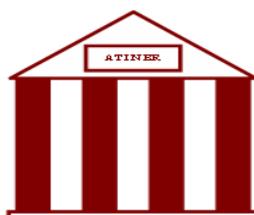# Media

Abstract Book
From the 9th Annual International
Conference on Communication
and Mass Media, 16-19 May 2011.
Athens, Greece.
Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH
2011

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Preface

This abstract book includes all the abstracts of the papers presented at the *9th Annual International Conference on Communication and Mass Media, 16-19 May 2011*, organized by the Athens Institute for Education and Research. In total there were 85 papers and 94 presenters, coming from 25 different countries (Australia, Austria, Belgium, Canada, China, Czech Republic, Georgia, Germany, Indonesia, Israel, Italy, Lithuania, Malaysia, Qatar, Russia, Serbia, Singapore, South Africa, Spain, Sweden, Taiwan, Turkey, United Arab Emirates, United Kingdom and United States of America). The conference was organized into 16 sessions that included areas such as Politics, Marketing Communications, Social Media, 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 100 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
President

FINAL CONFERENCE PROGRAM

Athens Institute for Education and Research
Social Sciences Research Division
Research Unit of Mass Media & Communications

9th International Conference on Communication and Mass Media, 16-19 May 2011 Athens, Greece

PROGRAM

Conference Venue: St. George Lycabettus Boutique Hotel, 2 Kleomenous Street, Kolonaki, Athens, Greece

Organization and Scientific Committee

1. Dr. Gregory T. Papanikos, Director, ATINER.
2. Dr. Yorgo Pasadeos, Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.
3. Dr. Nicholas Pappas, Vice-President of Academics, ATINER and Professor, Sam Houston University, USA.
4. Dr. George Pavlou, Academic Member, ATINER & Assistant Professor, European University, Cyprus.
5. Dr. Gregory A. Katsas, Head, Sociology Research Unit, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.
6. Dr. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer in Marketing, Department of Business and Management, University of Glasgow, Scotland, U.K.
7. Dr. Oana-Camelia Stroescu, Academic Member, ATINER & Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.
8. Dr. Thimios Zaharopoulos, Academic Member, ATINER & Professor & Dean, Park University, USA.
9. Dr. Erol Nezih Orhon, Academic Member, ATINER & Associate Professor, Anadolu University, Turkey.
10. Dr. Margarita Kefalaki, Researcher, ATINER.
11. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.
12. Ms. Gina M. Bondi, Researcher, ATINER.

Administration

Fani Balaska, Chantel Blanchette, Stavroula Kiritsi, Apostolos Kotsaspyrou, Eirini Lentzou, Konstantinos Manolidis, Katerina Maraki & Sylia Sakka

C O N F E R E N C E   P R O G R A M
(The time for each session includes at least 10 minutes coffee break)

Monday 16 May 2011
08:00-08:30 Registration
08:30-09:00 Welcome and Opening Remarks
- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Yorgo Pasadeos, Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.

09:00-11:00 Session I (Room A): Political
Chair: Pasadeos, G., Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.

1. Kinnick, K., Professor, Kennesaw State University, USA. Motherhood as a Message Strategy: Examining Political and Activist Media Campaigns.
2. Elter, A., Professor for Journalism, Macromedia Hochschude fur Medien and Kommunikation, Germany. The German Political Parties and the Web 2.0 – Examples of Political Campaigning in the Digital Era (Monday, 16th of May 2011)
3. Romero-Frias, E., Lecturer, University of Granada, Spain & Vaughan, L., Professor, University of Western Ontario, Canada. An Analysis of Political Trends based on Web Linking Patterns: The Case of Media and Political Parties in Spain.
4. Aytuna, N., Assistant Professor, Galatasaray University, Turkey. The Turkish Extreme Right On-Line Network: The Case of the Nationalist Action Party Website.
5. **Peshkova, V.**, Researcher, Institute of Sociology Russian Academy of Sciences, Russia. Mapping Diasporic Media in Post-soviet Russia: Media Agenda Between Integrative and Resistance Strategies.
6. Thompson, K., Ph.D. Student, The University of Texas at Austin, USA. The Basketball Playing, Wine Sipping, Blackberry Using Candidate from the South Side of Chicago: Examining the Class Style of Barack Obama and the Obama for America Campaign.

11:00-13:00 Session II (Room A): Media Coverage Chair: Kefalaki, M., Researcher, ATINER.	11:00-13:00 Session III (Room B): Frames & Images Chair: Stroescu, O-C., Academic Member, ATINER & Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.
1. Zamith, R., M.S. Candidate, Florida International University, USA, Pinto, J., Associate Professor, Florida International University, USA & Villar, M.E., Associate Professor, Florida International University, USA. Constructing Climate Change in the Americas: An Analysis of News Coverage in U.S. and South American Newspapers. 2. Osepashvili, D., Associate Professor, Tbilisi State University, Georgia. Caucasus in German Online Media. 3. Govang, D., Chair, Lincoln University, USA. Martyrs and Party Boys: American Media Portrayals of Gay Life in Other Countries. 4. Kilic, D., Assistant Professor, Anadolu University, Turkey. Tabloidization in the Modern Turkish Press.	1. Collins, C., Professor, Willamette University, USA. "This Is War": Framing the Iraq War through Images and Testimony. 2. Büyükbaykal, G., Assistant Professor, İstanbul University, Turkey & Mengü, M., Associate Professor, İstanbul University, Turkey. Greek Image in the Turkish printed Media. 3. Clark, J., Associate Professor, Willamette University, USA. Framing the Mavi Marmara. 4. *Kaya Erdem, B., Assistant Professor, Maltepe University, Turkey. Media Literacy Through Derrıda's Deconstructıon: The Case of the Reflection of Anti-Militarists in Turkey on Media Texts. (Monday, May 16th, 2011, morning) 5. Barton, W., Lecturer, Coventry School of Art and Design, UK. The Raising of the Exocet: The Use of Heritage Charm to Sanitise Warfare and the Beginnings of Postmodern War Representation in the Falklands Conflict.

13:00-14:00 Lunch

14:00-16:00 Session IV (Room A): Marketing Communications **Chair:** *Mengü, S., Associate Professor, Istanbul University, Turkey	14:00-16:00 Session V (Room B): News Media **Chair:** Thieme, A.L., Associate Professor, Eastern Kentucky University, USA.
1. Antoniades, A., Professor, Georgetown University, USA & Makarem, T., Professor, Georgetown University, USA. Media Branding and Viewer Perception in Qatar. 2. McMullan, J., Professor, St. Mary's University, Canada. Sit-N-Learn: Advertising, Pedagogy as Promotion and Online Poker. 3. *Pirnar, I., Professor, Yasar University, Turkey & Culha, O., Research Assistant & Ph.D. Student, Yasar University, Turkey. Social Media in Tourism Marketing Applications. 4. Gersamia, M., Associate Professor, Tbilisi State University, Georgia. Effective Media-Monitoring Reports, Measurement and Evaluation. 5. Güreşçi, M., Assistant Professor, Istanbul University, Turkey & Goksu, F., Assistant Professor, Istanbul University, Turkey. Turning Crisis into an Opportunity: 2009 Flood in Istanbul and Evkur Example. 6. Farha, M., Assistant Professor, Georgetown University, Qatar, al-Thani, D.K., Georgetown University, Qatar & Stamboldziev, M., Georgetown University, Qatar. The Impact of Global Communications on Family Values in Qatar. 7. Tang, M.J., Lecturer, Tunku Abdul Rahmad College, Malaysia. Online Book Marketing, Selling and Distribution in Malaysia. 8. Prodan, E., Ph.D. Student, University of Bucharest, Romania. The Relation between Journalists and Public Relations Practitioners.	1. Wadbring, I., Professor, Mid Sweden University, Sweden. What's NewUnder the Sun? Commercialized News from 1960 to 2000. 2. Cebe, J., Assistant Professor, Charles University Prague, Czech Republic. Transformation of Czech Media after the World War II. 3. Duffy, M., Assistant Professor, Zayed University, United Arab Emirates. Audience Engagement in the Middle East Press: An Exploration of 'Networked Journalism' Amid the New Media Landscape. 4. Mabika, M., Lecturer, University of Venda, South Africa. Online Newspapers: Private or Public Spheres? 5. De Jong, W., Lecturer, University of Sussex, UK. Against The Tide: Innovative Ways of Using Archive Footage in Documentary Projects in a New Media Context 6. Au, K.L., Ph.D. Student, Chinese University of Hong Kong, China & Sung, N.C., Ph.D. Student, Chinese University of Hong Kong, China. Sensationalism in a New Age: Uses and Gratifications of Apple Action News.

16:00 -18:00 Session VI (Room A): Advertising & Promotions **Chair:** Makarem, T., Professor, Georgetown University, USA	16:00–18:00 Session VII (Room B): Education **Chair:** Wadbring, I., Professor, Mid Sweden University, Sweden.
1. *Mengü, S., Associate Professor, Istanbul University, Turkey & Büyükbaykal, C.I., Assistant Professor, Istanbul University, Turkey. Social Value Construction And Advertising. 2. Grainger, R., Senior Lecturer, University of Glamorgan, UK. Militarism in British Advertising. 3. Batu, M., Akdeniz University, Turkey. The Effectiveness of Stadium Advertising on Brand Awareness 4. Celik, Y., Researcher, Akdeniz University, Turkey. Digital Advertising Industry in Turkey: A Research on Global Network's Investments in Digital Advertising. 5. Liu, J., Researcher, Panmedia Institute, Communication University of China. A Comprehensive Impact Research on Pan Media Touchpoints. 6. Vyncke, P., Professor, Ghent University, Belgium & Vanderhaeghen, K., Research Assistant, Ghent University, Belgium. Goffman Revisited: Studying the Ad-Likeability Impact of Male-Female Power Relations in Advertisements.	1. Leung, L., Professor, Chinese University of Hong Kong, China & Lee, P.S.N., Professor, Chinese University of Hong Kong, China. Impact of Internet Literacy, Internet Addiction Symptoms, and Internet Activities on Academic Performance. 2. Propp, K., Associate Professor, Western Michigan State University, USA. Is Online Education for Everyone? An Exploration of the Relationships between Self-Directed Learning Readiness, Student Learning Styles, and Student Success. 3. Rudick, K.L., Associate Professor, Eastern Kentucky University, USA, Fitch, J., Associate Professor, Eastern Kentucky University, USA & Cory Robinson, S., Instructor, Eastern Kentucky University, USA. Podcasting: A Pilot Study of Student-Users' Views. 4. Micheletto, V., Graduate Student, IULM University, Italy, Bustreo, M., Ph.D. Student, IULM Univerisity, Italy & Russo, V., Professor, IULM University, Italy. Education to Advertising for Primary-School Children.

