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PREFACE

This abstract book includes all the abstracts of the papers presented at the *8th Annual International Conference on Communication & Mass Media, 17-20 May 2010* sponsored by the Mass Media & Communication Research Unit of the Athens Institute for Education and Research (AT.IN.E.R.). In total there were 64 papers and 70 presenters, coming from 29 different countries (Australia, Austria, Belgium, Brazil, China, Denmark, Finland, France, Germany, Hong Kong, Israel, Italy, Latvia, Malaysia, Mexico, Norway, Poland, Portugal, Romania, Russia, Singapore, Slovakia, South Africa, Sweden, Taiwan, The Netherlands, Turkey, UK and USA). The conference was organized into 14 sessions that included areas such as Social Media, Journalism, Education, Advertising, Contemporary Figures of Society: Privacy Invasions and the Global Tabloid Markets, TV, Political, Web – Online – Digital, Brand/Image, Film Studies e.t.c. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has

organized more than 100 international conferences and has published over 80 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
Director

**Reader-Participation in Online Newspapers:
An Asset or a Limitation, According to Professional Journalists?**

Ulrika Andersson

Researcher, University of Gothenburg, Sweden

Music Piracy: Recording Companies against P2P Networks

Antonella Ardizzone

Assistant Professor, IULM University, Italy

This paper tries to analyze the effects of on line music piracy on music sales using a theoretic model where a recording company, legal monopolist because of copyright laws, compete with an illegal P2P network.

Network externalities determine the expected size of the network (more users result in more music available and faster download) and the utility from joining the network depends also on a disutility parameter λ (quality of the file, downloading time, legal prosecution, lack of package, etc).

The monopolist changes its strategy because of the existence of the network; disutilities of using the network influence the demand of the network; all the consumers have a pc and an internet connection.

The timing in this model is like the following: first the network is introduced and an exogenous λ is given. After this, consumers make an expectation of the size of the network. Following this is the action of the monopolist who sets its prices. Then the consumers make their buying decisions by comparing the surpluses they can derive by both two possibilities and the equilibrium that following from this must be one where expectations are fulfilled.

The most important results are:

1. If the disutility λ is equal to the firm marginal cost, the monopolist and the network share the market (and if $\lambda=c=0$) they have both half the market; the more λ increases the more the monopolist profits raise (this also means the monopolist has an incentive to artificially raise the disutility of using the network);
2. Consumer surplus increase because of the introduction of the network;

The model also analyze two extensions: the effect of introducing a government tax on blank CDs and the effect of competition between a legal network and an illegal one.

If there is a tax on blank CDs, the cost of using the network cannot be considered null as before.

The most important results of the first extension are:

1. The tax lower the number of people using the network;
2. The tax higher the equilibrium price of the monopolist;
3. If the value of marginal costs is near the value consumers give to the CD, the monopolist profits will increase because of the tax and are more than profits in the initial situation (without the illegal network).

Then we try to understand what happens if the monopolist build a legal site to sell music. The most important results are:

1. The two different distribution channels can share the monopolist market share (but also cannibalize each other);
To increase its market share the legal store must have zero marginal costs.

Marshall Plan Films in Turkey

Iren Dicle Aytac

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Marshall Plan that served for the restructuring of the international economy and politics after the Second World War has also consolidated the worldwide hegemony of capitalism under the leadership of the USA. On the other hand, Marshall Plan has been the first tangible implementation of the policies proposed by modernization theories which dominated the academia of following period and provided a basis for ensuing “foreign aid” programs.

Another crucial aspect of the Marshall Plan is its large scale propaganda campaign which has been executed in order to channel attitudes and mentalities of the Europeans in the direction of American ideals. One of the most effective media of that campaign has been films. Within the Plan, some country-specific, some for international screening and dubbed into native languages, more than 200 films have been produced and exhibited through Europe and served effectively to publicize the Plan and more importantly “to sell the American model of capitalist democracy”.

In this context, this paper aims to investigate how these films functioned in Turkey to advance the Marshall Plan ideology. After giving general information on exhibition conditions of Marshall Plan films in Turkey, it examines three films of *Turkey and the Land Series* which have been produced peculiar to Turkish audiences. A thematic analysis of films reveals that they identify Turkish rural with traditionalism and underdevelopment, promote agricultural mechanization and represent Marshall Plan as the key of modernization and welfare.

**Movie Piracy in Italy:
Empirical Evidence of a Growing Phenomenon**

Anna Maria Bagnasco
Assistant Professor, University IULM, Italy

Gambling is good for the Film Industry

John Beaton

Lecturer, Curtin University of Technology, Australia

Sacred Space: Front Page Advertisements on U.S. and Worldwide Newspapers

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Jodi Oliver

Student, Missouri Western State University, USA

For decades, the front page of the American newspaper was a sacred space, never to be sullied with advertisements. But, with declining circulation numbers and the accompanying declining ad revenue in the past several years, more and more newspapers have resorted to placing advertisements on that prime real estate of the newspaper in order to boost revenues. While many U.S. newspapers still do not put ads on the front, the top three circulation newspapers—USA Today, The Wall Street Journal, and starting in 2009, even the New York Times—do run front-page advertisements. Of course, in many other countries (and even in the U.S. earlier in the 20th Century), such ad placement is commonplace. The goal of our study is to examine both U.S. and worldwide newspapers to gauge the proliferation of front-page newspaper advertisements. Using the list of over 750 newspapers archived daily on the Newseum website, we plan to do a random sampling of approximately 100 U.S. newspapers and 100 newspapers outside the U.S., using a two-pass system in which we examine each newspaper twice during the week (once on Monday and once on Friday) during the month of March. We will code the data from our examinations, including whether or not there was advertising on the front, the number of advertisements, the location of any advertisements, and the relative size of the advertisements. In addition, using data from the *Editor and Publisher Yearbook*, we will also enter in the circulation numbers of the newspapers to our spreadsheet and analyze the findings in light of the size of the newspapers. Our presentation will include the size comparison and comparison between U.S. and newspapers from different regions of the world, in addition to examples of front page advertisements in U.S. and worldwide newspapers.

Changes of Italian Publicity since 1950 till Today

Asteria Casadio

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The objectives of this search are to show changes suffered by Italian publicity since 1950 till today (and in particular the change of its explicative structure in a narrative structure), to investigate the motivations of these changes and to try to insert them in their historical context. Gingle's and cartoon's role will be examined, as also childrens' and woman's presence in the spots, and in particular, woman's role changed with the emancipation of female public, which the spot turned. Different spots will be investigated, in particular those that were mostly innovative, marking a turning-point of publicity's history because of their attention to the message and the presentation of a product which covered, in the course of years, a space more and more marginal in the narration, assuring, nevertheless, paradoxically, happiness rather than quality. The different spots will be divided in timeframes, so as to analyze also their public.

Singapore Residents' Committees: Investigating Factors influencing the Credibility of Leadership Networks

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Current Residents' Committee (RC) members were viewed as sufficient consultative channels but not effective feedback channels for Singaporeans. Further, the prevalence of "*black-book*" and "*black-hole*" syndromes had raised credibility issues, influencing residents' acceptance of the reliability of information (Tormala et al, 2005). This paper examines the individual attributes of RC members to understand what factors affect credibility, as measured by expertise and goodwill (McCroskey, 1997). The factors were categorized into three factors namely the structural factors (authority), individual factors (demography) and relational factors (Guanxi). The hypothesis was "*Guanxi (relationships) have greater impact on credibility of RC members than structural or individual variables.*"

Social network theory is used, in particular degree centrality, to understand active social groups in self organized committees. RCs were hypothesized to display Guanxi network qualities (Hammond & Glenn, 2004; Verhesen, 2004), defined as one's place in the social structure, providing security, trust within a prescribed role. A survey methodology conducted over four months (Response rate: 79.5%) utilized a convenience sample of 144 RC members.

Findings revealed that relational factors contribute most to the credibility of RC members, and structural factors such as authority do not contribute as significantly. Hence, for the RC members to perform a bridging role between the governed and the governing, titles or positions held are not important; rather, it is how much they are embedded in the information exchange network that contribute to their credibility, thus gaining mutual trust with the governed populace.

The Portrait of the Candidate between Real and Ideal

Carmen Chirea-Ungureanu

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In Romania, 2009 is an electoral year: the Presidential Elections, November 22. When we refer to candidates, for each of them there is a gap between the *nature*, the *role* and the *mask* they wear. This is the gate that I shall try to enter in my paper so to understand the behaviors of different candidates, before elections, during elections and after elections, when they are winners, or, on the contrary, the electors crushed them.

Romania is trying to find and define its own political culture. There are already generations, which have the right to vote and were not touched by the effects of the communist regime. In the last five years the political events have succeed rather frequently: a referendum for impeachment of a president, a referendum for the uninominal vote, the first Euro-parliamentary election, a minority government and many public and political debates about the uninominal vote and its implications on the electoral system.

The subject I focused on is very interesting, especially in Romania, taking into account the original behavior of those winning the elections and being invested with decision, and who for a shorter or longer period of time keep the leash of politics and the horsewhip of personal interest, leading the horses exhausted by the trepidation of our very original democracy.

It is known that the image of a person, who runs for election can be corrected, simplified or improved, as the population does not want too many images, but authority, determination and efficiency. When I refer to Romania, I must say that Romanians have shown and they are still showing a keen interest in politics and especially towards the political show, as he/she performs it the way they know better. And certainly, as Latin people, they have a sense of humor.

Mediation of the Olive Tree Wars

Jeanne Ellen Clark

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In recent autumns when the olives ripen, the groves of the tree of peace have become a place of conflict in Israel/Palestine. Occasionally the story appears in mainstream media, but it has a major presence annually on the internet. Bloggers, NGOs, some news outlets, and assorted Middle East interest groups relate the events of the harvest. For the Palestinians the harvest is an economic necessity and a symbol of their *sumud*, their steadfast commitment and connection to the land. For the settlers the harvest is a threat to their territorial control and personal sense of security. For the peace groups, it is a time to celebrate nonviolent action and engage in joint actions that might become good media.

