12th Annual International Conference on Communication and Mass Media, 12-15 May 2014, Athens, Greece
Organized by the
Social Sciences Research Division
Mass Media & Communication Research Unit

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, 10678 Athens, Greece (close to Omonoia metro station)

Monday 12 May 2014

08:00-08:30 Registration

08:30-09:00 Welcome and Opening Remarks
- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

09:00-11:00 Session I (Room A): Online/New Media
Chair: Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

1. Inta Brikse, Professor, University Of Latvia, Latvia & Guna Apurava, PhD Student, University Of Latvia, Latvia. New Technologies – New Divides? Case Study of Students Media Use in Latvia.
3. Kristoffer Holt, Senior Lecturer, Linnaeus University, Sweden & Mikael Rinaldo, Lecturer, Linnaeus University, Sweden. “Exploring the Dark Side of Participatory Online Media. A Case Study of Metapedia(Dot)Org.”
4. Natcha Krisneepaiboon, PhD Student, Griffith University, Australia. The Role of New Media in Multicultural Australia: A Study of Thai, Rohingya and Hmong Communities.
### 11:00-12:30 Session II (Room A): Public Relations  
**Chair:** Renaud De La Brosse, Professor, Linnaeus University, Sweden

1. Liudmila Starostova, Associate Professor, Ural Federal University, Russia. Biennale as a Tool of Broadcast the Historic Identity of the City: The Experience of Yekaterinburg.
2. Skye Cooley, Assistant Professor, Mississippi State University, USA & Mark Goodman, Professor, Mississippi State University, USA. Propaganda as Public Policy in U.S. and DKPR Relations.
3. Pisapat Youkongpun, PhD Student, Griffith University, Australia. The Role of Alternative Media in Strengthening, Preserving, and Promoting Identity and Culture: A Case Study in Eastern Thailand.
4. Hui-Jung Chang, Professor, Fu-Jen Catholic University, Taiwan. Facebook Uses, Boundary Spanning Activities and Social Capital.

### 12:30-13:30 Lunch (details during registration)

### 13:30-15:00 Session IV (Room A): Advertising & Consumer Studies  
**Chair:** Mihalis Kuyucu, Assist. Prof., Istanbul Aydin University, Turkey

2. Kawakib Al-Momani, Associate Professor, Jordan University Of Science And Technology, Jordan; Fathi Migdadi, Associate Professor, Jordan University Of Science And Technology, Jordan & Mohammad Badarneh, Associate Professor, Jordan University Of Science And Technology, Jordan. Intergeneric Borrowings in Arabic Print Advertisement.

### 11:00-12:30 Session III (Room B): Television Studies  
**Chair:** Kristoffer Holt, Senior Lecturer, Linnaeus University, Sweden

1. Peter Robson, Professor, University of Strathclyde, UK. Women TV Lawyers in the 21st Century.
5. Eucharia Ogechi Okwumba, Lecturer, Institute of Management and Technology, Nigeria. The Role of Mass Media as Agents of Mobilization for Community Development in Nigeria.

### 13:30-15:00 Session V (Room B): Communication Studies I  
**Chair:** Peter Robson, Professor, University of Strathclyde, UK.

1. Yun-Tsai Chou, Associate Professor, Yuan Ze University, China. The Stalemate of Cable Digital Switchover: A Study of Competition Effects and Deregulation.
2. Zhou He, Associate Professor, City University Of Hong Kong, China. The Interplay of Politics and Economics in the Development of Television 2.0 in China: A Model of Player/Referee Oligopolistic Competition.
3. Agnes Nepomuceno, Associate Professor, Bicol University, Philippines & Alex Nepomuceno, Associate Professor, Bicol University, Philippines. THE WE-Mens’ FORUM: The Voice of the Voiceless, Hitting the 2015 Millennium Development Goal on Gender Equality.
5. Soheir Osman Abdel Haleem, Lecturer, Cairo University, Egypt. How Can the Egyptian News Organizations get Benefits from the Readership Researches, After the 30 June 2013 Events?
15:00-16:30 Session VI (Room A): Journalism & Journalists  
Chair: Ye Hao, Assistant Professor, Shanghai Jiao Tong U., China

1. Tsan-Kuo Chang, Professor, City University of Hong Kong, Hong Kong. Professional Journalism on Citizen Journalism: Journalistic Discourse in China, Hong Kong and Taiwan.
2. Mei Fung Meily Cheung, Assistant Professor, Hang Seng Management College, Hong Kong & Tin Chi Wong, Senior Lecturer, Hong Kong Baptist University, Hong Kong. Information Spinning and the Change in News Sources in Hong Kong Policy News Coverage.
3. Lida Tsene, Doctor, Open University of Cyprus, Cyprus & Sofia Iordanidou, Assistant Professor, Open University of Cyprus, Cyprus. The Role of Distance Learning Institutions in the Hybridization of the News-Making Process with the Web-Based Technologies: A Qualitative Analysis of Journalists’ Perspectives: Preliminary Findings.
4. James Garrison, Student, Missouri Western State University, St. Joseph, MO, United States & Daniel Cobb, Student, Missouri Western State University, St. Joseph, MO, United States. Is America Really Internationally Divorced from News?

16:30-18:00 Session VIII (Room A): Political Communication  
Chair: Lida Tsene, Doctor, Open University of Cyprus, Cyprus

1. Mihalis Kuyucu, Assist. Prof., Istanbul Aydin University, Turkey. Use of Twitter As a Tool of Dialogical Communication for Politicians in 2014 Local Elections in Turkey.

21:00–23:00 Greek Night (Details during registration)
### Tuesday 13 May 2014

**08:00-10:00 Session IX (Room A): Film, Audio and Visual Communication**  
**Chair:** Catherine Ann Collins, Professor, Willamette University, USA.