18:00-19:30 Session VIII (Room A): Film **Chair:** Pavlou, G., Academic Member, ATINER & Assistant Professor, European University, Cyprus.	18:00-19:30 Session IX (Room B): Broadcasting **Chair:** *Pirnar, I., Professor, Yasar University, Turkey
1. Addison, H., Associate Professor, Western Michigan State University, USA. "When a Man Bleeds, It's Just Tissue": Blood as Sentient Being in The Thing (1982). 2. Jenkins, E., Assistant Professor, University of Cincinnati, USA. Of Mice and Mimesis: Disney and the Commodity Fetish. 3. Rikalo, M., Teaching Assistant, Higher Business School Novi Sad, Serbia & Mikic, H., Lecturer, Higher Business School Novi Sad, Serbia. Film Market in Serbia: Development Challenges and Solutions. 4. Walliss, J., Lecturer, Liverpool Hope University, UK. Apocalypse after 9/11. 5. Muratoglu, B., Ph.D. Student, Istanbul University, Turkey. How Social Deviance is Represented and Controlled by Mass Media: A Field Study on Children's Animated Movies. 6. Donnar, G., Ph.D. Student, RMIT University, Australia. Masculinity Unredeemed: Masochism, Masquerade and the Absent Other in World Trade Center.	1. Chen, P.H., Professor, National Taiwan Normal University, Taiwan. Practicing the Rights of Access to Media: The Case of Public Access Channels in Taiwan. 2. Hetsroni, A., Associate Professor, Ariel University Center, Israel. Nostalgia in Advertising-Content Findings. 3. Thieme, A.L., Associate Professor, Eastern Kentucky University, USA & Wallace, L., Associate Professor, Ohio University, USA. The Role of Reality Television on the Behaviors of Young Adults. 4. Hamungole, M., Ph.D. Student, Katholieke University, Belgium. Television and Cultivation of Personal Values in Zambia. 5. Nevradakis, M., Ph.D. Student, University of Texas at Austin, USA. Government-Sanctioned Anarchy: the Chaotic Airwaves of Greece.

20:30-22:30 Greek Night and Dinner

Tuesday 17 May 2011

08:00-10:00 Session X (Room A): Regulation & Ownership **Chair:** Aytuna, N., Assistant Professor, Galatasaray University, Turkey.	08:00-10:00 Session XI (Room B): Health Communication **Chair:** *Rahim, S., Professor, National University of Malaysia, Malaysia
1. Crawley, W., Senior Fellow, ICwS London University, UK. Negotiating the Media; Regulatory and Policy Issues in South Asia. 2. Foo, T.T., Lecturer, SIM University, Singapore & Kuo, E., Emeritus Professor, Nanyang Technological University, Singapore. Gatekeeping in a 4M Society: Regulating changing censorship standards in Singapore, 1990-2010. 3. Karlidag, S., Career Development Coordinator, Baskent University, Turkey & Eser, Z., Associate Professor, Baskent University, Turkey. Who is the Owner of Customer Data Base: Consumers' Feelings and Concerns about Data Privacy in Turkey. 4. Wenzel, C., Ph.D. Student, University of Salzburg, Austria. Public Value and the Public Interest – Should Civil Society be Involved in Public Service Broadcasting Governance?	1. Bissell, K., Associate Dean for Research, University of Alabama, USA. New Media, New Me: Using New Media Technologies to Improve Health Literacy in Children at Risk for Overweight and Obesity. 2. Bazzarin, V., Post Doctoral Fellow, University of Bologna, Italy & Lalli, P., Full Professor, University of Bologna, Italy. Italian Governmental Media Campaigns To Prevent HIV/AIDS: An Effectiveness Study. 3. Smith, L., Assistant Professor, Auburn University, USA & Bissell, K., Associate Dean for Research, University of Alabama, USA. Empty Calories, Empty Excuses: Examining Weight and Obesity Stereotypes in the Biggest Loser. 4. Mazo, L., Faculty Instructor, Grant MacEwan University, Canada & Chen, N., Church, A., Cloutier, M., Paradis, D., Robertson, D., Rupertus, C., Undergraduate Students, Grant MacEwan University, Canada. Communicating Environmental Issues in an Undergraduate Journal. 5. Ruiz de Castila, C., Ph.D. Student, University of Texas at Austin, USA. Interrogating Immigration: Pictures and Politics of English and Spanish Media.

10:00-11:30. Session XII (Room A): Communication Technologies	10:00-11:30. Session XIII (Room B): Audience Perceptions
Chair: *Lawe Davies, C., Senior Lecturer, University of Queensland, Australia.	**Chair:** Bissell, K., Associate Dean for Research, University of Alabama, USA.
1. *Rahim, S., Professor, National University of Malaysia, Malaysia & Salman, A., National University of Malaysia, Malaysia. Bridging the Ethnic Divide: Promoting Citizens Participation among Young Generation through Information Technologies. 2. Estwick, E., Assistant Professor, Wilkes University, USA. Birth of a Digital Nation: A Case Study of the Digital Video Industry in Barbados. 3. Conversano, R., The Specialized Teaching Degree, IC "Aldo Moro", Carosino (TA), Italy & Binacchi, M., Faculty of Communication Sciences, University of Rome "La Sapienza", Italy. "The Enchanted Maze". 4. Diamanti, S., PhD, IULM University, Italy. Some Fuzzy Concepts in Human-Computer Interaction. 5. Flaxton Terence, Senior Research Fellow, University of Bristol, UK. Understanding of the Concepts of the Mimetic and the Diegetic in the Creation of Art.	1. Chan, E.T., Programme Supervisor, Tunku Abdul Rahman College, Malaysia, Tang, M.J., Programme Supervisor, Tunku Abdul Rahman College, Malaysia & Singh, S.A/L K., Programme Supervisor, Tunku Abdul Rahman College, Malaysia. Media Credibility and Political Affiliation: A Malaysian Perspective. 2. *Nawiroh, V., Lecturer, Budi Iuhur University, Indonesia. Woman Image In Television Program (A Reception Analysis Study of Women Viewers toward Woman Image on Soap Opera and TV Commercial in Indonesia). 3. *Cubbage, J., PhD Student, Howard University, USA. Give The People What They Want: An Exploratory Analysis of News Satisfaction Levels Among African Americans. 4. Shim, K., Ph.D. Student, Syracuse University, USA. Source Credibility, Situational Dissonance and Propagandistic Motives.

11:30-13:00. Session XIV (Room A): Social Media **Chair:** *Cross, J., Associate Principal Lecturer, Leeds Trinity University College, UK.	**11:30- 13:00. Session XV (Room B): Communities** **Chair:** *Cubbage, J., PhD Student, Howard University, USA.
1. Zhao, M., Ph.D. in Communication, The Chinese University of Hong Kong, China & Mao, Z. F., Ph.D. in Communication, The Chinese University of Hong Kong, China. What Motivates Chinese People to Tweet? A Uses and Gratifications Perspective of Micro-Blogging in China. 2. Zheng, P., Mphil Candidate, Chinese University of Hong Kong, China & Wang, H., Ph.D. Student, Chinese University of Hong Kong, China. The Mediating Effects of Obtained Gratifications on Unwillingness to Communicate and Narcissism to Level of SNS Use. 3. Zhao, X., M.S. Candidate, Hong Kong Baptist University, Hong Kong. Are People Empowered by Internet? 4. Lin, K.Y., Master Student, National Chengchi University, Taiwan. Examining Extensions of Parasocial Interaction on Social Networking Sites: An Exploratory Study of Facebook. 5. Karaduman, M., Researcher, Akdeniz University, Turkey. Advancement of Internet Media in Turkey and its Position against Traditional Media.	1. Yildiz, O.E., Assistant Professor, Istanbul Kultur University, Turkey, Denecli, C., Researcher, Istanbul Kultur University, Turkey & Denecli, S., Ph.D. Student, Marmara University, Turkey. A General Outlook of Conjugal Union and Marriage in Turkey in the Context of Popular Culture, New Media. 2. Lugo-Bertran, D., Assistant Professor, University of Puerto Rico, Puerto Rico. Boy-Flick: Gender Sideways in the Genre Highway (Alexander Payne's 'Sideways' and the Age of Bromance). 3. Diamanti, E., Ph.D. Student, University of Quebec in Montreal, Canada. Communicating the City Identity: Unesco Creative Cities. 4. Grigaliunas, M., Ph.D. Student, Vilnius University, Lithuania. The Level of Perception of Interest's Citizenship in the Context of Public Sphere's and Communicational Strategies' Transformation: The Case of Lithuanian Micro-Communities. 5. Comeforo, K., Chair, Berkeley College, USA. Representing Resistance: The Case of CAFTA-DR in Costa Rica.