In one account the Israeli settlers may be portrayed as wild west rustlers or vigilantes, while the Palestinian farmers are innocent, victimized toilers on the land being protected at times by the noble international and Israeli peace activists. In another account the Jewish settlers are peaceful people attempting to live normal lives in a insecure area which annually becomes more threatening as terrorists camouflaged as farmers come dangerously near their homes. The stories evoke common values: peace, justice, fair play, security for home and family, love of the environment.

The paper offers a framing analysis of the coverage of the “wars” on the internet, considering what events are selected for reporting, what characteristics of those events are made salient (Entman, 1993), which authority figures are allowed to explain the event, how some participants may be marginalized by their depiction (Dardis, 2006), why the role and character of the victim in the story shifts (Burke, 1941, 1961, 1984), and how at times actions are constructed as image events (Delicath and Deluca, 2003) for the media.

Media and Memorializing: Requiem by the Photographers Who Died in Vietnam and Indochina

Catherine Ann Collins

Professor, Willamette University, USA

Hariman & Lucaites (2007) argue that photographs “influence public opinion. . .negotiate collective memory” and “define relationships between civic actors” by displaying the “state and other institutions. . .and valoriz[ing] some behaviors over others” (pp. 10-12). For Americans it was the daily onslaught of still and video images of the War in Vietnam that changed the public’s attitude toward U.S. policy and contributed to the perception of this war as a shameful part of American history.

The book, *Requiem*, and an internationally toured exhibition by the same name honor the 135 Western and Asian photojournalists who died in Vietnam between 1945 and 1975 by sharing the best of their coverage of the war. In March 2000 the exhibit traveled from the United States to Hanoi and later Ho Chi Minh City for the 25th anniversary of the end of the war. 150 images mediate the collective memory and memorialization of the war. As such, the book and exhibition are doubly a requiem--a tribute to the photojournalists who gave their lives in pursuit of the images that would capture the meaning of the war and through their images an homage to the landscape and lives, civilian and soldier, forever changed by this war.

The essay draws on the theoretical insights offered by Mitchell’s (1994) picture theory, the way photojournalism narrativizes war, and David Levi Strauss’s (2002) conclusion that we prefer the photograph to the real because “we cannot bear reality, but we bear images” (185). *Requiem* offers a case study in media and memorialization of the Vietnam War and the photojournalists who brought the war to the public sphere. Photojournalism as seen in *Requiem* proves as productive of cultural memory as monuments and formalized rituals. The book and exhibit demonstrate how photography shaped the way we remember the war.

**The Images of Musical Video clips as Cultural Translators:
Communication and Complexity in the Visual
Language of Musical Video clips and their
Possibility of understanding by Different Audiences**

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Professor, Mackenzie Presbyterian University, Brazil

Marcos Nepomuceno Duarte

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This work aims to discuss the language of contemporary musical video clips. As a communicative process, the video clip is fundamental to promote bands and artists. However, aside the images shown in the video clips there is a communication issue expressed, for example, in the way some artists and record companies combine the lyrics meaning and the video images themselves. This relationship between lyrics and images in the video clips seems to work as a kind of “translation process” if we consider that nowadays we all, in different levels, take part in the globalized culture. In this context a band from an English speaking country, for example, may use the video clip to do its work better known in non speaking English countries using images and visual references in the work. This is the most relevant about the “video clip culture”, the possibility and the necessity, by the sender (artist or record company), to do communication in a globalized world for different receivers. In the particular case of the video clips as cultural texts, the images perform as a kind of “universal language” promoting some understanding or calling the attention of most audiences as possible. There are lots of examples about the way some video clips use and combine signs and symbols, many times from different places, literature, paintings, etc., trying to mix the meaning of the lyrics with images giving to the musical video clip itself an intercultural approach.

This article will analyze two works. The first one is from the artist Bjork, called “All is Full of Love” and the other one is from the artist Madonna, called “Four Minutes”. The method used for the research does an association of some concepts from communication theories and an interview with non English speaking Brazilians. The interview asks them what they understand and feel about the images and if the video clip work as a way to represent the song and make it consumable. The results indicate the understanding that some video clips can create a level of memorization and certain affection to the receivers even if the audience doesn’t understand completely the meaning of the lyrics proving that the language of video clip is complex and full of communication possibilities.

Between Representation and Experience: Death in Television Serialised Narratives

Fabio Corsini

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In this paper I will try to look into the ambiguous relationship between the media – as a strategic modern source for socialization – and death, investigating both the representation of death as a concept (awareness of mortality) and the way(s) of dying (depictions of death). I will focus on television narratives because of the specific role played by television in everyday life. Keeping together the approaches of the sociology of death and dying on the one hand, and television studies on the other, I will move from the theoretical presuppositions of the mediated experience showing the way in which death can be not merely represented, but also experienced thanks to television serialised fiction programs.

Always more people – not only the youngsters – are socialised to death by the media which daily represent thousands of (selected) deaths. Nonetheless, according to the mainstream sociological theories death in contemporary society is hidden and tabooed. In the wake of this main idea, the portrayed deaths do not represent an exception: on the contrary this overexposure conveys a specific conception of death that prevents us from achieving awareness of mortality and increases callousness and insensitivity. The investigation of television fiction narratives as the realm of possibility (what is likely even if not real) helps us to identify the significant passages in narratives production illustrating the transformation of death from a taboo (something we are not allowed to talk about publically) to a popular topic (overtly discussed). I will try to demonstrate the relevance and the possibilities offered by the mediated experience as a way to get back to a public discourse on death and dying by critically discussing some quality examples of American serialised television narratives specifically dealing with the issue of death and dying as a distinctive character.

Interactivity and Multimedia on Newspaper Websites in Spain

Lauren Dillon

Student, Missouri Western State University, USA

Krysten Lantz

Student, Missouri Western State University, USA

While convergence in the United States has been studied relatively extensively—including a longitudinal study from 1997-2003 (Greer and Mensing 2004) and a more recent content analysis of 210 newspaper websites (Russial 2009)—it has received less examination in countries such as Spain. While there have been some studies of individual media elements and ethnographic studies of convergent newsrooms in Spain/Catalan (Domingo 2008), there has not been a comprehensive study of Spanish newspaper websites and their use of multimedia and interactive elements. The results of examining these newspapers would aid in understanding not only for journalists, educators and media executives in Spain, but also help their peers in the United States, Greece and other countries learn how a different cultural, technological, educational and ownership environment affects the implementation of convergence functionality on newspaper websites. To that end, our research team will be analyzing websites of the 80 newspapers in Spain listed in the 2007 *Editor and Publisher International Yearbook*.

From March 1-March 31, we will be conducting a content analysis of the websites, looking for the presence of over 30 multimedia, interactive and delivery features, including audio, video, podcasts, archives, PDFs, RSS feeds, reader polls, games and interactive graphics on each site. We will be using a one-pass system similar to the one employed in Canada by Sparks, Young and Darnell (2003) and Bergland and Strider (2009). After collecting the data, we will be breaking down the results and making comparisons between larger and smaller newspapers and between the countries to determine the impact of size and geography on convergence. In addition, we will be comparing the results with similar studies conducted in the U.S., Canada, Australia and New Zealand and Great Britain and Ireland.

The Reader Effect: A Comparison of Milliyet Website and Milliyet Blog Agendas in the Frame of a Changing Audience

Burak Dogu

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With the recently emerging facilities offered by the Web, the concept of text has turned into a more controversial discussion, so has readership. The character of text, which is already a sophisticated matter, has now expanded to include the reader aspect, but in a much more complicated way. Obviously, one reason for that is the fact of interaction, which also can be regarded as the main principle of new media. As a consequence of interaction utility, the readers of news media have become able to expose their gratifications more than ever.

When considered in the frame of media system, news has always been an elaborated object and therefore prepared as an output of media organizations with the aim to catch reader attention. On the other hand, readers today are not passive receivers of the news. They have gained power to respond and even to effect the media agenda by the means of citizen journalism. In this case, Milliyet Blog (<http://blog.milliyet.com.tr>) is one of the most popular news blogs in Turkey, which is maintained by intense user contribution. It was founded by the initiative of Milliyet (available online at <http://www.milliyet.com.tr>), a popular press, with the premise that the readers should also be able to have their opinions heard. Considering the fact that news is an instrument for deciding on the agenda, the case of Milliyet Blog can be regarded as a concrete manifestation of the clash between media and public agendas.

This paper will make a focus on the Milliyet Blog and Milliyet website agendas to lay emphasis on the consistency between both sides of the news circulation. Agenda setting is going to be used as a theoretical method to compare both agendas and to find an answer to the question: 'How does public agenda take place on the Web?' The findings will be interpreted within the technical formations of the both websites. As a result, it will be possible to observe the influences of the Internet as a new medium.

**More Debate on Europe for more of Implication of the Citizens?
Analysis of the online Debate forum Debate Europe**

Marie Dufrasne

Lecturer, Saint-Louis University, Belgium

Muckraking in a Digital Age: The Internet and Investigative Journalism

Mark Feldstein

Associate Professor, George Washington University, USA

Investigative reporting—fact-gathering to challenge authority and oppose entrenched power, whether political, governmental, military, corporate, or religious—is a vital sector of civil society throughout the world. By acting as an external check on wrongdoing, watchdog media perform a key role in free societies, serving as both a central cause and an important effect of a thriving democracy.

What is the state of such journalism worldwide? What empirical data exists to measure its health? How has it evolved over time in different societies? And what changes in governance and the private sector might help bolster it in the future? Surprisingly, little overarching scholarship exists about this significant and rapidly changing subject, which has crucial real-world implications in the twenty-first century. My paper “Muckraking in a Digital Age: The Internet and the Future of Investigative Journalism” will attempt to address some of these questions by focusing in particular on the role new media technologies are playing in the transformation of watchdog reporting.

Paradoxically, as the Internet decimates the old economic base of corporate media in the developed world—leading to financial cutbacks that retard investigative reporting—the use of foreign ISPs to extend the Internet’s democratic reach is also empowering such journalism in other parts of the world, facilitating cooperative cross-border global investigative ventures and helping thwart state censorship.

My research on this subject is largely qualitative, utilizing interviews and cross-disciplinary scholarship melding mass communications with economics, political science, and public policy. I draw not only upon my background as an academic with a doctorate in journalism and mass communication but also my previous twenty-year experience as an investigative journalist for CNN and other news outlets.

