University of Coimbra / CECC

**Cláudia Cambraia**

Polytechnic University of Coimbra / LabCom

## **2**

**When Citizenship Becomes  
Invisible: Artificial Intelligence  
and the Transformations of  
Local Public Spheres**

**Margarida Santos**

Lusófona University, FCSEA / ECATI

**Daniel Cardoso**

Lusófona University, ECATI / CICANT;  
NOVA FCSH

1 OCT

IN-PERSON

16:30

# **PLATFORMS, ALGORITHMS, LITERACY, AND THE LOCAL PUBLIC SPHERE**

**3**

**From the Citizen Agenda to the  
algorithmic agenda: imagined  
proximity and regimes of local  
visibility**

**João Carlos Correia**

University of Beira Interior  
/ LabCom

**4**

**At the Threshold of the Public  
Sphere: Algorithms and the  
Contest for Local Visibility**

**Lourenço Silva Ferreira**

Polytechnic University  
of Coimbra

# **ONLINE PAPER PRESENTATION SESSION**

**WWW.YOUTUBE.  
COM/@LABCOM-  
COMUNICACAO**

1 OCT

ONLINE

18:30

# **DIGITAL JOURNALISM, INNOVATION, AND NEW PRACTICES**

**1**

**Local journalists in the AI public sphere: Professional boundaries, technological resistance and the future of local news**

**Giacomo Buoncompagni**  
University of Macerata

**2**

**Building Proximity in the Journalistic Production of a Digital Native: An Analysis of Matinal**

**Amanda Spohr Demamann**  
Federal University of Santa Maria

1 OCT

ONLINE

18:30

# **DIGITAL JOURNALISM, INNOVATION, AND NEW PRACTICES**

**3**

**Fact-checking via Cordel in rural  
Piauí: an educational and  
community-oriented initiative  
for media deserts**

**Marta Alencar**

University of Vale do Rio dos Sinos

**4**

**The Radical Right and Local Power:  
Chega's Digital Communication in  
the 2025 Municipal Elections**

**Joana Rodrigues**

Polytechnic University of Coimbra

**Tatiana Dourado**

Pontifical Catholic University  
of Rio de Janeiro

**Pedro Jerónimo**

University of Beira Interior

**Crysttian Paixão**

Federal University of Bahia

1 OCT

ONLINE

18:30

**DIGITAL  
JOURNALISM,  
INNOVATION, AND  
NEW PRACTICES**

**5**

**Communicating Local Memory  
Across Media: Reconstructing  
Istanbul through The Museum  
of Innocence**

**Arzu Süzmen Yalçınkaya**  
Independent Researcher

# **IN-PERSON PAPER SESSIONS**



📍 40° 16' 37" N 7° 30' 29" W

**AUDITORIUM OF  
THE UBI WOOL  
MUSEUM – ROYAL  
VEIGA FACTORY**

2 OCT

IN-PERSON

11:30

# **JOURNALISM, LOCAL ECOSYSTEMS, AND PROFESSIONAL TRANSFORMATION**

## **1**

**Trust or bust: How station  
leadership mediates rural public  
radio audience behavior**

**Stan Jastrzebski**

University of Missouri / KBIA 91.3

**Claire Powell**

University of Missouri

**Nick Mathews**

University of Missouri

## **2**

**New(s) voices in the news  
desert? Local content creators  
and territorial identities beyond  
traditional media**

**Ricardo Morais**

University of Porto / CITCEM

2 OCT

IN-PERSON

11:30

# **JOURNALISM, LOCAL ECOSYSTEMS, AND PROFESSIONAL TRANSFORMATION**

**3**

**Hostility against journalists in  
times of climate change tragedy: how  
disinformation and polarisation  
impact news coverage**

**Juliana Alcantara**

Erasmus University Rotterdam

**Giovanni Ramos**

Polytechnic University of Coimbra / LabCom

**4**

**Local media framing of the  
Sophia Project in the Castelo  
Branco District**

**Bianca Persici Toniolo**

University of Beira Interior / LabCom

**Cecília Ramos**

Polytechnic University of Castelo Branco  
/ LabCom

2 OCT

IN-PERSON

11:30

# **JOURNALISM, LOCAL ECOSYSTEMS, AND PROFESSIONAL TRANSFORMATION**

**5**

**The use of AI in the nearly  
century-old press: the case of  
Jornal do Fundão**

**Sara Nerea**

University of Beira Interior  
/ LabCom

**Adriana Gonçalves**

University of Beira Interior  
/ LabCom

2 OCT

IN-PERSON

14:30

# **POLITICAL AND INSTITUTIONAL COMMUNICATION AND PARTICIPATION**

**1**

**The election campaign in the local  
digital public sphere: The 2026  
presidential election from the  
perspective of Beja residents**