13:00–14:00 Lunch

14:00–16:30 Session XVI (Room A): Miscellaneous Communication Studies **Chair:** Skountridaki, L., Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.
1. Sanprie McCarver, V., Assistant Professor, Metropolitan State College of Denver, USA. *A Approach to Critical Analysis of Online Messages.* 2. *Lawe Davies, C., Senior Lecturer, University of Queensland, Australia. *We Wanted Quali Media, But We Only Got Online: Global Implications of Computer Generated Media on a Region Market.* 3. *Cross, J., Associate Principal Lecturer, Leeds Trinity University College, UK. *Illusion and Broken Mirror: Post-Debordian Reflections on the Liberating Potential of the Torn Street Poster.* 4. Karaduman, S., Assistant Professor, Akdeniz University, Turkey. *News about Children and Violence Discourse in the Turkish Media.* 5. Al Salem, F., Ph.D. Student, Indiana University, USA. *Public Opinion toward Arab Governn Communicated through Online Newspapers' Comments: A Study of Content Analysis.* 6. Barbaros, C., Ph.D. Student, Al.I. Cuza University, Romania. *The Rhetoric in the New Era o Communication: Trends and Perspectives.* 7. Popa, E.L., Ph.D. Candidate, "Al. I. Cuza" University of Iasi, Romania. *Cross-Cultural Communication. Cultural Meeting with Islamic World.*

17:00-20:00 Urban Walk (Details during registration)
20:00-21:00 Dinner (Details during registration)

Wednesday 18 May 2011
Cruise: Departure at 07:05 Estimated Return Time: 20:30
Thursday 19 May 2011
Delphi Visit: Departure at 07:50. Estimated Return Time: 19:30

Heather Addison
Associate Professor, Western Michigan State University, USA.

"When a Man Bleeds, It's Just Tissue": Blood as Sentient Being in *The Thing* (1982)

Blood has a long and storied history in cinema, serving chiefly as a means of overdetermining fear, danger, sin, and/or passion. In drops, trickles, spurts, and sprays, man's vital fluid splashes across the screen, asserting not only the fragility of life but also humanity's inherent predisposition toward corruption and its attendant guilt.

In American cinema, perhaps the most iconic (and arguably first) scene of bloody excess is the murder of Marion Crane in Alfred Hitchcock's *Psycho* (1960), a horror film that heralded the emergence of the "slasher" subgenre. From the shower in *Psycho* to a clean, white toilet suddenly overflowing with crimson fluid in Francis Ford Coppola's *The Conversation* (1973), a sea of red engulfing the remote Hotel Overlook in Stanley Kubrick's *The Shining* (1980), a sheriff having a surreal encounter with a wood chipper in the Coen Brothers' whimsical thriller *Fargo* (1994), and the son of God being crucified in Mel Gibson's New Testament drama *The Passion of the Christ* (2004), blood in modern American film has functioned as a signifier gushing with "always already" meaning, reinforcing the horror or guilt of the human condition even as it ebbs away.

I am interested in motion pictures with striking or unconventional tropes that undermine this long-established practice of deploying blood as an overdetermined marker of threat or transgression. One such film is John Carpenter's *The Thing* (1982), a radically re-imagined remake of Howard Hawks' *The Thing from Another World* (1951). The 1982 version introduces a chameleon-like alien being that consumes and then perfectly imitates humans, making it difficult for inhabitants of a remote research facility in the Antarctic to determine who is human and who is not. At the eleventh hour, a helicopter pilot recognizes that a hot needle dipped into a blood sample from each man is their only hope of identifying the aliens among them: each cell of alien blood is sentient and will struggle for survival, while human blood, a part of the whole being, will remain inert. Reminding us that cinema's construction of blood as no more than a signifier of vice or violation is an impoverished one, *The Thing* offers a synecdochic argument that blood is our last line of defense, the essential feature of our humanity.

Fatima Al Salem
Ph.D. Student, Indiana University, USA.

Public Opinion toward Arab Governments as Communicated through Online Newspapers' Comments: A Study of Content Analysis

By analyzing users' comments in online newspapers from three Arab countries—Kuwait, Saudi Arabia, and Egypt, this study presents an overview of the Arab world public opinions toward their governments through their online expressions. A content analysis of three online newspapers users' comments revealed various issues including: The most dominant topic of users' comments; users' attitudes toward the government; and the general tone of language used in their expressions as presented in their comments. While this study found that AlRai of Kuwait users and AlMasry AlYoum of Egypt users had a negative attitude toward their ruling elites and were very critical of their internal political issues, violence and disrespectful framing of their government officials were rarely found. However, AlRiyadh of Saudi Arabia users agreed with the government and used a positive attitude in their comments. This study was able to show that in closed societies like the Arab world, Internet provides a platform and a mean to express, share opinions and initiate discussion. The nature of the Internet and the ability to express opinions anonymously leads to freedom of speech. Further, the Internet offers its users a way to express opinions especially those of a political orientation. This freedom of expression that is the public opinion expressed via the Internet can allow governments and those in power to measure and determine the status of public acceptance through expressions of users' attitudes, tones, and framings. Yet, it would be difficult to maintain that the public opinion expressed on the Internet constantly mirrors reality especially in countries where the Internet is still controlled by governments' censorship policies and strict user regulations.

Alexis Antoniades
Professor, Georgetown University, USA.
Tara Makarem
Professor, Georgetown University, USA.

Media Branding and Viewer Perception in Qatar

Perception is influenced by background attributes such as gender, religion, education, and age. Branding also influences perception.

In this project, we explore the links between background, perception, and branding. That is, we want to test whether branding influences perception, and if it does, we want to investigate what background characteristics trigger that response.

We explore these relations by conducting an experiment on media perception in Qatar. We ask individuals to watch a 2-minute Al Jazeera clip and fill out a survey, providing information on their background, views on the topic discussed, and opinion about the commentary.

To examine the impact of branding, for half of the survey participants we replace the Al Jazeera logo with CNN, we label the survey CNN, insinuating that the clip is from CNN.

We administer the surveys online and in a local mall. In total, 580 individuals respond to the survey. The fact that Qatar's population is 80% foreign, gives us sufficient heterogeneity in background attributes.

We find that branding affects the responses of the two groups when asked if they think that the clip supports free speech and if it supports respect for religion. Although the commentary is identical, a higher share of participants disagrees with these two statements in the *CNN* survey than the *Al Jazeera* one. Moreover, viewers demonstrated the impact of the third-person effect when asked whether Muslims would find this clip biased. More viewers agreed with this statement from the *CNN* than the *Al Jazeera* group.

The role of background in explaining why branding affects responses is then examined. We find that religion and gender affect the perception of the content of the clip. Age, occupation, and education affect perception of the bias of the clip.

Ka Lun Au
Ph.D. Student, Chinese University of Hong Kong, China.

Sensationalism in a New Age:
Uses and Gratifications of Apple Action News

The rise of online Apple Action News is a spectacular media phenomenon. The video stories largely employ revolutionarily flamboyant production styles and outstanding storytelling techniques. Despite criticisms of sensationalism and animated reconstruction of sex and violence scenes, Apple Action News is popular with millions of hit rates for one single news story. This study examined the growing trend of online sensational news, a new source of gratifications for the active audience in Hong Kong. We looked into the social and psychological needs of the viewers, as well as the perceived level of sensationalism and credibility of Apple Action News and how they were related to demography, technography and media consumption patterns. The differences of psychological attributes between heavy viewers and light viewers were also examined.

This study also looked into the relation between popularity and the content of video clips. In the new frontier of internet news, the audience is getting more active in selecting their favorite stories, and thus providing instant feedback of their appreciation to content provider. It is anticipated that this positive feedback turns on an escalating trend of sensationalism in online environment, as market-driven editors seek to adapt to the audience's taste.

Background:

We use Apple Action News as a case study because it is the first news content provider in the world that uses extensive animated graphics to depict sex and crime scene. Their stories on Tiger Woods' affairs attracted the attention of major networks and media in US and Europe. The use of sound, music and film footage, as well as their imaginative animation and reenacted scenes, are elements of attractions and controversies. It violates and revolutionizes or even redefines the very idea of "news". Apple Action News was launched in May, 2009. With a history of less than two years, the new initiative has set a standard for other online video news. The hit rates of some popular news items have reached over two million. Apple Action News is a new area with great importance and implication, both in journalism studies of the new media market and the understanding of the uses and gratifications in new-media innovations.

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The Turkish Extreme Right On-Line Network: The Case of the Nationalist Action Party Website

The purpose of this work is to analyze the structure and the characteristics of the Turkish extreme right network on the World Wide Web. To specify, this paper asks following question: How can we characterize existing network relationships between the nationalist political structure which is represented by the Nationalist Action Party (Milliyetçi Hareket Partisi, MHP) and the relevant political and social organizations in their environment? Which political and social associations are created on the party website? How do the party and the relevant organizations demonstrate symbolic representations of their alliances through their selection of network connections? The cyberspace provides a new form of persuasion, which can be distributed through social ties and structured connections. We suggest that hyperlinks help define the Turkish extreme right communities by showing relational affinity among the Nationalist Action Party and pertinent institutions. This study defines a link as a new strategy for structuring political communication. As a navigation element, the link permits creating connections between different actors by exposing a strategic choice, which reflects a political behavior to create certain network connectivity. The study considers hyperlink connections created between different texts to provide a "meaning" for social and political research questions.

As methodology, the study is based on the Hyperlink Network Analysis "Webometrics": a research area that applies quantitative techniques to various informational and communicational aspects of the web. The research methodology will be embodied in an integrated software package to track the links connections. The Nationalist Action Party websites' incoming and outgoing hyperlink connections will be examined during six weeks, between January and February 2011. Web mining, data visualization and statistical techniques will be deployed as methodology for the study of online networks. The analyzed network will be classified into categories and considered that there is a specific node or nodes occupying a central position within the network. This approach considers hyperlink connections created between different texts to provide a "meaning" for social and political research questions.