Network Effect in Adoption and Use of Online Social Network Sites

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This study examines user-network effect on the adoption and use of social networking sites (SNSs). Online survey data were gathered from Singaporeans to test the effect among individuals' choices about using Facebook. Regression analyses reveal that the likelihood that a respondent has joined Facebook and the amount of usage by a Facebook-using respondent are positively related to the breadth of Facebook's connectivity among his or her friends and his or her perception of how popular Facebook is vis-à-vis other SNSs. Our empirical results support the theoretical reasoning about network effects and are also consistent with other empirical findings on CMC with regard to adoption and use. An individual makes his or her choice to join a network service based on the choices committed by others. We observe that peer effect and installed base effect are both at play when an individual chooses to join Facebook. In terms of uses and gratifications, we see the antecedent of having interesting and useful Facebook features result in a greater amount of usage. Once an individual is using Facebook, the usefulness of the applications and functions encourages him or her to spend more time on the SNS and update his or her profile more frequently. Interaction with more friends on Facebook also increases the time spent on the SNS. This is consistent with both the network externality effect of greater connectivity between (nodes) individual members and indicating that social interaction is a key uses and gratifications factor.

**Moldova's 2009 Twitter Revolution as Myth:
Assessing World Press Coverage of the Role of Social
Networks and other Cyberspace Communication Technology**

George Albert Gladney
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This paper examines the role of the social network Twitter in helping to bring together 10,000-15,000 mostly young Moldovans to demonstrate in the nation's capital (Chisinau) against suspected fraudulent national elections in April 2009 that appeared to assure the Communist regime of another four years in power. Early news media accounts described the event as the "Twitter Revolution," a label that has endured in subsequent coverage. This paper examines the role of Twitter, concluding that media reports overplayed that role and tended to ignore or downplay the more powerful influence of more popular social networks in Moldova, particularly Facebook and the popular Russian-language network odnoklassniki.ru. The paper posits several reasons to explain the news media's emphasis on the role of Twitter. For one, the name "Twitter Revolution" seemed to come at a time when Twitter's increased visibility and popularity were bringing it into mainstream usage and lexicon. For another, the label perfectly suited the needs of headline writers looking for a way to draw attention to a story of otherwise marginal interest and importance. The label seemed to transform a violent political demonstration in a tiny Communist nation into something much more broad and profound—the defining moment of Twitter. Further, the paper examines the contributions of blogs and SMS (text-messaging) and evaluates the role and effectiveness of so-called "citizen journalism" in the early reporting of the demonstrations. Finally, the paper speculates that youthful, pro-Western forces in Moldova applied lessons learned from the "Twitter Revolution" experience to employ digital communication technologies to more effectively organize and promote voter support that led to defeat of the Communists in new national elections July 29.

Obama Revisits 1984

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On 4 November 2008, America elected their first black president, Barak Obama. Before that, the Democratic primary with its fierce fighting between Hillary Clinton and Barack Obama was almost equally remarkable. During the primary, an Obama supporter posted on YouTube an adaptation of the famous Apple Macintosh 1984 advertisement. This adaptation was not created by Obama's campaign team, but links to it were supplied on Obama's campaign website.

The original Apple Macintosh 1984 advertisement references George Orwell's book, *1984* and thus it depicts a vision of a dystopian totalitarian community. In the Obama advertisement, the Big Brother figure on the teleprompter is replaced with Hillary Clinton making a campaign speech; the sledgehammer brandishing girl wears an iPod; and the 1980s' rainbow striped apple logo is modified to a letter "O" for Obama. In short, the message of the Obama 1984 advertisement is that Hillary Clinton would offer an oppressive Orwellian future, whereas Obama offers freedom.

The dystopian vision of the future is a recurring theme in the Science-fiction genre; however, it is never really about the future but functions as a critique of the present. The paper contends that; the Obama 1984 advertisement chimed with public opinion and captured the mood of the American electorate. This analysis will draw on Michel Foucault's notion of a disciplinary society, as described in *Discipline and Punish: the Birth of the Prison*. Allied to that, the paper discusses the re-emergence of DIY political campaigning and the employment of "Web 2.0" technology.

Vampiric Technologies: Mass Communication and Blood Consumption in the Media Landscape

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The origin of the vampire as a cross-cultural icon can be traced back in the ancient myths and folkloric superstitions of Eastern Europe, China, and Greece; in the 17th century it was subsumed by Western popular traditions as a way of explaining epidemic contagion and endemic infections.

It was not until the end of the 19th century, however, that the vampire became a crucial emblem of Modernity. Like the rapidly spreading syphilis, vampires were associated to the sphere of sexuality and to the dangerous enticements of transgression; like Lombroso's criminals they could be often recognized by their physiognomy and had to be subjected to the praxis of social control.

In that specific context the vampire can also be interpreted as a metaphor for the incipient mass culture, marked by increasingly extensive forms of production, circulation and consumption within the frame of a new technological landscape. Like the vampires, who through their victims carry out a process of endless copying and massive dissemination, the Modern (and Postmodern) media can contribute to reproduction and standardization, but also to the democratic diffusion of miscellaneous cultural forms in so much as they allow the incorporation of materials taken from different sources. They can also play a role in the gradual but steady transformation of the gender system by offering unprecedented possibilities and suggesting new forms of political action to previously marginalized subjects.

This is clearly the case of Bram Stoker's *Dracula*, a novel which foregrounds the interplay between different media and forms of subjectivity. The text is also worth studying for its film adaptations and for the impact on more recent literary representations of the theme, such as Ann Rice's and Stephenie Meyer's sagas, which can be similarly studied in relation to the media landscape.

Corpo-Reality TV and the Pornography of Representation

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This paper argues that popular criticism of Reality TV – for being artificial, and distorting – is oversimplifying and does not represent the complexity of this phenomenon. For this project I examined programmes including *Dr 90210* and *I Want a Famous Face* to show how they complicate the issues of body, subject and representation.

Not only is the nature of the body questioned by the post-structural claim to perceive the body as an effect of discourses. The materiality of the body is also disputed due to the development of new media and technologies. Reality TV makes us believe that bodies are no longer fixed, stable and imprisoned within the boundaries of skin. On the contrary, makeover shows provide us with total representation of the body in the movement beyond the boundaries of pornography. There seems to be nothing that cannot be visualized and traditional oppositions such as inside/outside are no longer valid. Corporeality functions as a domain of constant transformations and variations – in other words – a domain of performativity.

My understanding of corpo-reality emphasizes that both the body and the reality need to be considered not as a substance, but rather as a place for intervention and performance, thus also the place for resistance. Reality TV is, therefore, a new platform on which the meaning of reality and body is being constantly negotiated. By displacing the boundaries of the body, Reality TV opens up new perspectives for understanding the subjectivity in relation to new media. Not only are the participants of Reality TV exposed to challenge their bodies and subjectivity, it is the very notion of the subject that is challenged there. Transformation and virtualization of the body, as presented in Reality TV, can be understood twofold. Firstly, it may be seen as the dusk of the idea of stable subjectivity. Secondly, it can be interpreted as an oppressive desire of total control over the body in an attempt to create an ideal, disembodied subject. Following the theories of Judith Butler, N. Katherine Hayles and Bernadette Wegenstein, I will analyze both of these interpretations. It will lead me to examine the emergence of a new, post-human, and interchangeable subject and its perspectives for New Media Studies.

Transformation of Reality Shows and Representation of the Differentiation of Being a Modern or Being a Traditional: The Case Study “Having a Meal”

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The changes and the transformations taken place in the world, in 1980, have had influence on the broadcast. The new concept “reality show” has appeared in Turkey once the public media has been started to be replaced by private media. Hence, Turkey faces a new format of reality show which generated from U.S.A and the Europe. The show known as ‘Come Dine with Me’ in England and known as ‘Das Perfekte Dinner’ in Germany, is called “Yemekteyiz” (Having a Meal) in Turkey and modified according to the Turkish values.

The economic crisis boomed in U.S.A and Europe, has had impact on the television sector in Turkey in which ‘Yemekteyiz’ is one of the best examples and product caused by the situation. The program started to broadcast in October 2008 on a national TV channel, Show TV, before and after the noon news. When the series with higher budget were disappeared on TV as a result of the economic crisis, this new reality show started to appear on TV because it costs 700-750 euro per program. The program represents middle class people living in big cities, where most of them migrate from small villages, by consuming their cuisine culture with their competition. In the study, it is discussed both modern and traditional part of metropolitan people from dichotomies, which are the feature of popular culture. It is investigated how the concepts of consumer society, localization, competition, gender, differences in classes, amusement culture and literacy is represented in the cuisine culture, which is important for Turkish people and which comes from the Ottoman tradition. The study investigates, therefore, how the program represents these concepts, and why those are especially chosen.

Technology, Media and Democracy: What New, What Old?

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Growing popularity of technological progress' "revolutionary" effects on society was associated with concepts of "globalization", "information age" and "communication age". According to this view with the rise of communication technology the dawning of a new age seems to be occurring. The main hypothesis was premised on the view that satellites, other modern telecommunication networks have redefined our world. This technology made our world global, interconnected and interdependent. The new communication technologies were radically altering human interactions and socio-economic organization. This led to view that democracy would be altered due to deployment of new media technology.

Undoubtedly new communication technologies have impacted upon socio-economic processes but it is the problem that taking this as a "democratic revolution" or main basis for a "new utopia". According to this view historical and social development process is written by technology. This technological determinist view takes new communication technologies as a worldwide change agent. Proposing a causal connection between technological transformation and "Global public sphere" or "global democracy" bring to accept this process as automatic. Deployment of mass media and horizontal networks of communication doesn't remove unequalities between countries. Neo-liberal globalization process bring new discussion about new communication technologies' effects. According to theorist of neo-liberal globalization we have entered a new era which bring more democracy, new identities and death of nation state . Liberal democracy's myth about equal individuals who aren't equal in real world was adopted to new era. In this paper we will discuss results of technological determinism. Does new technologies alter the flow and increase the volume of social communication? What's the frontier of participatory democracy and citizen control in the era of neoliberal globalization? We will analyzing main literature while we were searching the answers of these questions.