**Sara Pina**

Lusófona University, ECATI / HypePol Lab

**Inês Mota Batista**

Lusófona University, FCSEA / ECATI  
/ HypePol Lab

**2**

**Community roundtables and  
intergenerational approaches:  
renewing democratic debate through  
the co-construction of action plans**

**Ana Filipa Oliveira**

Lusófona University / CICANT

**Júlia Patrício Pereira**

Lusófona University / CICANT

**Marisa Vieira Mourão**

University of Trás-os-Montes e Alto  
Douro / CICANT

2 OCT

IN-PERSON

14:30

# **POLITICAL AND INSTITUTIONAL COMMUNICATION AND PARTICIPATION**

**3**

## **Prompt Engineering as a Risk Communication Advisory Competency: A Comparative Analysis of Municipal Communication during Tropical Storm Kristin using the CERC Model**

**Brenda Luiza de Campos**  
University of Beira Interior

**Sónia de Sá**  
University of Beira Interior  
/ LabCom

**4**

## **The political communication of decentralization**

**Ana Grifo**  
University of Beira Interior  
/ NOVA School of Business  
and Economics

2 OCT

IN-PERSON

16:30

# **THE POLITICAL COMMUNICATION OF DECENTRALIZATION**

## **1**

### **The Contribution of Cultural Projects Funded by POCTEP and PIS to the Social and Territorial Cohesion of the Castelo Branco District**

**Sandra Lima Coelho**

University of Beira Interior

**Márcia Silva**

University of Minho

## **2**

### **Democratic Transition and Regional Identity in Castile and León: Political Debate, Media Discourse and the Construction of Autonomy (1975–1983)**

**Jacobo Izquierdo**

International University of La Rioja

**Virginia Jiménez**

University of Valladolid

2 OCT

IN-PERSON

16:30

# THE POLITICAL COMMUNICATION OF DECENTRALIZATION

3

**Music as a means of intercultural  
communication in the local  
context: A case study of the “Break  
the Wall” project in Fundão**

**Ana Rita Matos**

University of Beira Interior

**Débora Gato**

University of Beira Interior

4

**Visibilidade sem reconhecimento:  
envelhecimento, identidade e  
esfera pública de proximidade**

**João Carlos Correia**

University of Beira Interior / LabCom

# ABOUT UNIVERSITY OF BEIRA INTERIOR



**Located in Covilhã, the University of Beira Interior has a distinctive relationship with the city's industrial history. Its origins date back to the creation of the Polytechnic Institute of Covilhã in 1973, during a period marked by the crisis of the wool industry.**

**In 1979, the institution became the University Institute of Beira Interior and, in 1986, the University of Beira Interior. The recovery and reuse of former industrial buildings is one of the distinctive features of its heritage.**