Corina Barbaros
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The Rhetoric in the New Era of Communication: Trends and Perspectives

This study emphasizes the fact that the Internet has created new ways to socialize and interact. Thus, it has enabled entirely new forms of social interaction, activities, and organizing, thanks to its basic features such as widespread usability and access. Many people use the World Wide Web to access news, weather and sports reports, to plan and book vacations and to find out more about their interests

In the first decade of the 21st century, the first generation is raised with widespread availability of Internet connectivity, bringing consequences and concerns in areas such as personal privacy and identity, and distribution of copyrighted materials.

If you have an ancient art of rhetoric scrupulously debating forums and tribunals constituted discursive sites displaying the talents of the citizens, in our society rhetoric seems, at first sight, a subject obsolete. Nothing further from the truth! Rhetoric is as present as ever, communication practices, but has acquired (by adapting to modernity) new guises: the advertising, televised debates, marketing efforts, publicity.

From the outset we note that in contemporary society, civic debate arenas have disappeared, direct social opportunities were limited and public debates initiatives have been taken over by mass media. The public is constantly subjected to a media stream, which launches public debate topics. In response to questions raised, studies show increased media consumption in recent years, therefore, a greater public interest for the mass media and new forms of rhetoric communication.

We propose, therefore, in this paper to illustrate the coordinates of the contemporary neorhetoric program. Also, the paper analyses the implications of intellectual copyrights, the right to information and the impact of Internet on, nowadays, socio-political environment.

Will Barton
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The Raising of the Exocet:
The Use of Heritage Charm to Sanitise Warfare and the Beginnings of Postmodern War Representation in the Falklands Conflict

John Yeadon's painting The Raising of the Excocet depicts a missile being raised up from the South Atlantic on chains. The weapon is bleak, huge and malevolent, suggestive of a phallus or a turd, dripping blood or rust or excrement into the turbulent waters. On it is painted a grinning face. Behind and all around are the beak grey seas and wintery skies that witnessed the destruction of the battleship Belgrano and the destroyers Sheffield and Coventry. Below these stark and chill waters must lie the bodies of young Argentinian and British soldiers and sailors sacrificed in this bizarre and irrational war. On the horizon we see smoke and the disputed territory (Captioned "~~Falklands~~ Malvinas"). The obscene object, the weapon of destruction that dominates the picture speaks of the futility and the brutality of armed confrontation.

Yeadon has explained that the picture was inspired by the raising of the Tudor battleship Mary Rose in the same year. Whereas warfare in the Malvinas was a crude and bloody affair, the ship that was raised from the Solent was portrayed as a romantic feat of renaissance design and engineering, an object of beauty. In her own time she was straightforwardly one of the most advanced killing machines so far devised, an engine of cruelty and destruction as much as any modern warship, or indeed as an exocet missile.

The visual rhetoric of the military is dominated by the weaponry of a previous age. Army badges depict swords, lances, cavalry, medieval armour. It is comparatively rare, even in the most modern armed forces, for the heraldry to be as up to date as the equipment the troops actually use.

As we visit ancient castles and regimental museums we are shown displays of weaponry that take on, in our modern eyes, a sense of charm. Suits of armour, racks of pikes and halberds, brightly coloured uniforms, old brass cannonry appear to us not as the brutal and brutalising objects they were but almost as works of art or as delightful antiques. What was once the last word in terrifying hardware has become heritage.

Just as the visual rhetoric of heritage is used to give an ersatz charm and grace to the business of organised human killing in military history

and the iconography of armed forces, so the rhetoric of warfare, concentrating on gallantry, heroism and derring-do and ignoring the cold brutality of actual combat is used to sanitise the representation of war in the media, to render it more acceptable to the audience. Direct television reporting of the horrors of the Vietnam war had undermined this in the 1960s and some people had thought that this made the fighting of a war in the age of mass media increasingly problematic, but the management of news in the Falklands war achieved a level of control that allowed government to manipulate public opinion effectively. From this follow directly the practices of war reporting (particularly the concept of embedding) in use today in Iraq and Afghanistan.

This paper seeks to interrogate the juxtaposition in 1982 of a supreme example of the portrayal of military heritage with the beginnings of a new degree of military image management in contemporary conflict.

N. Mert Batu
Akdeniz University, Turkey.

The Effectiveness of Stadium Advertising on Brand Awareness

This work focuses on consumer behavior in relation to advertisement and brand perception by examining billboard advertisements within the framework of marketing communication. The study consists of two chapters. While the first chapter evaluates the advertisements within the framework of communications and the perception period of the consumer, and the second chapter discusses the consumer opinion on stadium advertising from the perspective of marketing communications. More specifically, the first chapter explains the study describes advertisement and outdoor advertisement in detail. The chapter is concluded with consumer perception on advertisements and the creation of brand awareness.

The second and the last part of the study consists of the research evaluating the effects of billboard advertisements in stadiums on brand awareness. The brand awareness of the consumer was defined by analyzing the effects of billboard advertisements in stadiums. Accordingly, the consumers who watch to the match on TV were asked - during the breaks and after the games - if they remember with or without help the brands in the advertisements; in this manner, their preference to buy or not to buy these brands was measured categorically. The result of the research indicates that billboard advertisements create brand awareness among consumers. Based on these results, suggestions were developed for individuals aiming to conduct similar research in the future as well as company managers who will focus their efforts in communication.

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Italian Governmental Media Campaigns to Prevent HIV/AIDS: An Effectiveness Study

This project consisted of a longitudinal scenario analysis of public health media campaigns aimed at preventing AIDS transmission over the past 20 years. Using funding and data provided by the Ministry, we determined the types of messages conveyed in these campaigns, the dissemination of these messages, their priority in media coverage, and knowledge of HIV/AIDS risk in the public. Subsequently, we conducted a survey, also funded by the Italian Ministry of Health, to independently verify the social impact of one of these campaigns.

Our analysis shows that new cases of HIV/AIDS have decreased in Italy since the mid-nineties, and the advent of antiretroviral drugs has reduced AIDS-related deaths. Consequently, media attention has waned, as have educational campaigns aimed at sexually transmitted disease (STD) prevention, causing the rate of decline of HIV transmission to slow and transmission of other STDs to surge. Today, there are 120,000 people with HIV/AIDS living in Italy (mostly women and migrants), and 100 new cases are diagnosed each day. These data highlight the importance of returning the issue to the top of the public health and media agendas.

Results from the national survey (n=500, male and female respondents, 15-59 years old) showed that while the ministerial campaign examined effectively returned HIV/AIDS to the public spotlight and promoted condom use as prevention, it was not designed according to social marketing principles. It lacked a specific objective, clear target, effective language, a rational dissemination and integration strategy, and it overestimated current public awareness of the issue. This resulted in public misunderstanding regarding the source and purpose of the campaign and poor memorability of the message. This survey also showed a discrepancy between self-reported AIDS literacy and actual knowledge on the issue in the public.

Kimberly Bissell
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New Media, New Me: Using New Media Technologies to Improve Health Literacy in Children at Risk for Overweight and Obesity

While a variety of factors may be related to a child's likelihood to be overweight or obese, relatively little is known about the preventative factors most relevant in the prevention of the disease. What is known though is that if a child doesn't have the cognitive capacity to understand obesity and make links between current eating and exercise behavior and long-term health consequences, that child may be at a high risk for becoming overweight or obese. The population at the greatest risk of becoming overweight or obese is least likely to recognize risk factors associated with weight gain; thus, the need for health literacy is imperative. The proposed research project addressed several important issues related to children's health literacy from the perspective of better understanding correlates of low health literacy in children and in the form of testing the effectiveness of a health literacy intervention program. The present study used new media technologies (laptops, smart media, the internet, and the wii) to introduce and discuss health education to children in grades 1-8. The underlying foundation of the intervention program tested was the use of media to engage children in discussions about the current and future health. The significance of the proposed project is that it directly addressed low health literacy in children in four key areas: awareness, cognition/knowledge, attitudes, and behavior. Data from the study suggests that gains in health literacy are possible. Improvements in knowledge, attitudes, and behavior were found across demographic groups and were the greatest for children designated as "at risk" for becoming overweight or obese. These same demographic factors were also found to be strong predictors of low health literacy in some children. Findings suggest that children's health literacy can be improved used new media technologies, especially when children are engaged in activities and discussions using media technologies in which they are most familiar. These and other findings are discussed.

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Greek Image in the Turkish Printed Media

In this study, the Greek image in the current news released in the Turkish printed about Greece, as one of our neighbors, will be studied with content analysis method. Hence, the news chosen randomly from *Cumhuriyet*, an opinion newspaper and *Milliyet*, a mass newspaper, for a one-month period (November 15 and December 15, 2010) will be analyzed with regard to news stories and actors. News actors are the individuals, institutions, countries and situations that help the consumption of the events and news stories by the audience easily. As well as the way the news are conveyed. In the respective newspapers, not only the kinds of news about Greece but also the way this news are released will be evaluated.

Our study will mainly be based on Van Dijk's discourse analysis method. Van Dijk points out that in news discourse, the micro structural aspects, such as word choice, syntax and the macro structural aspects including the framing of the events in topical order should be considered in an integrated structure; in addition, the micro elements cannot be analyzed by taking them out of this structure. In a micro-analysis pertaining to news discourse, discourse analyses are implemented through word choices, structures and the relations between them. In a macro analysis related to news discourse; on the other hand, headlines, spot headings, introduction the news, thematic and schematic structures of the news along with photographs are considered.