**The Praise and the Critique of a Nasty Format:
An Analysis of the Public Debate over Reality TV in Israel**

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A Cross-Cultural Study on *Guanxi* (Relationship)-Related and Mediated-Focused Communications

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The aim of this paper is to explore the forms of and the extent to which *guanxi* (relationship)-related practice in general and face and favor (*mianzi* and *renqing*) in particular, in contrast to mediated communication (particularly, mass communication), exist at corporate level in different cultures. Three data sets explore the views of a total of more than five hundred public relations professionals from the Public Relations Society of America (PRSA), whose respondents are mainly Americans, and the International Public Relations Association (IPRA), whose respondents are mostly Europeans, as well as from Hong Kong corporations and PR associations. The ultimate goal is to advance the theoretical development of international communication, Chinese communication, and *guanxi*-related versus mediated-focused communication through cross-cultural comparisons.

Traditional Chinese society places a special emphasis on moral values such as *guanxi* (relationship), authority, order, harmony, social relationships, social orientation, relational orientation and face-favor practice. The following questions are worthy of examination: Does *guanxi* in general and face-favor practice in particular (in contrast to mediated communication) remain a fundamental aspect of communication in modern-day Chinese corporate context? Is *guanxi*/ face-favor practice something unique to China, or is it in fact universal, existing in other cultures unnamed or under a different name? If indeed there is an existence in western countries, how do any differences and/or similarities present themselves under the influence of cultures?

This study will contribute to theoretical advance in the following respects. First, this study will advance cross-cultural theories of communication and relationship management by comparing empirical data collected from Chinese society with data from US and European countries. Such a comparison goes beyond traditional Western theories of communication and suggests a possible integration of Western and Eastern theories. Second, this study will extend the theorization of Chinese communication from a *guanxi* or face-favor perspective beyond western models of mediated or interpersonal communication. Third, this study will advance theoretical development of *guanxi*-related study by developing a concise and reliable measure of face-favor practice. This development will push the concept to a higher conceptual and operational level.

Web Design

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The purpose of my paper is firstly to analyze the web pages and secondly to compare web story with the stories in radio, television, newspaper, text-TV and gsm.

I have analyzed the design and layout both the contents of the web FrontPages 1998, 2002, 2006 and 2009. I have classified the web pages into seven classes and compared how the newspapers use them. Main questions are if the pages are more story or photo orientated and how easy they are to use. I have made a statistical analysis on how much the newspaper's web pages have links and headlines and how they want to guide the audience from story to story and from page to page.

Secondly I have analyzed radio, TV- and newspaper both web-stories in 1990, 2000 and again 2009. I have been interested in the special features of the each medium and the common characters (similarities and differences) between them. In the analysis in 2000 the web stories are connected with the style and form of the main medium (e.g. television web stories are similar with the TV-stories). I have found some main features for media. For example the radio journalist tells the story himself (direct narration without the secondary sources), the TV-story let the source tell itself on the screen the core of the event and the newspaper uses the undirect quotation so that all the sources are mentioned.

Now I am analyzing the statistic of media collected 2009 and I hope to get it ready in January-march 2010. I foresee that the web has already founded the special features of its own (e.g. links and especially interactive links). The different mediums also use the web on a different base: some medium use it only as a base for traditional way to do the journalism, but the other medium use more it special features.

Tour for the Troops: An International Case Study in Social Media

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This case study is an in-depth that examines the steps needed to create an international social media campaign for a special event taking place during a specific time frame.

In November 2009, the U.S. Air Force Reserve hosted “Tour for the Troops”, a morale and recruiting tour featuring internationally-known entertainers, including rock star Kid Rock, comedian Carlos Mencia, and singer-songwriter Jessie James. For the first time in history, the Air Force Reserve sent a social media strategist on the tour, and engaged in an international public relations campaign promoting the tour from nine different concert location in seven different countries in the war zone and Europe

Using the four step public relations planning process, the Air Force Reserve researched the social media arena and appropriate target audiences, developed an action plan based on internet accessibility at U.S. Air Bases under extreme time constraints, executed the social media plan from nine different remote locations over the course of two weeks, and analyzed the results. Specific social media tactics include Facebook, Twitter, blogs, Air Force online wire services and online video sharing.

This case study chronicles, in detail, the 2009 Tour for the Troops social media and publicity plan, demonstrating how organizations that lack an extensive public relations staff and sophisticated technology can actually leverage social media to create awareness and shape opinions from remote locations throughout the world.

Samizdat Periodicals before 1989 in Former Czechoslovakia

Albert Kulla

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Europe commemorates the 20th anniversary of not only the Fall of the Berlin Wall, but also falls of totalitarian regimes in the states of former Eastern Bloc. The fall of Communism falls on November 17, 1989 and this day is the national holiday in the succession states of Czechoslovakia, Slovakia and the Czech republic. One of the forms of antitotalitarian resistance was the samizdat, i.e. *illegal reproduction of copies of various types (religious, historical, political) by hand, typewriter, mainframe printer or computers which could not be published legally because of political and ideological reasons* (Ján Šimulčík, *Svetlo z podzemia*, 1997 “Light from Underground“). While in the Czech republic the liberal-laic orientation of samizdats prevailed, samizdats of Christian character were dominant in Slovakia. Their authors, contributors, distributors and customers were persecuted by the Communistic regime. In the period after 1989, several samizdats began to be published legally and they have been published till today (e.g., the Czech daily *Lidové noviny*, the Czech theological revue *Teologické texty*, the Slovak religious weekly *Zrno* and others). Their authors became politically active and performed important political function after the fall of Communism, e.g., Jan Ruml- Minister of Defence of the Czech republic, Ján Čarnogurský - Prime minister of the Slovak republic, František Mikloško – Chairman of the Slovak Parliament.

The paper summarizes and orders basic information about the periodical samizdat in former Czechoslovakia, while it does not only follow the literature dealing with the theme, but it uses also archive materials and statements of witnesses of living authors of illegal periodicals that were one of the strongest proofs of resistance of many simple people against the Communistic totality.

**The Future of Quality News Media in a Digital Environment:
An Argument in Transition**

Christopher Lawe Davies
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Faculty-Student Interaction in the Technological Age: The Perpetual Professor?

Mary Beth Leidman

Professor, Indiana University of Pennsylvania, USA

Mark Piwinsky

Professor, Indiana University of Pennsylvania, USA

Mathew McKeague

Ph.D. Candidate, Indiana University of Pennsylvania, USA

The purpose of this presentation is to report on a study which examines the effect of electronic mail and other portable and wireless devices on the traditional out of classroom communications which take place between students and professors. The higher education instructional environment has changed dramatically in the last two decades. In the past, traditional instruction took place in a Professor lecture/student note-taking model. Technology has clearly impacted nearly every aspect of communications and pedagogy. Students expect professors to be digitally savvy even as many traditionalists are pushing to maintain older modes of face-to-face educational delivery and relationships with students that are not hindered by cyber-modality to address this question, a survey was conducted of faculty at Indiana University of Pennsylvania (IUP) on the impact of technology on their interactions with students. IUP is a mid-sized, public university enrolling 14,500 students in programs from the undergraduate through the doctoral level. The study focuses on five basic questions including an examination of faculty office hours, cell phone and email usage, and patterns of faculty-student interaction. Some results indicate that email has become a generally accepted modality of faculty-student interaction. The data indicates that 29% of faculty responding receive and send 21 or more student directed e-mails each week and that 55% have an e-mail response-time statement in syllabi. E-mail is a viable channel for interacting with students on a regular basis but without the intrusiveness that can occur from cell phones. This enables faculty to have a degree of control over the time of interaction while maintaining high levels of interaction. Factoring in the large amount of time faculty are available in their offices with their email response patterns suggests faculty are very available to students but want some degree of control over the time parameters.

New Media and Pornography: How the Internet has modified the Sex Business

Luisa Leonini

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The use of new technologies, in particular that of the Internet, not only discriminates between who can afford to use it and who cannot but it can become an instrument of exploitation and violence towards the weakest group of the population. The experts of media consumerism maintain that on-line pornography is the main category where money exchanges hands on the web. In this context, the diffusion of the new media has brought to us a vast production of virtual products which, in the case of pornographic consumerism, has had success both in the direction of “*virtual sex*” and in that of “*interactive sex*”. The virtual sexual experience is perceived by the consumer as pure entertainment devoid of any social relevance, a pastime like any other. The images can be those built by the virtual game or those that are real taken from real life in some unrecognisable place and therefore irrelevant, in an indefinite time and so unimportant, and where one, consequently does not feel responsible. Bodies have traditionally been instruments and means of exchange, this has again today been normalized by the various services connected to the sex business. Globalization penetrates social life through the planetary circulation of the culture of consumerism, producing the merchandizing and commercialization not only of forms of culture or ideologies but also of human bodies. Paraphrasing Appadurai, one could dispute that mass migration and the widespread circulation of technology and information mark the experience of the contemporary because they heavily influence the work of the imagination: spectators and images are at the same time in circulation and are not easily traceable to local spaces, nations or regions.

A Comparative Framing Analysis of China by the ABC's and SBS's Current Affair Programs

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This study focuses on media representation of China in Australia with special reference to the programs produced by the Australian Broadcasting Corporation (ABC) and Special Broadcaster Service (SBS). It reviews China-Australian relations, historical stereotypes of China in Australia, the global media landscape, and media culture in Australia. This study discusses the media policies of the ABC and SBS. The research looks at differences and similarities of media portrayals of China by the ABC and SBS. It examines whether the differences are caused by the different media policies of the two public broadcasters; whether the similarities arise from the historical stereotypes, the liberal Australian media culture, and the ideology. The outcomes are expected to be media policies do lead to the different representation of China, but the historical biases, ideology and the dynamic Sino-Australian relations do bring about the similar ways they approach issues in China. The study is informed by media framing theory and hegemony theory. Qualitative content analysis and textual analysis are employed. The current affairs programs *Foreign Correspondent* by the ABC, and *Dateline* by SBS are used to provide data source, and the time frame is set from 2005 to 2008.