# VENUE

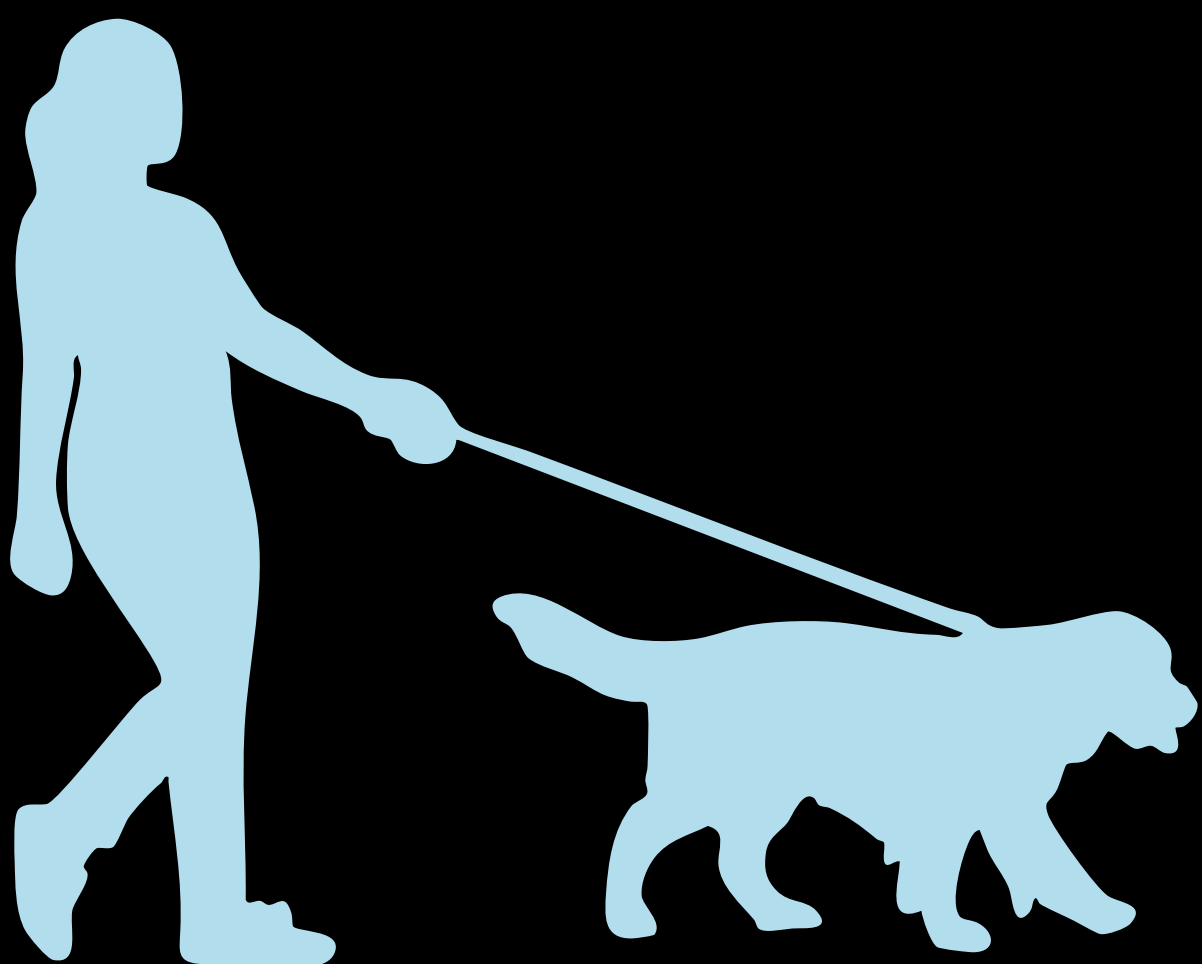


UBI WOOL  
MUSEUM – ROYAL  
VEIGA FACTORY

**The Royal Veiga Factory is one of the historic buildings incorporated into the University of Beira Interior. Located beside the Goldra stream, the complex was associated with the wool manufacturing company founded by José Mendes Veiga in the late eighteenth century.**

**Today it houses the headquarters of the UBI Wool Museum, the Museum Centre for the Industrialisation of Wool, and its Documentation Centre/Historical Archive. Its permanent exhibition presents the technological evolution of the wool industry during the nineteenth and twentieth centuries.**

# PRACTICAL INFORMATION



# LANGUAGES

## Languages

Portuguese, English and Spanish for oral presentation, English for visual/supported presentation.

## Format

In-person and online

## Website

<https://polis.ubi.pt/>

## Contact

[poliscom.labcom@gmail.com](mailto:poliscom.labcom@gmail.com)

## Access to online sessions

<https://www.youtube.com/@labcom-comunicacao>

# ORGANISATION AND SUPPORT



# ORGANISATION

LabCom – Communication  
Laboratory

University of  
Beira Interior

# SUPPORT

Museu dos Lanifícios –  
Núcleo Real Fábrica Veiga

GT de Jovens Investigadores  
da SOPCOM

GT de Media Regionais e  
Comunitários da SOPCOM



# EXECUTIVE COMMITTEE

Aline Grupillo

Giovanni Ramos

Inês Salvador

Luísa Torre

Pedro Jerónimo  
(Coordenador)

Raquel Guerra

# SCIENTIFIC COMMITTEE AND FURTHER INFORMATION

<https://polis.ubi.pt/>