In our analysis carried out accordingly, both the position and importance of Greece in the globalizing world and its relations with Turkey in political and economic sense as a neighbor will be studied with regard to the contents of the news in the Turkish printed media as well as the messages conveyed to the readers.

Jan Cebe
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Transformation of Czech Media after the World War II

My paper will discuss process of transformation of Czech media landscape after the World War II. The media area in Czechoslovakia went through rapid changes related to the dramatic political development on both domestic and international political scenes after the end of World War II. The post-war conceptions of democratically oriented politicians of Czechoslovakia as a bridge between the East and West showed to be naive as the Soviet Union in cooperation with Czechoslovak communists decided on the incorporation of Czechoslovakia into the sphere of its influence already during the war and the short episode of relative democracy between 1945 and 1947 ended by the successful communist coup d'état in February 1948. From today's perspective, media played rather a negative role in this process of transformation from democracy to totality and it was already controlled by communists or their sympathisers in the crucial days of the coup. Thus, media did not contrive to mediate opposing standpoints and contributed to the smooth takeover of power by the Communist Party. In the 50s, it fulfilled the role of the speaking trumpet of the state without reservations through censorship and ensured mass consent with the policy of the communist regime. Media partially broke free from the total dependence on the state during the second half of the 60s when they, once again, started to play the role of the mediator of public discourse and contributed to the process of Czechoslovak society revival in this period, often called the Prague Spring. However, the short moment of relative freedom abruptly ended by the occupation of the Warsaw Pact armies in August 1968 and media, once again, became a loyal servant to the totalitarian state for more than 20 years.

Yesim Celik
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Digital Advertising Industry in Turkey: A Research on Global Network's Investments in Digital Advertising

A number of studies have been conducted to analyze the consolidations or mergers of agencies, the emergence of global conglomerates, the domination, specialization and diversification of the transnational networks in the literature. On the contrary, there are few studies which focus on the investments of transnational advertising networks in the example of Turkey. In this research, the map of world's foremost transnational digital advertising networks' investments in the axis of Turkey has been drawn. In this context, global network's subsidiaries or affiliates in the field of digital advertising are examined. Within this perspective, digital agencies' ownership structures are identified. In this research, the service areas which are presented by the digital agencies to their clients in Turkey are also specified. The main objective of the study is to create a frame that determine the inclinations and the developments in Turkish digital advertising industry in the example of foreign investments. Besides, it is aimed to trace "the geostrategy of the networks" (Mattelart, 1991), and global-local connections in the example of Turkey. For this purpose, in the first stage, the database of Istanbul Chamber of Commerce was investigated to specify global digital network offices' trade registry numbers. In the second stage, Turkish Trade Registry Gazette was examined to specify agencies' capital structure, and shareholders. In the third stage, both this gazette and agencies' web sites were analyzed in order to identify the services areas of the agencies. The results of the study indicated that American and European based networks' subsidiaries were operating in Turkey. Global networks' offices usually provided services in two main arenas - creative and media planning & buying - in the digital platform in Turkey.

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Media Credibility and Political Affiliation: A Malaysian Perspective

The mainstream media have long dominated the local Malaysian media scene since independence. Most of these traditional mass media have often been linked directly or indirectly with the political parties in the ruling coalition (Barisan Nasional) which has ruled at the Federal level since independence. But technological developments and the emergence of new media and its applications have transformed the media landscape not only worldwide but also Malaysia. Online news media are offering Malaysians alternative news sources rather than mere dependence of the traditional media. While the traditional media have been accused by its detractors of being favourable to the government of the day i.e. the Federal government, the new media too has been under attack for allegedly spreading lies and being unfair, and sympathetic to the Federal opposition (Pakatan Rakyat). With such a blame-game scenario, this study explores the relationship between media credibility and political affiliation by examining to what extent this relationship influences perception of media credibility.

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Practicing the Right of Access to Media: The Case of Public Access Channels in Taiwan

The concept of the right of access to media derives from the freedom of speech which was written into the First Amendment of the United States Constitution. On the basis of the concept of public access to media, US cable television regulations mandate that cable television systems are obliged to establish at least one public access channel for public, educational, and governmental uses (so-called PEG channels). In Taiwan, the Cable Radio and Television Act also regulates that each cable television system should designate a PEG channel when applying for its franchise license. However, PEG channels do not perform well according to various cable subscriber surveys conducted by either cable operators or local governments.

This study aims at the management and practices of public access channels on cable television systems in Taiwan in order to explore the implications of domestication of the right of access to media in Taiwan. The study conducts a questionnaire survey and in-depth interviews of cable system operators to learn more about their research agendas. All the 63 cable television system operators around the country returned their questionnaires with a 100 percent rate of return for the survey.

The study found that public access channels in Taiwan are confronted by three major constraints: public access channels' lack of content since subscribers have no knowledge of their right of access to media, as well as no motivation to practice the right; the system operators provide no budget for the operation of public access channels since the channel cannot bring in any revenue; and finally, the intervention of political power in that both local governments and the central government have been trying to control the operation of the channels for political purposes, rather than allowing for the free practice of the public right of access to media.

Jeanne Clark
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Framing the Mavi Marmara

In May 2010, the Free Gaza movement finally achieved the major media event they had been seeking for two years as they had sent a series of ships in small image events to publicize and break the Israeli siege of the Palestinian territory of Gaza. In 2010 Israeli forces took over the MV Mavi Marmara, killing nine people and provoking a firestorm of publicity, major demonstrations in London and Istanbul, the recalling of a South African ambassador, and a UN investigation. This paper will be a framing analysis of the print coverage of the Mavi Marmara incident focusing on coverage in The Jerusalem Post, two Palestinian news agencies, the New Straits Times (due to the involvement of a Malaysian citizen in the incident), as well as a selection of newspapers from the U.K., Australia, Canada, South Africa, and the U.S.A.

Catherine Collins
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"This Is War": Framing the Iraq War Through Images and Testimony

Both visually and in news accounts, the media's choice of frames largely supported the U.S. government's definition of the situation early in the Iraq War; the conflict was depicted through the "master war narrative" (identified by Hackett and Zhao, 1994) which cast the United States in an heroic role using superior technology to resolve the situation. Conflict, Human Interest, and Individual Action frames dominate the media's early response to the war (Schwalbe et. al, 2008). But the digital age provides unofficial voices and images that also framed the American public's perception of the war. Soldier photographs and videos appearing on the internet challenged the government's desire to control the way the Iraq War was seen by the American public (Anden-Papadopoulos, 2009). This essay examines a documentary film constructed from soldier videos shot during the early stage of the war and compares it to the official news media's frames and use of the master war narrative.

"This Is War: Memories of Iraq," records the experiences compiled from the soldiers' videos and testimonials of an Oregon National Guard battalion that served in Iraq in 2004. Constructed of fragmented narratives that forge a communal identity, the film gives agency to these soldiers armed with their cameras. Identity, trauma, and memory are central to their efforts to forge a communal identity from the fragmented identities their home videos reveal.

Reminiscent in many respects of "Dear America: Letters Home from Vietnam" this film offers raw footage in the midst of combat, clips of light-hearted pranks during off duty hours, and post war interviews that speak powerfully to war and human agency. The viewer watches how their initial acceptance of the media's frames and master narrative is transformed by their experiences. The documentary, as testimonial and memorial, is a commentary on the mediation of the Iraq War.

Kristin Comeforo
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Representing Resistance: The Case of CAFTA-DR in Costa Rica

On October 7, 2007 Costa Rican voters decided the fate of the Central American Free Trade Agreement (CAFTA-DR) through public referendum. The issue of CAFTA-DR was hotly contested and inspired passionate support and opposition. This study seeks to answer, how was the social movement against CAFTA-DR in Costa Rica represented through discourse? Textual analyses were performed on 986 articles from the mainstream *La Nación* newspaper and 147 "campaign" videos sourced from You Tube. On the whole, the discursive struggle between proponents and opponents of CAFTA-DR was one of authenticity and legitimacy.

The mainstream *La Nación* privileged institutional resolution (by way of the legislative process) over popular resolution (by way of the social movement in the streets); yet in its support of CAFTA-DR, dismissed both – the former as "obstruction" and the latter as "destruction."   These themes of obstruction and destruction were echoed in the "pro-CAFTA-DR" YouTube videos. Generally, the resistance was represented as a carnival of Communists, and written off as "un" Costa Rican.

On the other hand, the "no" campaign constructed itself as the authentic Costa Rican "pueblo," a powerful force that would banish the neoliberal CAFTA-DR and protect its' authentic, national interests. As such, the "no" campaign pitted its authenticity as "el pueblo" against the internal (Costa Rican neoliberals) and external (US/Transnational Corporations) "pirates and profiteers" who aimed to pillage Costa Rica's rich national endowments.

In the end, the discourse served a larger purpose than simply advocated for or against a singular free trade agreement. It brought to the fore critical questions of democratic values (institutional vs. popular) and the will of the people – which have both become increasingly challenged as global capital increasingly comes to dominate local interests and policy.

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"The Enchanted Maze" - Instructions – Research and Innovative Integration

The project implements procedural tools for technological needs in the process of functional autonomy of the person with difficulty standing and/or semi-permanent, acting to augment what they have saved in the individual disability integrating, within a path software-hardware, system able to interact with the person with the virtual computer environment to prevent, compensate, mitigate, eliminate the disability and the disadvantage that it derives from it.

The model, as a complex search for solutions built with the help of technological skills, clinical/educational/economic/social aims at the optimal solution of "universality" of the devices connected to the living conditions of the disabled, in a development process of his abilities and skills without introducing other elements of excision and contrasting social/cultural.

A foreigner with difficulties in understanding the codes of communication/language, for example, in a context that is not conducive to learning and recognition of these codes, live a more disabling situation, promoting a process of social distance, and the same goes for the disabled or for those who have suffered disabling injuries that led him to be excluded temporarily or permanently from the context.