Content and Presentation of Political Blogs in Singapore

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Xuan'an Lim

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Due to the low entry barrier and the high Internet penetration rate, political blogs that comment on socio-political affairs has grown tremendously over the years (Drezner & Farrell, 2004). These blogs are ‘personal’ in nature and not ethically bounded to objective reporting (Hamdy, 2009). Since the 2006 Singapore General Election, the government and political parties initiated to use the internet for civil engagement. Both politicians’ blogs and independent blogs emerged as a salient online genre for dispersing alternative voices regarding socio-political issues. According to Singapore’s Parliamentary Elections Act, political websites and blogs must be registered with the Media Development Authority (MDA) under Class License scheme (MDA, 2001). Although the Singapore government has a reputation for refining media regulations to suit its political agenda and keep civil society under stringent structure (Rodan 2001: 26), political blogs, dedicated to ‘crusading journalism,’ keep voicing out online and even influence reports of mainstream media.

Methodologically, this study conducted a focus group about the youth’s responses to political blogs in August 2009 and used content analysis to examine the content and presentation of Singapore’s popular political blogs, including six personal blogs and two group blogs. This study found a smaller number of political blogs in Singapore than other tech-savvy countries. The results of the focus group revealed the beliefs of undergraduates that independent blogs could provide alternative perspectives about socio-political issues and complement partially state-owned media’s mainstream reports. The findings found “political caricature blogs,” such as *Mr. Brown.com* and *Mr. Wang says so* appeal to many readers, due to their diverse, entertaining, and multimedia content. In contrast, “commentary blogs” and “Collaborative blogs” address political-related issues in a serious, less conversational voice. Under the content censorship, Singapore’s bloggers either use a satire and humorous way to criticize or write relatively indirect comments on their concerned matters.

Germany Public Service Broadcasters going online Resulting Competition Effects and the Question of the Justification for Public Service Media Online

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The question of public service broadcaster's presence online has concerned the European Commission as well as several Member States for many years now. The public service broadcasters have been accused of distorting competition online an area that up to then seemed to have worked being left to the market. Consequently, the Commission has taken several actions on this topic. For Germany, in particular, the up to now biggest case has just been laid down in 2007 making Germany responsible to undertake various actions in order to be allowed to have public service broadcasting online without violating the EC Treaty. The Twelfth Amendment of the Interstate Treaty on Broadcasting in Germany just came into effect in June 2009. Though the extension of public service broadcasters towards the internet is legitimized by the European Commission it seems appropriate to analyze if there is a true justification of having Public Service Media (PSM) online and if so to which extent. Most articles up to now mainly focus on either the economic viewpoints or the socio-political and cultural perspective. This article contributes to elaborate both economic as well as socio-political arguments and finally bringing these argument strings together. Thereby it is important to initially elaborate the different viewpoints separately in order to avoid a false mixture of arguments. In the public discussion oftentimes economic and socio-political arguments are mixed up. Hence, the presence of PSM online is quite often justified with market failure arguments, though the criteria for market failure do not seem fulfilled on the internet. It is not questioned that there may be certain arguments that legitimize PSM online. However, it has to be distinguished and clarified if the arguments result from an economic perspective or a socio-political one. Consequently, this also determines the advisable extent of public service media activities online.

Media and Gender Stereotyping: Analyzing Television Evening News

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The last report from the *Global Media Monitoring Project* (Media Watch, 2005) concluded that women's visibility in the news is very scarce and that they tend to be portrayed according to some biased characteristics.

On the other hand, we recognize the importance of research considering the public dimension of content opposed to individualized representations and consider the media as a crucial space for political struggle, and specifically, for feminist movements. Thus, based on the analysis of social gender representations on national television news bulletins, we aim to contribute to the development of a critical gender perspective over media structures and contents.

In this context, we organized several focus groups to debate about news contents with the purpose of understanding how gender information is interpreted by both men and women. Within these groups, participants reflected about gender portraits in national television news considering the different roles played by journalists and other agents.

At the same time we have been developing an analytic frame to observe gender asymmetries in news broadcasted by Portuguese television main channels, as well as applying that coding grid to a sample of prime time television news recorded throughout the year of 2008.

Based on this methodology we will establish comparisons between the analyzed news materials and the interviewees' perceptions in order to obtain a wider comprehension of the process through which gender social representations are processed by audiences. We believe that the comparative analysis of the full gathered material may give us a perspective on the socio-cultural influence of television news bulletins in the maintenance and construction of gender stereotypes.

Finally, and based in the obtained results, we aim to develop alternative proposals of journalistic practices capable of promoting a critical, balanced and diversified gender perspective in the audiences.

**New Media and New Politics: The Contribution of Facebook and
YouTube to the 2008 US Presidential Election**

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Ghobrial, B.G

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Comparing Theories of Repair across Communication Research

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This paper compares theories and frameworks that have been used in communication research for understanding how public figures, organizations, or professions utilize media to deal with scandals and mistakes after they've occurred in order to control or influence public interpretations. These theories are drawn from critical journalism studies, political communication, rhetorical analysis and organizational communication. While studies using these varying frameworks overlap in their foci and intents within the journalism and mass communication subfields, the theoretical approaches they employ are often invoked without acknowledgment or consideration of alternate ones. Thus, this paper seeks to bring to light the parameters and intersections of these various theories of repair, emphasizing where they run parallel and the points at which they diverge. Examples of the various strategies examined by the paper include paradigm repair and critical incidents in journalism studies, political communication strategies for responding to and countering attacks, the apologia in rhetorical analysis, organizational communication's image restoration theory, and renewal and model/anti-model argumentation.

The paper builds on Benoit's work¹ which considered how image repair theory matches up in the political and corporate realms. Where Benoit's analysis left out acknowledgement of the journalism studies repair theories of paradigm repair (although it is a reincarnated application of image repair theory) and critical incidents, this study addresses them. Further, while Benoit's work considers political repair through the lens of the theory of image repair, this is the first study to consider Jamieson's techniques for responding to political attacks alongside the other repair theories. This comparative theoretical study will present a fuller picture of the bases available from which to examine media events in public life. The paper aims to foster dialogue within communication research by bringing together disparate theoretical approaches that are all used to address the same subjects of inquiry.

¹ Benoit, W. L. (1995). *Accounts, excuses, apologies: A theory of image restoration strategies*. Albany: State University of New York Press; Benoit, William L. (1997). "Hugh Grant's image restoration discourse: An actor apologizes." *Communication Quarterly*; Summer, Vol. 45 Issue 3, p251-267.

**Strengthening Local Democracy through Community Media:
A Corporate Social Responsibility Initiative through
Projects within the Media Studies Department at
Walter Sisulu University (WSU) – South Africa**

Adele Moodly

Director & Deputy Dean, Walter Sisulu University, South Africa

Aniela Batschari

Walter Sisulu University, South Africa

The paper will be in a form of a presentation, focusing on two projects within the Media Studies Department within the School of Public Relations, Media Studies and Marketing at WSU. Both the recently established Media Hub and Broadcasting offerings focus on the training of community media practitioners, to improve communication by building capacity and sustainability of communication forums, be it in the radio or print genres. These projects champion community media so as to empower the voice of the community in addressing local issues. Through these projects, WSU follows a trajectory, which takes higher education into the domain of community engagement through non-formal learning, complimentary to the structured path of formal qualifications. It is pro-active in addressing fundraising challenges as well as modeling the role of HEIs in community empowerment. It maps the way to formal learning for those who may not qualify for formal programme enrolment. This paper purports that university corporate social responsibility is embodied through the practice of community engagement, actively engaging in addressing social and economic issues. The paper examines the approach of WSU media projects, the challenges and achievements in this regard, as lessons towards sustainable University corporate social practices and potential business-modeling initiatives.

Social Networks and New Use of the Internet: An Explorative Research

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Since the first Internet era a lot of things have changed: the web itself is changed thanks to many technological improvements, but mostly the way of using the web is changed. Indeed, the last years have been characterized by various phenomena related to the cyberspace, among them 1. a progressive democratization of the Internet, and the reduction of the so called digital divide which damage mostly the older generation, 2. the precocious computerization allowing the spread of a generation of native digital: people born when the photo camera are digital by definition, the music is delivered through mp3 files, the telephone is a mobile one and Internet is part of the everyday life.

After Second Life, You Tube and Fliker, the nowadays well know era of the Web 2.0 has been recently shaken by the spread of social networks; now at the centre of attention after MySpace, are specially Facebook and Twitter that with the exponentially increasing number of subscriber have gained the first page of most of newspapers all over the world.

The aim of the paper is to analyse how the relatively new web, the Web 2.0, has contributed to change the fruition's modality of the web, with a particular focus on the spreading phenomenon of the social networks.

Indeed, the paper will present the results of an on-line explorative survey conducted in Italy on the use of social networks with particular focus on Facebook. The sample of 1251 questionnaires is not representative of the real composition of Italian users of social networks, but will give hints to the different use of them for personal, professional or simple entertainment aims.

Moreover from the research some interesting clues emerge about the shaping of the identity, the handling of political concerns, and the use of the social network as the agenda setting of the third millennium.

Celebrity Reporting: U.S. vs World Newspaper Front Page Coverage of Michael Jackson's Death

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One of the criticisms of the news media in recent years has been its excessive coverage of news regarding the lives of TV, movie and music stars. To be sure, some coverage of celebrities has been a staple of newspapers since the dawn of cinema and recorded music near the turn of the 20th Century. And, the emergence in the U.S. of *People* magazine and a new stress on celebrities in *National Enquirer* in the early 1970s helped draw celebrity coverage more into mainstream media. But the launch (and success) of TV programs such as Entertainment Tonight in 1981 and Inside Edition in 1989, followed by other celebrity news shows put pressure on network news programs and even newspapers to devote more time and newshole to entertainment news. The same is true in other countries as well, as evidenced by U.K. celebrity gossip tabloids such as *OK!*, *The Sun* and *The Daily Star*. This coverage raises several important questions:

- To what degree do U.S. newspapers cover celebrity news?
- Does the death of a celebrity receive front-page coverage?
- How does their coverage differ from the coverage of foreign newspapers?

The death of Michael Jackson in 2009 served as a perfect testing ground to help answer these questions. First of all, Jackson was a major celebrity, enough for editors to consider placing his death on the front page. Second, that he died at a relatively young and that the questionable circumstances surrounding his death were questionable also made the story very newsworthy. Finally, Jackson was not just a U.S. celebrity, but a worldwide superstar who was well-known in almost every country, forcing editors in other countries to also consider running his story on the front page.