1. Robert G. Nulph, Assistant Professor, Missouri Western State University, USA. Editing Through the Lens: Before Photoshop.
2. Julia Bello-Bravo, Assistant Director, University of Illinois, USA. Scientific Animations without Borders: The Potential for Crowd Sourcing in Disaster Relief.
5. Sarah Sparke, Researcher, University of the West of England, UK. Digital Cinematography: The Medium is the Message?

### 10:00-11:30 Session X (Room A): Frames and Narratives  
**Chair:** Sarah Sparke, Researcher, University of the West of England, UK.

2. Catherine Ann Collins, Professor, Willamette University, USA. Nuclear Threat Narratives: Preconditions to War.
3. Jeanne Clark, Associate Professor, Willamette University, USA. Ethics and the Framing of the Boycott, Divestment, and Sanctions Movement.

### 10:00-11:30 Session XI (Room B): Social & New Media  
**Chair:** Robert G. Nulph, Assistant Professor, Missouri Western State University, USA.

1. Murat Mengü, Assistant Professor, Istanbul Arel University, Turkey & Seda Mengü, Professor, Istanbul University, Turkey. Violence and Social Media.
4. Dan Albertson, Associate Professor, University of Alabama, USA. Using a Video Information Resource to Support Personalized Health Communications and Patient Care.
### 11:30-13:00 Session XII (Room A): Web/Internet Studies
**Chair:** Jeanne Clark, Associate Professor, Willamette University, USA.

1. Orayb Najjar, Professor, Northern Illinois University, USA. Internet Laws in the Arab World: A Copy of Regulations of Print Media or a New Beginning?
4. Viktorija Car, Assistant Professor, University Of Zagreb, Croatia. Nationalism and Digital Activism in Croatia: The Case of Croatian Wikipedia.

### 11:30-13:00 Session XIII (Room B): Health & Science Studies
**Chair:** Christopher Bond, Professor, Missouri Western State University, USA

1. Fatma Ucar, Researcher, Anadolu University, Turkey, Erkan Yüksel, Professor, Anadolu University, Turkey, A. Yalçın Kaya, Professor, Selçuk University, Turkey, Abdullah Koçak, Professor, Selçuk University, Turkey & Sinan Aydın, Associate Professor, Anadolu University, Turkey. How Do Turkish People Use the Media Content of the Health Issues?
2. Kelsey Guthery, Missouri Western State University, Missouri Western State University & Abbey McKern, Missouri Western State University, United States of America. The Westboro Baptist Church Anomaly: A Content Analysis of the Effects of the Media on a Religious Extremist Group’s Public Relations Efforts.
3. Jodi Stamback, Student, Missouri Western State University, United States of America, Stephen Solomon, Student, Missouri Western State University, United States of America, Christopher Bond, Professor, Missouri Western State University, United States of America, & Kaleigh Frazier, Student, Missouri Western State University, United States of America. Communicating the Communicable: How health risks associated with tick borne illnesses reach mass audiences.

### 13:00-14:00 Lunch (Details during registration)

### 14:00-15:30 Session XIV (Room A): Communicators & Communication Studies II
**Chair:** Viktorija Car, Assistant Professor, University of Zagreb, Croatia.

1. Varadesh Hiregange, Director, Manipal University, India. Communication Theory: Communicating from East to West.
2. Baris Coban, Head of Communication Sciences Department, Dogus University, Turkey. Trade Unions, Communication Policies and Alternative Media.
3. Arulchelvan, Sriram, Assistant Professor, Anna University, India. Developmental Journalism in Tamil Television Channels: Changing Scenario.
4. Aybike Pelek Ozel, Assistant Professor, Kocaeli University, Turkey. Gezi Park Protests in the Context of Activism/Digital Activism and "Disproportionate" Use of Humor.
### 15:30-17:00 Session XV (Room A): Communication Studies III
**Chair:** Baris Coban, Head of Communication Sciences Department, Dogus University, Turkey.

1. **Christopher Bond**, Professor, Missouri Western State University, USA, Kaitlyn Fisette, Jessica Klaus, Nicole Gardner, Frankie Maas & Amanda Stephenson. From A Twitterstorm To Twitterterrorism: How Social Media and Public Relations Strategies Combined for Justice in Small Town America.
2. **Aysun Akan**, Lecturer, Izmir University, Turkey & **Zafer Fehmi Yoruk**, Lecturer, Izmir University, Turkey. Studies in a Dying Culture: A Survey of the Kemalist Responses to the Kurdish Solution Process.
3. **Sini Setala**, Head, Laurea University, Finland. Appraising Tabloid Headlines – Emotions.
4. **Nuray Yilmaz Sert**, Lecturer, Kocaeli University, Turkey. PR of STRIKES: A Case Study of “Turkish Airlines 305 Resistance and Strike”.

### 15:30-17:00 Session XVI (Room B): Communication Studies IV
**Chair:** Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

1. **Mark Hayes**, Senior Lecturer, Solent University Southampton, UK. The British Media and Internment in Northern Ireland: Testing the Parameters of Pluralist Theory.
2. **Luis Roberto Valero**, Researcher, Universidad Autonoma De Baja California, Mexico & **Rey David Roman**, Researcher, Universidad Autonoma De Baja California, Mexico. Social Networking, Elections and Their Impact on Mexico: Old Media Versus New Media.

### 17:30-20:30 Urban Walk (Details during registration)

### 21:00-22:00 Dinner (Details during registration)

**Wednesday 14 May 2014**

**Cruise:** (Details during registration)

**Thursday 15 May 2014**

**Delphi Visit:** (Details during registration)