Blending into a marriage that banks operating difficulties of approach, the system with the cognitive constructivist, we have redefined the theoretical empiricism psychotechnologies de Kerckhove technological pragmatism in the principle of "zone of proximal development" which Vygotskij, applied to the deficit makes it possible to identify the missing functions as potentially recoverable and/or compensation for the enhancement of the healthy part reinterpreting the use of technologies such as vehicles and new environments for the training experience and knowledge. The model is of type design for all for all that is needed.

William Crawley
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Negotiating the Media;
Regulatory and Policy Issues in South Asia

This paper examines issues of media policy and regulation in the countries of south Asia with special reference to the electronic media in India and the media environment of Sri Lanka. Issues of media law and policy are at the heart of any government's communication strategies with its own public and internationally. The rapid spread of new media and communications technologies has tested the ability of governments to respond effectively to challenges to aspects of its own historical mandate and regulatory authority. Global liberalisation in south Asia has raised questions of legitimacy of regulations as well as its effectiveness. For governments which had been used to a degree of exclusivity in representing the public domain, new technologies have favoured commercial media interests. They have provided new platforms for civil society, operations directly as political and environmental lobby groups and as powerful influences in extending the sphere of operations of a newly activist judiciary. The role of illegal or 'pirate' media activities has become a new site of analytical interest. This paper describes the scope of an ongoing research project on media policy in Sri Lanka. In showing the distinctiveness of different national media policies and their responses to their particular national and international circumstances. The paper proposes the continuing validity of a public domain in the media and the value of a comparative dimension in research and analysis of media institutions and dynamics within the region.

James Cross
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Illusion and the Broken Mirror: Post-Debordian Reflections on the Liberating Potential of the Torn Street Poster

The wall poster is the literature of the city street. An (often literally) immense assemblage of text and image is designed to fix us in an eternal present as consumers for whom every want and need is necessarily configured as a commodity waiting to be bought. The topography of desire is mapped onto the terrain of what can be profitably supplied. Posters, like the marketing campaigns they form part of, have no self-conscious history and no projected future beyond the immediate imperative to spend. Our destinations and duties are inscribed on every street-corner.

To the extent that we are immersed in such messages we are, in Debord's terms, trapped in an illusionary universe of meaning- a society of spectacle which limits our possibilities in the very way it defines possibility. But the eternity of exploitation this would seem to usher in has inherent weaknesses.

On the myriad of spaces where the carefully structured injunctions to consume are pasted, the 'anonymous lacerator' of the city street is at work. Weathering, over-postering, age, and the minor malice of the passer-by combine to deconstruct the carefully crafted and urgent injunctions to consume 'this' and 'now'. Instead, what emerges is a palimpsest of fragmented and over-lapping text and images. Time gives us an open and ambiguous narrative, requiring our work and ingenuity to (re-)create meaning. By damaging the eternal present of unbounded consumerism, the torn poster may subvert that skewed vision of what it is to be human.

This (short run) historically emergent quality of the wall poster offers the urban passer-by new ways of seeing and new ways of mapping. It has the potential to subvert the illusionary space of the advertised 'good life'. The aim of this paper is to comprehend that potential both by theorising and by photographic representation of what the torn poster can and does offer us.

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Give The People What They Want:
An Exploratory Analysis of News Satisfaction Levels among African Americans

An overwhelming body of existing research reveals that local television news fails to serve the African American population. Historically, African Americans have been portrayed stereotypically with stories that focus on crime and violence. Such depictions of African Americans have left a significant portion of the local news audience largely under served. This kind of coverage also reinforces social cues of dominance and oppression, urban verses suburban, elite versus the poor and fails to create or foster a sense of social cohesion and understanding among racial groups.

This study adds to the existing body of research on stereotypical coverage of African Americans by documenting the opinions of African Americans themselves to further substantiate the negative impact of existing coverage.

Using social responsibility and Afrocentricity as theoretical frames, this quantitative study will focus on the news consumption habits of African Americans in large urban media markets to determine how satisfied Black audiences are with local news coverage of themselves, their communities and issues that concern them the most. A total of 500 respondents in New York, Los Angeles, Chicago, Philadelphia and Atlanta will be polled using questions on a Likert scale, which will be quantified using Pearson's correlation to measure the results.

The study seeks to prove the following hypotheses:

H1: African Americans in major television news markets consume local TV news coverage more often than any other news source such as radio, newspaper and online news sources.

H2: African Americans are dissatisfied with local news coverage in major metropolitan news markets, although they may continue to consume large amounts of local news programs.

H3: African Americans would consume a news source primarily that focused on stories of interest for African Americans such as the economy, employment, housing, politics, education, religion, sports, entertainment, fashion, travel or other listed category.

Wilma De Jong
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Against The Tide: Innovative Ways of Using Archive Footage in Documentary Projects in a New Media Context

To describe the internet as a medium is to misinterpret its multifaceted functionality, it is a conglomeration of media. How documentary practitioners work within this new landscape of different forms of communication is one of the challenges of contemporary documentary filmmaking.

Against the Tide is an archive inspired interactive documentary project exploring stories about people and locations in the South East of England. The project is funded by Screen South and developed by Earth Stock Films, in collaboration with the South East Film Archive.

To launch the project, four filmmakers (Daisy Asquith, Danny Weinstein, Kat Mansoor and Wilma de Jong) were given the task of selecting and using archive footage from the South East Film Archive as a starting point to tell stories about the South Coast; both past and present, while at the same time exploring innovative ways to use archive footage.

New media such as websites, social media and mobile technologies have been used to distribute the films which had consequences for the visualization and narrative of the films and the design of the website. Apart from being an exploration of working with archive footage within the short film form, the project offered pupils of local schools access to the films and the original archive footage to edit and to learn about history through archive footage.

In this paper I will focus on the history of using archive footage in documentary filmmaking and on using archive footage in a non illustrative way. It will also analyse the narrative and visual (im) possibilities of creating documentary projects to be distributed on the internet and mobile technologies.

Eleonora Diamanti
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Communicating the City Identity: Unesco Creative Cities

Since 2004, Unesco is carrying out a new cultural strategy related to cities and metropolises. The Unesco Creative Cities Network designates and brings together cities under a special theme (e.g. design, music, literature, etc.) linking them at an international dimension. Moreover it allows appointed cities to participate to a worldwide platform, where they can exchange and create new experiences and opportunities related to what Unesco defines as "creative tourism". This new generation of tourism is based on local culture, especially local cultural expressions that distinguish a place from another.

The network, like other international events such as the Olympic Games or International Fares, constitutes more and more a platform to convey an identity, more specifically an institutional city identity at the international level. In a context dominated by mass media, where cities and metropolises aim to have a place in the communication international skyline, the Creative Cities Network seems to be an instrument giving big resonance to appointed cities. But how does a city communicate its Unesco identity to citizens and tourists?

Through a semiotic perspective, I will analyze the phenomenon of the Unesco initiative and the strategies of building and communicating this particular identity, undertaken by two cities: Montreal (Canada, Unesco City of Design) and Bologna (Italy, Unesco City of Music).

Simone Diamanti
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Some Fuzzy Concepts in Human-Computer Interaction

Objects and tools, whether computationally augmented or traditional, are subject to interpretation before they acquire a meaning for their user, i.e. before their function is recognized and associated with them and they can finally be used for a purpose. My paper tries to reconsider and better define some key concepts that in my opinion are often overlooked, including the very fundamental one of interaction.

Most often, interaction starts from an evaluation of the object's surface, thus from its physical configuration, which is then complemented by some manipulation of the object. Manipulating the object obviously means modifying its status: these changes, perceived by the user through a combination of senses, are obviously part of the feedback from the object. During this process, meaning emerges from the interaction of the user with the object. This is even more evident for computationally augmented objects, where a proper User Interface is required to host and govern interaction for objects whose function is sometimes impossible to tell before the interaction starts.

The interface emerges from the user acting on the object, from the changes his/her physical action produces on the object, and from the counter-actions coming from this last one.

The interface is the negotiation place where user and object get in contact, and the object's multiple virtual states are realized. This way of looking at the interface makes it possible to consider both the many possible states and functions of an interactive object, which is unveiled by interaction, and the temporal dimension of such a process, since interaction is by definition happening in time. The theoretical framework of this contribution is mainly interpretive semiotics; in particular, I will refer to Umberto Eco's theory, but the topic is naturally open to stimulating influences from other disciplines, which will definitely play a role in the paper.

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Masculinity Unredeemed:
Masochism, Masquerade and the Absent Other in *World Trade Center*

Even though much influential scholarly work in recent decades has brought to light how Hollywood genre films have routinely constructed victimised or masochistic masculinities, there has been a tendency to assume such films "characteristically conclude with an almost magical restitution of male power" (Savran 1998: 37). Oliver Stone's *World Trade Center* (2006), a post-9/11 disaster film – akin to classical Hollywood narrative – about the entrapment, survival and rescue of two Port Authority police officers from the fallen Twin Towers on 9/11, seemingly fulfils this critical expectation: it formally and narratively facilitates the passive, incapacitated officers' reimagining of a masculinity earlier associated with the uniform within the space of crisis, through a restoration of agency and return to the home. It subsequently, and paradoxically, reasserts this destabilised conventional masculinity through rescuers who return to the uniform in response to the attacks.