To examine and compare the coverage of U.S. and world newspapers, we will be conducting a study of 100 U.S. newspapers and 100 newspapers from across the world. Using the archived front pages from the Newseum galleries of June 26, we will be categorizing the coverage based on the following categories: absence/presence of mention of Jackson's death on the front page, positioning of the story above or below the top half of the newspaper, relative main headline size, photo presence/absence and size and estimated percentage of front page devoted to coverage of his death.

Recall and Recognition of In-Game Advertising: Effects of Environment, Ad Presentation, and Difficulty

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Over the years, numerous brands have sponsored video game production – usually with in-game exposure in return (Marzell, 2009). Billboards, banners, brand signs or in-game product placement are the most prevalent forms of brand exposure in videogames (Nelson, 2002).

Recently, a number of studies have attempted to establish in-game advertisement effectiveness by means of recall and recognition measures (e.g., Acar, 2007; Chaney, Lin, & Chaney, 2004; Grigrovivi & Constantin, 2004; Lee, & Faber, 2007; Mau, Silberer, & Constien, 2008; Molesworth, 2006; Nelson, 2002; Schneider, & Cornwell, 2005; Yang & Wang, 2008; Yang, Roskos-Ewoldsen, Dinu, & Arpan, 2006). However, most of the studies mentioned (a) exclusively link (aspects of) game experience to ad recall, (b) have a (very) limited amount of respondents, and/or (c) have more or less serious methodological shortcomings. Therefore, our understanding of the effects of game features on ad recall is limited.

Our billboards-in-racetrack experimental study (n=127) deepens the understanding of the way in which game features affect ad recall and recognition. We created a racetrack with an easy, a middle, and a hard section. Around the racetrack we placed in a series of pretested logos. From this track we designed two graphically distinct game environments: one more or less realistic; the other a fantasy world. In a between-subjects design we established logo recall differences induced by game environment design. A within-subject design was used to test ad presentation (proximity, two levels) and game difficulty effects.

From our study we conclude game world design and ad position are significantly important for ad recall and recognition effects. Realistic environments account for better recall than non-realistic environments. Furthermore, frontal ad presentation appears significantly more effective than sideways presentation. Game difficulty yielded results that significantly deviated from theoretical expectation (for example, limited capacity of mediated message processing; Lang, 2000).

'Eastern and Western News Values': A Study on Malaysian News Values

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Literature shows that news construction is influenced not only by political and economical factors, but also the culture from where the news media operates. This paper seeks to examine the similarities and differences among news values from Eastern and Western countries, with the assumption that different cultures of the East and the West might affect news values. This research wishes to explore the news values in six specific Malaysian newspapers, in order to identify common news values in Malaysia and how they are similar and/or different from Western news values. Malaysian news values will be depicted from the newspapers and compared to Western news values learnt from previous research. The findings anticipate that there will be unique news values in Malaysian newspapers and, this might reveal crucial differences between these two news media settings. However, if they are similar, it is interesting to learn why and how Malaysian news values support the Western theories of news values.

Humour, Television and Political Communication to Stimulate the Conscious Vote

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The article presents the use of the humor in political communication, based on the study of the “Vota Brasil” – Vote Brazil - campaign promoted by the Superior Electoral Court, in Brazil, during the 2008 electoral process. The methodology adopted included drawing up a bibliographical survey, empirical studies analyzing the public advertising shown on television and the interpretative reading of the campaign given by a focus group, composed of voters without party affiliations. It is emphasized that in Brazil, during the study period, there were municipal elections, in which have applied 15,297 candidates for mayors and 348,793 for city councils. In 5564 municipalities 128,806,592 citizens were able to vote. In Brazil, voting is mandatory and there is much misinformation about the functions of the public office, buying votes and other forms of corruption. To encourage the conscious vote, the Superior Electoral Court broadcast propaganda on national open radio and television network. Among the strategies adopted to draw the attention of the public, is the humor. It is therefore featured in this article the campaign “Vota Brasil”, ran between 31 July and 04 October 2008, eve of the elections. The “Vota Brasil” campaign was composed of 12 films of 60 seconds. As creative strategy, the campaign was divided in two. The first six films seized the humor and the other called to emotional resources. The choice for the analysis of the campaigns of the first phase are justified for the following reasons: social impact, originality and content of the messages. The educational films seized analogies and unusual situations. This paper is thus organized: firstly, reflects on the context, political communication, and then on creative strategies and the understanding by a focus group.

Images and Self-Images in the Digital Networked World. Reconfigurations of Family Photography in a Web-based Mode

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This paper examines the impact of digital technology on the way in which families present themselves in an online mode. Rooting family photography in its analogue and digital past, where it mainly served a ‘socialization’ and ‘integration’ function confined to next of kin and propagating mainly domestic values to a fairly secluded audience, the expressive means have increased dramatically once the practice has moved into the public or semi-public realm, catering for an anonymous mass of Web surfers. Contrary to the much discussed transition from analogue to digital recording equipment the subsequent and much more silent move of family photography to the web involves some major shifts in the social functions of these formerly ‘private’ forms of communications and in the ways group and individual identities are constructed and disseminated. Family narratives on the web now include functions such as making new *friendships beyond the family sphere*, voicing political and social views, and promoting skills and achievements to potential customers or employers. In particular the opportunities to create a desired and easy to alter ‘identity’ of the group and to a lesser extend of its individual members are greeted with much enthusiasm. This carefully constructed identity may or may not differ significantly from the true identity of a group (its values, aspirations, achievements, relations, qualities) and thus be mainly a matter of image or impression management. At any rate, family self representations on the web, as one of the most ‘normative’ expressions of society, present a fascinating area of research into cultural change and reproduction, and into the complex role of technology in those processes at the ‘grassroots’ level. But this of course, implies a new challenge to researchers who need to be able *to decode/interpret* the various multimodal aspects of these hybrid constructions as to their social and cultural meaning. *This paper will discuss both the social and scientific impact of the change in functions and make a contribution to the development of a tool to adequately decode the Internet as a socio-cultural space.*

D.W. Griffith's Chases in the Sorrows of Satan and their Impact on Film

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This paper concentrates on one specific film of D.W. Griffith: *The Sorrows of Satan*. It analyses D.W. Griffith's chase scenes **which influenced the formation of chase scenes and their editing today**. The primary source of material is Griffith's films after 1913 when he left the Biograph Company. Griffith's post-Biograph films are more complete and representative of his techniques than his earlier films which were made under financial constraints while he was still innovating and developing his cinematic techniques. Most research studies on D.W. Griffith have dealt with his innovative techniques and neglect the importance of his chase as a new innovation in itself which influenced the cinematic structure of films today in a more general sense.

This is a fourth major study of Griffith's post-Biograph films. The three previous studies were presented at the International Conference on Media of ATINER in 2007, 2008 and 2009, respectively. This follow-up integral study concentrates on a specific and different film. The purpose of this study is to determine a definition of a Griffithian chase scene which influenced the formation of chase scenes and their editing today as well as to show that Griffith's chase scenes perhaps reflect a perfection of film editing for his time and place in the history of filmmaking. This research concentrates on Griffith's editing techniques inherent to his chase scenes. Categories are established defining specific tools. This is done by determining and documenting consistencies, comparisons, and specific patterns occurring in his chase scenes alone.

This study makes it obvious that Griffith's chases provided a cinematic structure which is used in today's films.

Researching Journalists and Vulnerable Sources
– Issues in the Design and Implementation of a National Study

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The presenter is a member of a team of journalism educators funded by the Australian Research Council for a project exploring the interface between journalists and sources at moments of vulnerability. It also studies journalists' interaction with sources who, by definition, might be classed as 'vulnerable' in the situation of a journalistic interview or news event. These may include sources with a mental illness, indigenous people and children. This paper offers a brief insight into the literature on the topic, explores some of the definitional challenges facing the team, and explains the elements of the research design ultimately adopted. It uses examples of such 'moments of vulnerability' from reportage in the national daily newspaper, *The Australian*, for elucidation and discussion. It concludes by suggesting strategies for other journalism educators faced with the challenge of conducting empirical research into the negotiable and contested field of journalism ethics where news values are being weighed against the rights and interests of vulnerable sources.

**Please Do Adjust your Radio, your TV, your Computer and your
Expectations: The Canadian Broadcasting Corporation Readjusts to
Consumer Driven Online Newsgathering Information Needs**

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Quality in Public Service Television Production

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Public service broadcasters are normally expected to produce quality programming for the whole nation. Formerly quality criteria were tightly connected to elite's notion of quality – artistic quality of fiction, serious information quality for factual programming. As a result of increased competition with commercial television and influenced by post-modern thinking, the dividing lines between high and low culture (legitimate and barbaric tastes) are less clear today, also for television producers and programmers. But expectations about quality still exist.

The paper explores what kind of quality criteria are maintained in NRK (Norwegian Broadcasting Corporation) today. The study is primarily based on the bylaws for NRK and internal quality documents that are the results of an 'quality project'. In addition interviews with producers responsible for program development and people responsible for maintaining quality norms are carried out.

One of the findings is that audience satisfaction today enters as an important element of quality judgement, empowering the audience, but at the same time legitimating increased competition with commercial broadcasters. At the same time 'quality' is used in quite another sense – as a description for different content-characteristics. These two meanings of the terms quality seems to be blended but both serve to legitimate that the company fulfils its general duty to deliver quality programming.

The study covers not only program quality. Also changes in technological quality are studied. Here one of the questions is whether technological developments lead to increased quality, as is often argued. It seems that technological development like digitisation both increases technical quality in general, but also lowers the boundaries of what is accepted. For example today high quality digital television is used to mediate moving pictures from the Internet (Skype interviews).