However, this paper will argue that formal and narrational efforts in *World Trade Center* ultimately fail to restore male power. First, conventional masculinity is only restored via heteronormative masquerade. This masquerade both reveals the earlier insufficiency of normative uniformed masculinity and undermines the trapped men's reimagining. Second, the film incoherently, even hysterically, attempts to articulate conflicting 'rhetorics of crisis' (Robinson 2000: 11); that is, to both reimagine masculinity within the space of crisis and to remasculinise by healing the wound. Finally, accepting masculinity as relational, *World Trade Center* is unable to reimagine or reassert masculinity in a void; it cannot be redefined against the film's absent Other, the attacks' perpetrators. Akin to Silverman's (1992) observation of post-WWII Hollywood, post-9/11 Hollywood masculinities are marked by ambivalence, instability and insecurity. However, I take her observation further to contend these incoherencies have moved from Hollywood's margins to its centre and exceed the capacity of classical narrative to redeem male power.

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Audience Engagement in the Middle East Press: An Exploration of 'Networked Journalism' Amid the New Media Landscape

Many news outlets no longer stop with the simple publication of an article or a broadcast report—but actively engage the audience. For instance, Great Britain's Guardian newspaper recently issued social media guidelines for its reporters, encouraging them to enter into conversations with the audience via Twitter and Facebook. Other news outlets have adopted methods that allow readers to help direct the news. For instance, Al Jazeera English regularly asks its audience to submit questions for guests and also broadcasts user-created videos offering commentary. CNN's iReport project invites viewers to contribute their own raw footage of events and, occasionally, structured news reports taken from cell phones, Flip cameras and other portable devices. Some outlets have engaged in "crowd-sourcing" in which audience members are asked to help provide information about an event. Journalism observers have coined this new paradigm "networked journalism"—defined by the participatory role played by the audience in actively shaping the news. Building on other networked journalism research, this paper explores how several Middle Eastern newspapers—both English and Arabic—have chosen to embrace the new media landscape. A qualitative review of each news outlet's new media activities—particularly on their Web sites, Twitter feeds and Facebook pages—reveals to what extent and to what benefit they have embraced "networked journalism." The authors conclude with suggestions for improving audience engagement as well as highlighting best known practices of networked journalism.

Andreas Elter

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The German Political Parties and the Web 2.0 – Examples of Political Campaining in the Digital Era

This paper focuses on the German parliamentary election in 2009 and on the election in Northrhine-Westfalia, Germany's most populous "land", in 2010. During the 2009 election campaign in Germany, every party which was later represented in the "Bundestag" used web 2.0 tools for the first time. Which tools were these? Which channels were used and to which extent? Was there a difference between the party activities of the main candidates and their web 2.0 strategies? And above all: Was this appreciated at all by the voters? These are the main questions that will be answered. The research is based on a qualitative content analysis and an experiment. All web 2.0 activities on facebook, twitter, studi-VZ, interactive campaign websites and mash-ups etc. are examined against a systematic background using a self-developed analytical framework. The results of this content analysis are quite heterogeneous. Some parties used web 2.0 tools more intensively than others. Hardly any party established real interactive elements or a discourse with the citizens. There were non-governmental organizations and bloggers who succeeded but not the elected parties. The only exception was the short term version "72 hours campaign" by "Die Grünen". Instead, the parties used web 2.0 and the Internet simply for classical promoting purposes or for mobilizing their own supporters' potential and not the broad audience or possible new voters. It is therefore not quite accurate to speak about a new "participatory democracy" which emerged through the new communication possibilities. During the 2010 election campaigns in Northrhine-Westfalia the scenario hardly changed. Some parties even seized using special web 2.0 tools they had employed in the parliamentary elections in 2009. What is the reason? Why does web 2.0 not have the same effect and success with German parties that it has with parties in other countries? To find the answer to this essential question, media-use data and socio-demographic factors are taken into consideration.

Evene Estwick
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Birth of a Digital Nation: A Case Study of the Digital Video Industry in Barbados

Traditionally in the post-independent Caribbean, media content in the television industry were constricted in quality, quantity, plurality and diversity. These products were the exclusive preserve of national television stations, owned and operated in many instances by the State but dominated by profit-oriented imperatives. Furthermore, political interference and institutionalized inertia prohibited the development of new images and voices for television audiences in this region of the world most deeply penetrated by imported television programs (Brown, 1987).

The purpose of this paper is to demonstrate the impact of new, low-cost, digital technologies on the democratization and industrialization of domestic video production in the Caribbean, hitherto thought to lack the critical mass, incentives, audiences and will to develop beyond itinerant, bespoke commercial video. Further, the research serves to indicate likely policy directions for industrial development, cultural diversity and plurality and socioeconomic change in a new digital cinema and television industry.

In the last decade, a new group of independent regional producers have utilized new, cheaper and more nimble digital production means to make programs for audiences at home and in the region. This new technology has democratized and industrialized television production in developing countries in a business that was once capital and labor intensive.

In this study, surveys were administered to independent video producers who work in Barbados to ascertain (1) the types of videos that are being produced; (2) the outlets for broadcast and (3) the challenges associated with operating independent production businesses. The findings indicate that the most prevalent obstacles are funding for production and the availability of outlets for transmission.

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The Impact of Global Communications on Family Values in Qatar

This project aims to study the impact of the sudden profusion of internet media and other forms of global communications on family values in Qatar. Most mass communications and sociological research has focused on examining the media content and the audience of the media in the United States and Europe, yet documentation on the societal consequences of the dissemination of internet media and other forms of mass communication on Arab, and in particular Gulf countries such as Qatar, remains scarce. The particular placement of Qatar at the heart of the cross-currents of globalization affords a unique opportunity to examine this phenomenon. Until recently, Qatar was very isolated from the process of globalization and the IT revolution. Yet within the past decade, Qatar has witnessed an immense socio-economic development which included a sudden and incisive technological transformation in the realm of electronic communication. Our research intends to weigh the repercussions of this sudden exposure to global communication networks and new technologies for the core ethical orientations underpinning family values and kinship ties in Qatar.

Multiple studies have documented the globalization of mass communications, including the formative technological, structural, and economic developments which have expanded the pace and density of cross-border information flows. While there is a mountain of theoretical speculation, far less is known about the consequences of this process. Taking the *World Values Studies* as its methodological inspiration, this proposal focuses on the ways that this process may potentially affect Qatari citizens through reshaping the web of family values.

The sudden and drastic change of Qatari citizens' values and behavior in wake of the acceleration of new means of communication has been a frequent preoccupation of the media. Readily observable phenomena include a whole generation of youth incessantly connected to blackberries, instant messengers, and online social platforms. Such is the extent of the current controversy about the negative impact of "globalization" on family values that it can overshadow the potential benefits modern media and communications may yield for Qatari society. Over the past decades, frequent access to cell-phones and

internet social networks has spread widely at a rapid pace amongst the generation of Qatari adolescents. Recent surveys indicate that young people in America spend more time engaged with these types of mass media than they typically spend either in school or interacting with their parents. This research project will aim to determine whether similar trends can be documented within the context of Qatar. Methodology, we will rely on interviews targeting three respective class segments and age clusters of Qataris.

Furthermore, we evaluate the impact of the global communications revolution on the public discourse on family values, as well as on broader social dynamics within the Qatari nation-state. We selected family values as our topical focal point for two major reasons. First, the debate on the crisis of family values has surfaced in numerous Qatari fora, TV talk shows and newspaper articles and editorials. It has also been a top concern of the Qatari government and institutions such as the Supreme Council for Family Affairs, the Doha Institute for Family Affairs and the Social Development Center. Secondly, conceptually and analytically, we conceive of the family to be the pivotal intermediate link between the individual and the nation-state. As such, and given the particular importance of kinship in the Arab world as emphasized by sociologists such as Halim Barakat and Hisham Sharabi, the family can be said to be the principal arena for modernization as expressed in the tug of war between individual and collective frameworks of identity.

In addition to the surveys seeking to determine inter-generational differentials in the perception and practice of the global communication revolution in Qatar, our research focuses on information circulating in the public domain, including the leading Qatari newspapers and blogs published in both Arabic and English. Ultimately, the project attempts to gauge to what degree global communications are driving individualism a modern sense of citizenship and national identity, and to what degree the weakening of family solidarities may have adverse consequences for communal identities and the fabric of households and the nation as a whole.

Terry Flaxton
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Understanding of the Concepts of the Mimetic and the Diegetic in the Creation of Art

Until now, appreciation of the *nature* of art has been derived from archaic and classical values. As far back as the introduction of the Greek myths – and specifically that of Echo and Narcissus, where Echo is Sound and Narcissus is image, the idea that the identity of the meaning of art is revealed through the act of interpretation. In his 'Poetics', Aristotle posited that diegesis is the reporting or narration of events, contrasted with mimesis which is the imitative representation of them: the distinction is often cast as that between 'showing' and 'telling'. Together with discrimination and comprehension, both of these functions are part of the mechanism of interpretation. When Gutenburg created the printing press which enabled the beginnings of the mass production of text, the concept of reading and interpreting gained even greater historical purchase due to the encoding of meaning in actual objects: books. 'Interpretation' was given even greater power within the rise of modernism with the intervention of the Frankfurt School, which fore-grounded the idea of the 'interpretation' of art as meaningful and significant. Walter Benjamin reframed and reinterpreted the medieval belief of the power of the relic of the Saint in his famous question: Can the aura of the original be found within its replica? This question is even more pertinent now when art is created within the digital realm and must be reframed once again: Can the aura of the original exist at all, given there is no difference between the original and its copies? By examining new ideas of 'entrainment', where immersivity, resonance, synchronicity and direct response become the factors that *reveal* the potency of art, I wish to re-examine how art or media events can function without dependence on the idea of interpretation.