Socialites, Yachtswomen and Girl Scouts in the Land of Honey: Fin-de-siècle North American Women's Travel Accounts of Greece

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In the mid 19th century, development of steam powered ocean liners enabled North Americans to go abroad in unprecedented numbers. A by-product of this was a boom in travel accounts by Americans, including American women. Greece as destination was chronicled in more than 20 published accounts by American women between 1839 and the outbreak of World War I. Surprisingly, this literature has been overlooked by scholars of travel writing, although it offers rich potential. Various critics have noted that accounts of Greece from this period can be understood as turning on a number of intersections and contrasts. Travelers tended to frame their narratives in terms of the nexus of ancient and modern, and the intersection of East and West (though Robert Peckham and Maria Koundoura each further observe that Greece, with its heritage of Ottoman imperialism, confounds the Cultural Studies approach to travel literature based in Said's Orientalism). Koundoura and Efterpi Mitsi, who deal with British women's narratives of Greece, also stress the importance of intersections of gender and social class. But while American women's narratives share some commonalities with those of their British counterparts, there are also distinct differences, e.g., Americans were at pains to stress their identification with the Greek upper classes, yet were also more likely to idealize than to denigrate Greek peasants. They tended to argue for a direct continuity from ancient to present in Greek culture, and while they vilified Ottoman subjugation, they also tended toward skepticism of European imperialism. These perspectives were conditioned by the intersections and contradictions of American ideology: The U.S. at the start of this period was divided over slavery, yet espoused democracy; and subsequently, as the nation emerged as an imperialist power in its own right, images of a classless society descended from a rebellious European colony still flourished.

Meta-audience. When the Audience wants to become a Protagonist: The Case of Reality Shows

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In the 1996 S. Livingstone writes the article *Crossroad in Cultural Studies*; in this article she outlined the crossroad which had arrived the audience research. Livingstone produces a reflection on the role and perspective of the audience research, but also and especially on the concept of audience. She argues that the audience was becoming visible both a theoretical point of view, empirical and political. The consequences of this acquisition - according to Silverstone (1990) - is that the audience becomes the linchpin for understanding the social and cultural processes of public communication.

In this paper we ask what are the social and cultural consequences that occur when the audience is not only more visible but also and above “partecipate”. Or rather want to become the protagonist of the medium. The starting point of this reflection is the research on Italian possible competitors of reality show: Big Brother. The research is composed of two phases: 1) a pure ethnographic observation and 2) a second with interviews at 120 “possible” competitors that we met in nine different towns of Italy (3 per each geographical area), where they were held casting.

The article that we want to present to make moves on two levels: first, cultural traits that characterize this audience “partecipate” and second a reflection on methods of analysis used for the analysis of this audience.

The Forces Affecting Editors' Work in Consumer Magazines

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This research describes the relationship between the editors and audiences of the five most popular consumer magazines in Latvia.

The research aims to study the audience's assessments and views against the editors' perception of their readers, in order to outline the regularities that develop between the communicator and the recipient of the message.

To describe the different forces affecting the mass media, the research results are illustrated with the paradigms which display both internal and external forces that influence the editors' work and the intensity of operation of those forces.

The research discovered that magazine editors clearly differentiate their magazine from competitors products and easily characterize the target audience. Nevertheless, editors tend to prepare advertiser-friendly content because the thoughts of the readers of the magazine are not very important to them. Their competence about their competitors is on a much higher level than their knowledge about their audience and consequently the content of magazines often comes as a reaction to innovations in the competitors' content. Such behaviour is dictated by the media managers' influence because they, too, see each magazine and thus also their own success in the context of the competitor's impact instead of orienting themselves at the audience's behaviour. Paradoxically, but the audience members admit that they find the content of magazines to be reliable because readers believe in the individual and social value of provided content.

The research is based on 35 interviews with magazine's readers and 10 interviews with the editors. The theoretical foundation of the present research rests on the theory of the media uses and gratification.

Strangeness of Twitter Relations

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In November 2009 a Swedish twitterer died in a car accident. Even though @Just_Tea wasn't a celebrity, condolences and displays of public mourning stacked up from her followers and the Swedish blogosphere. However, there was also disapproving voices, criticizing the public displays of grief of someone whom few had met and even fewer could call friend. The criticism and the subsequent discussions on twitter and in blogs that followed @Just_Tea's death circulated around the discussion whether you actually can know, or even claim to be friends with, someone you have never met in the real world.

Mediated relationships built on distances essentially turns the persons within the relationships into strangers. As relations through distance forms, people who see themselves as friends still maintain a certain notion of strangeness to each other. This is analyzed through the concept of the stranger as proposed by Georg Simmel. The relationship to the Stranger builds on a combination of distance/proximity, while at the same time seeing both differences and similarities.

This paper investigates and discusses relations in a liquid modernity, where a globalised and mediated world brings the possibility to form friendships over great distances. Drawing on the concept of mediated quasi-interaction and parasocial relationships, this paper challenges and discusses the relationships, and friendships, which forms within a globalised mediated sphere. How can we understand friendships and relations in a world where a not insignificant amount of relations form over distances? Does the distance and the strangeness between people actually mean that something in how we perceive relations and friendships has already changed?

Understanding the different Film Preferences of Men and Women – New Aspects of Aesthetic Identity

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The question of how tastes develop and manifest themselves has not yet been sufficiently answered. Why we like one film and not another cannot be rationally explained. In recent investigations, it was determined on the basis of empirical data for men and women older than 49 (N=1008), that film preferences are established between late puberty and early adulthood and appears to remain largely stable over the lifespan. Older women appear to be much more established in their film preferences when compared to men: they prefer genres such as romantic films, dramas, and musicals, and these preferences do not change as age increases. Men primarily like action films and science fiction; as they become older, they also become more receptive to the “feminine” genres. This could suggest that a change in life situation – or example, retirement from working life – could have an influence on aesthetic choices.

Using these data, we examine whether elderly Germans show gender-specific differences with respect to their favorite films and genres. We also look at the intercultural question of the extent to which film preference, an aspect of the individual life story – the micro level – develops as a function of the social situation – the macro level. Our results suggest significant intercultural differences with respect to aesthetic identity. Furthermore we figured out that elderly East German men are “more feminine” in their film preferences than West Germans; they also show a reorientation following the reunification of the two German states and identify to a greater extent a current film as the best film of all times. In view of the eastward enlargement of the EU and the international movie marketplace, these findings may be of significance. A correlation between the micro and macro levels in the development of aesthetic preferences can thus be demonstrated.

Value of Perception in Organizational Reputation: The Case of Esgaz Eskisehir Natural Gas Distribution Company

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Increasingly, various forms of organizations are shifting their promotional efforts from traditional advertising and public relations to managing corporate communications in real and virtual life settings. This is a new delegation of power, reshuffling and redistribution of cards, and needless to say though, there will be new players on the table. Even perhaps we may need a new deck. Rapid innovations in internet technologies coupled with intensive rivalry in almost every arcades of providing products or services to consumers requires and even dictates giving priority to consumers' desires that is though their perception. In this business of "convincing" people has never been obliged to a fact that there is a colossal need to comprehend how people see us. Reputation is what we would like to have as individuals. Good reputation translates to more of a credibility and that in return would possibly to bring us what we desire; a more of a social life, a help at when we are desperate, having personal credit that would possibly exists as more of a form of being heard when we have something to say.

Organizational reputation can be defined as the way how stakeholders, employees and public(s) perceive organizations' values, virtues and overall, how they see the organization in general. Such definition requires a huge task to be accomplished by any organization that aims to achieve a sustainable communication inwardly and outwardly. This task is to set proper communication strategies and utilizing communications tools accordingly.

A good reputation is vital for the organizational life cycle. In turbulent times, when a crisis hits organizations, survival becomes a top priority. This is the circumstance where a good reputation pays off. If an organization struggles to keep the trading value of its shares or simply continuing its daily activities would largely depend on consumers' or stakeholders' trust; this is where a good reputation comes into the play.

From this perspective, ESGAZ Eskişehir Natural Gas Distribution Company (noted as ESGAZ herewith) delegated the project of assessing its reputation among its publics.

Questions with the Appeal of Exclusive Mountain Resorts as Seen in the General Public and Specialist Press

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Generally speaking, ski resorts communicate little or not, or at least not directly. They mainly build their renown via media fallouts and buzz, which are today their first communication means. In the field of winter sports, opinion leaders are indeed numerous and their circle of influence (family, work, friends...) is widespread and keen on information.

The press -magazine and/or people- play a primordial role in the public opinion. Travel supplements are multiplying and dedicated columns are more and more frequent, a phenomenon that seems to have spread worldwide.

Resorts endeavour therefore to develop specific values to feed the media discourse and seduce journalists. French, Swiss or Austrian resorts highlight their traditional aspect, their mountain roots, and the comfort of their hotels. American resorts, for their part, favour their sports-orientation and highlight the abundance and quality of the snow.

The analysis will therefore mainly concern recent press articles (2007-09) as well as articles published on the net. We will thus try to grasp what constitutes the appeal of major luxury resorts, how they have wooed journalists and VIPs worldwide as well as their specificities.

The articles collected in general public or specialist media stem mainly from the following countries: the USA, Great Britain, France, Switzerland, Australia, and more occasionally Kuwait and Singapore.

We shall analyse the articles/press reviews concerning each of the resorts by geographic zone: North America (Aspen, Vail and Whistler), France (Megève, Chamonix, Val d'Isère and Courchevel), Switzerland (Gstaad and Saint Moritz), Austria (Lech-Zürs) and Italy (The Dolomites: Alta Badia and Cortina d'Ampezzo).

We shall hence be in a position to identify not only their specificities but also the evolutions and innovations the sector is experiencing, as well as all the questions raised by the appeal of those resorts in the various media through which they communicate.

**Transformations of Motivations Study:
Exploring the Impact of Advertising Concepts
to Help Change Motivations for Digital Music Piracy**

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Digital music piracy is a significant problem that threatens the future of the music production industry worldwide. This paper is the culmination of a three-stage research study conducted over two years to tackle on the problem. The first two stages included a qualitative study and a quantitative survey conducted at a large eastern university to ascertain motivations for digital music piracy among college students.

We found that Economic Utility, Collection Utility, and Social Utility all highly motivate digital music piracy among college students. A surprising finding was that Social Utility was the most important motivation for illegal downloading, even more important than the fact that downloading is free (e.g., Economic Utility).

The third phase of the research, which we have just completed, was the experimental stage. In this stage we developed a variety of communications concepts (10 in total: 8 test concepts and 2 control concepts). The concepts were developed to impact the factors that either reinforced or worked against the various motivations (i.e., Economic, Collection, Social).

For this stage, we enlarged the study to also include a mid-western university. Approximately 400 students participated in the experiment. This was to ensure that our findings reflected not just the social situation of one location or community size. We worked with the Recording Industry Association of America (RIAA) to make sure that the universities chosen represented the breadth of illegal student downloading in the US.

Our paper will report on the specific communications that best transform student motivations to illegally download. We believe that significant improvements in communications effectiveness to college students will have a large economic impact on the recording Industry. The RIAA recognizes the potential contribution of the study and therefore, awarded us a grant to conduct this final stage of the research.

The Media as Partners in the Information Society: An Evaluative Content Analysis of the Coverage of ICT Issues in Selected Philippine Newspapers

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This paper examines how developments and issues about new information and communication technologies (ICTs) – specifically computers, the Internet, and mobile phones – have been covered in three national broadsheets in the Philippines. The analysis situates the coverage vis-a-vis the agenda of the World Summit on the Information Society (WSIS). Notwithstanding this thrust in the analysis, the paper also discusses critiques about the information society concept and the WSIS itself.

The research employs quantitative content analysis of ICT articles published in the three national broadsheets in 2005 and 2009. For each broadsheet, seven sample months were selected through simple random sampling – one for each quarter in 2005 and one for each of the first three quarters in 2009. For each sample month, the content analysis covers all ICT articles, regardless of the newspaper section where they were placed. The content analysis for 2005 has been completed; content analysis for 2009 is ongoing.

The content analysis for 2005 revealed that the sample newspapers have primarily paid attention to the business/commercial potentials of ICTs. While the coverage was able to touch on some themes articulated in the WSIS agenda, there was only scant mention of the information society; moreover, none of the articles analyzed made a direct reference to the WSIS. Given that 2005 was the year that phase 2 of the WSIS was held in Tunisia, these findings indicate a lack of appreciation, among the local media, of the debates on the information society and/or the failure of the Summit to reach out to the widest possible community of stakeholders. The results of the 2005 and 2009 analyses will be compared to determine if and how media coverage of ICT issues has changed, and their implications on media's role as partners in the information society subsequently drawn.

Defective Democracy and Mass Media: Revision of the Mexican Media Nine Years After the Political Change in Mexico

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The present work presents of general way the results of an investigation in which the behavior of mass media was evaluated from the political change that occurred in the presidency of Mexico in the year 2000, when in 70 years a candidate of the Institutional Revolutionary Party (PRI) for the first time did not gain the presidential election.

The lines that derived from the research, nine years after the political change that gave to the National Action Party (PAN) the presidency, turn around a greater concentration of Mass Media companies in few hands; an increase in the risks of the journalistic exercise that locate to Mexico like the most dangerous country of Latin America for the journalists, especially from new originating threats of the drug trafficking, and a continuity in the relations vitiated between mass media outlets and the political power, with more corruption, in the context that reflected a defective democracy.

The investigation questions were: After the political change, really evolved the mass media towards a greater independence? What as much changed the phantom of the freedom of expression in Mexico? How it is the new relation with the political power? And how they operate in the new political and social framework that derived from the political change?

The work was divided in four parts: initially we will talk about to the prevailing political scene in Mexico and will explain because we took concept from the *defective democracy*; we will continue offering a general scene of mass media in Mexico and finally we set out the reality that we found.

The Use of Faces as Advertising Cues for Drawing the Consumer's Attention and Influencing Her/His Decision Making

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In the last 2 or 3 years, we have seen evolutionary psychology (that is, psychology based on Darwinian evolutionary theory) profiling itself as a valid and useful perspective for studying all kinds of aspects of advertising processing and consumer behaviour. In this paper, we will present the results of three studies, exploring the potentiality of the use of faces as advertising cues – that is, as elements within the peripheral persuasive route of the Elaboration Likelihood Model of advertising processing – for drawing consumer's attention and influencing his/her decision making. All studies are framed within an evolutionary psychological perspective.

In the first study, we present the results of an eye-tracking experiment investigating the attention drawing power of faces, compared to other stimuli. Indeed, faces are often used in advertising, but little or no research has yet explored if these facial cues are indeed the most powerful advertising cues for drawing consumers' attention

In the second study, we investigate if some faces have a higher attention drawing potential than others. Again, an eye-tracking experiment is set up to answer this research question. An evolutionary psychological model of the goals and values of consumers (or even human beings in general) is put up to make sense of our research findings.

In the third study, we investigate if these facial cues also have an impact on consumer decision making. Through a large-scale experiment based on the ultimatum game (a well known game-theoretic experiment within the context of behavioural economics), we explore if different faces lead respondents to making different economic decisions.

Although faces are regularly yet implicitly recognized as our communicative devices par excellence (besides natural language), we were surprised to find so little research investigating the use of faces as advertising cues from this perspective. We hope our research can make a valuable contribution here.

Girls go Slash/Boys go Bang: Gender, Canon and Creativity within Warhammer 40,000 Fanfiction

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In recent years there has been a growing interest in the gendered nature of fandom, with a number of commentators highlighting how, all things being equal, males and females are both attracted to different types of fandom and engage in different sorts of fan production (if they engage at all). One area in particular where there would appear to be marked gender differences is in terms of the nature of fan creativity. The consensus again within the fan studies literature is that male fan creativity tends to be more orthodox in focus, whereas female fan creativity tends towards being more transformative. Male fans, in other words, are content to ‘colour within the lines’ of the particular canon, whereas female fans typically seek to transform, or do ‘more with’, the source material. A great deal, if not all, studies of fanfiction have focused on the ways in which female fans seek to re-read the canon of various films, TV shows or novels, refocusing it to better serve or represent their own interests and concerns. This has, in many cases, found expression in forms of ‘slash’ literature in which these notionally heterosexual male characters are depicted together in romantic/homosexual relationships. Perhaps not surprisingly, this latter form of fanfiction has generated the most controversy and received the lions share of academic discussion.

My aim in this article is to contribute to this growing debate around gender and fan creativity by examining the largely unexplored area of male fanfiction. Drawing on interviews with male authors of fanfiction based on the Warhammer 40,000 miniature wargame (Games Workshop, 1987-; hereafter W40K), I will explore the different ways in which their work interacts with the W40K canon. In doing so, I will show how for the majority of them the originality of their work lies not so much in the ways that it transforms the canon, but rather through the ways in which it enriches it, by, for example, adding either depth to the W40K universe or by shading in areas of the universe that have not been explored within the canonical literature. Linked with this, I will also explore some reasons for why this is the case, suggesting a confluence of different factors ranging from desire for publication, the wish to avoid social disapproval and gain readers, through to the heavily gendered nature of the W40K universe.

Free Speech and Footballers' Wives

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Empowering Citizens: A Comparative Study of Leading Citizen Journalism News Websites

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Conceptually, media practitioners have different perceptions and expectations of citizen journalism in different countries. Empirically, what citizen journalism should be and do can also differ from what it actually is and does in different societies. To map such differences, this study is to investigate eight leading citizen journalism news websites. They are Ohmynews, Merinews, Wikinews, NowPublic, Indymedia, GroundReport, GlobalVoices, and iNorden. With different geographical representations in the world, they can differ in many fashions. Within its scope, this study looked into citizen empowerment only, the essence of citizen journalism. In the age of Web 2.0, citizens can be empowered by a wealth of web features not only as news consumers but also as news producers and communicators. Citizen empowerment via web features can be identified on both homepage and story pages of a citizen journalism news website. Previous studies have identified a list of 24 empowerment features that can be used on a homepage and 18 empowerment features that can be employed on a story page. And these empowerment features constitute coding items for this comparative study. Using a homepage and a selected story page as unit of analysis, this study compared these eight citizen journalism news websites to locate differences in citizen empowerment. The results show that citizens have not been fully empowered as far as empowerment features are concerned within citizen journalism news websites. And even among citizen journalism news websites, they differ quite a lot from each other in terms of using web features to empower citizens. Major reasons for insufficient use of empowerment features include different mindsets, resources constraints, and different notions of citizen journalism. At citizen journalism remains at its infancy stage, the results of this comparative study offer new directions and dimensions for further studies of citizen journalism.

Cultural Negotiations and Generic Exchange in the *Infernal Affairs* Film Trilogy

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For a long time films about undercover agents had not been particularly prominent in Hollywood or in Western cinema in general until the appearance of Martin Scorsese's Oscar-winning *The Departed* (2006). Based on earlier undercover films, Fran Mason's celebrated history of American gangster cinema stresses self-effacement and the lack of attractive characters in such works. However, Scorsese's achievement has proved to the contrary that a film narrative featuring "moles" in a crime organization as well as in the police force could create tremendous dramatic tension and express the theme of identity crisis extremely well. *The Departed* is actually a remake of the 2002 Hong Kong thriller *Infernal Affairs*, which already spawned two successful sequels and the series has often been compared to Coppola's classic *The Godfather*. Though sharing a similar plot, the *Infernal Affairs* trilogy is in fact much more complex than its Hollywood remake in view of cultural negotiations and generic developments. Rooted firmly in the indigenous tradition of undercover films born during the late colonial period, the trilogy has nevertheless modernized and "gentrified" the genre by selectively appropriating certain motifs and cinematic skills from American genre films, allowing it to speak to a wider global audience without losing interesting local colors and the distinctive local political resonance.

This paper on the *Infernal Affairs* trilogy is divided into three parts. First, I briefly introduce the socio-political background accounting for the popularity of undercover films in Hong Kong since the 1980s with reference to the citizens' profound anxiety about the reunion with China after more than a century of British rule. I further explain how the three films thematically build up an aura of modernity by highlighting the professionalism of the police, the bourgeois life style of the police officers, and the rising "corporate capitalism" in the underworld. In the second part, I further explain how, through various means of cinematic techniques, ranging from cinematography, through method acting, to non-linear narration, the trilogy has accomplished a style markedly different from most previous Hong Kong crime films. Finally, I seek to explain the success of this curious hybrid in terms of the dialectic between the local and the global so far as generic features go. It is hoped that this case study will help open a dialogue with non-Asian scholars working on cross-cultural communication, globalization, and media studies.