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Gatekeeping in a 4M Society: Regulating Changing Censorship Standards in Singapore, 1990-2010

As a multiracial, multilingual, multi-religious and multicultural (4M) society (Siddique, 1989), management of media content has always been a challenge for the media regulatory body in Singapore. Since the early 1990s, as Singapore became increasingly integrated into the globalized world and with the Internet becoming widespread, the challenge of managing media content has grown even greater. To ensure that its censorship codes and guidelines reflected the sentiments of the general public, the Ministry for Information, Communication and the Arts (MICA) appointed its first Censorship Review Committee (CRC) in 1992 "to refine and update content regulation policies and standards across the various media". To keep in line with the changing cultural and technical environments, similar CRCs were set up in 2002 and 2009 to conduct the review of censorship codes. In the past two decades, these censorship review exercises set a slow but steady trend of liberalization in Singapore.

Using the framework of gatekeeping (Pamela J. Shoemaker & Stephen D. Reese, 1996), this study analyzes and compares these three censorship review exercises. Specifically, it looks at (1) the composition of the censorship review committees, (2) the processes of engaging the general public as a part of the review exercise, (3) CRC recommendations and its rationales for recommending the censorship codes and guidelines, and (4) government responses to CRC recommendations. The paper aims to identify the mechanisms and dynamics that shaped the country's censorship codes and guidelines from 1992, 2002 to 2009. This project, in particular, focuses on the tension and interplay of two forces in Singapore society: (1) Singapore as a 4M society and the need to balance the sensitivities in a pluralistic society, and (2) Singapore as a global city and its increasing connectivity and integration to the outside world.

Mariam Gersamia

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Effective Media-Monitoring Reports, Measurement and Evaluation

Producing proper media-monitoring reports are essential for the PR specialists as well as for the media-researchers. As to the Journalists and newsmakers, they can apply the research based knowledge to become more result-oriented.

The goal of the research: identify the indicators, that cause the positive or negative positioning in the media. Also, provide the recommendations for media-researchers, as well as for PR specialists and journalists.

Methods: using quantitative and content-analysis, more than 10 000 news stories featuring the fields of Education and Science have been analyzed.

Outcomes/findings: On the basis of the research the main indicators that cause the positive and/or negative coverage in the media have been discovered. According to the findings of the survey there should be *12 positive and 11 negative symbols/indicators.*

With the additional help of the custom-made template it becomes easier to analyze the organization's positioning in particular news network, efficiency of media-relations as well as assessing the media-product (in accurate coverage) and the company's result vector (in setting the agenda). Efficiency of the above mentioned media-monitoring reports were tested and applied in the Ministry of Education and Science of Georgia in 2007-09s.

Don Govang
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Martyrs and Party Boys: American Media Portrayals of Gay Life in Other Countries

American Mass Media have often been extolled for exposing realities that are often times censored in their countries of origin. This has been especially true with realities that governments have a propensity to deny or repress. Gay life in a country is definitely one of those realities. Not every government is likely to be as bold as Mahmoud Ahmadinejad when he proclaimed that "In Iran we don't have homosexuals like in your country" (AFP, September 24, 2007). However, that absurdity is a hyperbolic emblem of the attitude of many governments and presses in their dealings with Queer life in their countries. Because of the inherency of silence, American media takes on an added importance in dealing with Gay life in other nations.

This paper contends that American media have gravitated towards two narratives in their coverage of Gay life abroad. Those narratives either show Gays as oppressed martyrs or as out-of-control hedonists. Clearly, there are more realities than these two groupings. It is argued that the choice of narratives themselves either represents an incredible naïveté or they are politically motivated. It is further opined that the later is almost exclusively true.

The significance of this reporting convention is that it tacitly misrepresents a richness of narratives that can only be expressed in a free media.

Rachel Grainger
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Militarism in British Advertising

For the last three decades, the British media has been saturated with images of war and militarism. These have included the first Gulf War, which began in 1991 and ended in 1992, although, the Western military continued a bombing campaign on targets in the Gulf throughout the 1990s. Then, there was the Third Balkan War, between 1991 and 2001. The attacks on 11 September 2001 also, signalled another moment of militarism, which lead to the United States taking military action in Afghanistan and terrorist bombs in Madrid, Bali and London. To date, the United States, Great Britain and other NATO forces are engaged in the Second Gulf War, which began in 2003.

Felicity Colman observes how 'the grasp of such militarism's affective zones extends its sticky fingers into our brains, creating communities of powerless subjects, media-zombies.' (Colman, 2009). Indeed, representations of war have permeated the culture of British advertising, for several advertisements make reference to warfare and parody popular Hollywood war films. Examples of this include; the 2009 Waitrose "Coming Home" television commercial features a war photographer returning from Afghanistan; the Cadbury Fingers "Good Times" (2010) includes the popular chocolate bar dressed as an RAF pilot and flying an aeroplane; and the Warburton's bread advertisement (2010), which parodies Hollywood blockbusters *Top Gun* and *Air Force One,* and, indeed, employs the theme tune from *Air Force One*. The paper will account for the representations of war in British advertising with reference to Delueze and Guattari's notion of *delirium.*

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The Level of Perception of Interest's Citizenship in the Context of Public Sphere's and Communicational Strategies' Transformation: The Case of Lithuanian Micro-Communities

In the ruling class and folk (society) communicational relations and in the development of active citizenship new communicational technologies take an essential role the essence of which gives the opportunity to create the information by consumer itself, process and reflect the received information. New media establishes conditions to create such realities, which are relevant to the less powerful social groups, for example, from children to marginalized members of society. However, marginalized groups are the object of propaganda, because these groups are mostly suggestible to unidirectional information and manipulation. Wide – ranging usage of new media makes conditions to questionate information of propaganda and to spread it into alternative way in other social structures as well as in weak groups of society. That is why, this communicative implement may be treated as one more dilution assumption of new (modern) propaganda. The end of national propaganda in the world is related to the development of new media. The significance of new media in the process of *government - society* relationship must be coherently investigated, in order to make this situation clear.

The researches of considerate phenomena are supposed to predicate on **critical paradigm**, to use techniques of **network ethnography, critical analysis of discourse**, quantitative (e.g. **questionnaire examination**) and other techniques. The research is supposed to prosecute in three levels. The object of Ist level of research – **the information** of structure of propaganda force; a) virtual; b) utterance in environment and the reaction of society (counterpropaganda) to this information. The object of IInd level of the research – information of counterpropaganda created in new media **dispersion** into virtual environment. The object of IIId level of the research – **the feedback** from society and from consumers of new media and the **alteration of attitudes.**

In the paper the case of Lithuanian micro-communities will be presented under the context of theoretical and methodological background for research mentioned above to answer the main question: how does it change the perception of *interest's citizenship* in the context of *public sphere's* and *communicational strategies'* transformation?

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Fatma Goksu
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Turning Crisis into an Opportunity: 2009 Flood in Istanbul and Evkur Example

As an almost indispensable part of the daily activities of enterprises, crises may originate from a wide variety of reasons. Enterprise structure and policies, economic, political, socio-cultural, technological developments and natural disasters can drag such operations into a crisis.

Given the chaotic and dynamic business environment of today, it is almost impossible to see an enterprise not encounter a crisis. However, it is possible as well to turn crises into opportunities and/or successfully manage them with timely and proper measures. The most challenging problem faced by enterprises results from poor crisis management and lack of communication between the enterprise and its stakeholders. For this reason, enterprises should place too much stress on crisis management in order to overcome a possible crisis before it deepens and leads to serious consequences.

Whether in the form of an opportunity or a danger to the enterprise, unforeseen events force the enterprise into unplanned change and induce a crisis. In such a case, corporate sustainability is exposed to risk and the enterprise may not have the chance to continue its existence in the event of a disaster. Crises do not necessarily threaten the corporate missions and objectives; they may provide great opportunities for organizational change and restructuring at times. In the case of an astute management, a crisis can help to reveal the pros and cons of the organization and may direct the enterprise to restructuring.

Our study aims to reveal the conditions under which enterprises facing certain opportunities and challenges due to uncertainty and change within their environment turn threatening changes into opportunities by implementation of crisis management plans.

The September 2009 flood in Istanbul caused many firms in Ikitelli to face a crisis. From factories to hotels and outlets to car dealers, countless places of business suffered flood damage, but Evkur company managed to turn this crisis into an opportunity. Considering this fact, news about Evkur company published between the dates of September 9 and October 9 are reviewed and the reflections of such activities to turn the crisis into an opportunity on the media are elucidated.

Moses Hamungole
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Television and Cultivation of Personal Values in Zambia

Research has demonstrated that media play a vital role in providing the ideas and images people use to interpret and understand their daily experiences, and they also shapes their opinions, attitudes and actions. This contributes to cultural changes. In Africa, this issue is salient considering the recent media expansion. Since values are the root of human behaviour and an important element of culture, it necessitates a research into the cultivation of personal values among Zambians exposed to the media in general and television in particular. At the heart of this research is the assessment of television's influence on personal values and application of cultivation theory to an African context.

The paper is based on the following research questions; (a) what are the three most important personal values among television viewers in Zambia? (b) What is the level of exposure to television? What are the characteristics of heavy viewers in Zambia? (c) Does television influence the importance viewers attach to specific personal values like family, freedom and happiness? (d) Does heavy exposure to television influence viewers to adopt values endorsed by television messages in the programmes? Two research hypotheses are tested: (a) Heavy exposure to television influences the importance people attach to personal values and the adoption of specific values in Zambia; (b) Television endorses the personal values of heavy viewers through messages in television programmes.

Based on a questionnaire survey (n=1384), and four focus group discussions held in Zambia in May/June 2010, the paper uses a multi-method approach. The sample covers the age bracket 18-60 years old. Multi-variate data analysis will be employed and the implications of the results for future cultivation research will be discussed.

Amir Hetsroni
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Nostalgia in Advertising-Content Findings

This work examines the way the Israeli public perceives the past in comparison to the way the past is represented in advertising. The main research question asks to what extent are there similarities between the representation of the past in advertising and the perception of the past in the public mind, and – if there are differences – what are they exactly?

Previous works about period perception dealt mostly with nostalgia and disregarded the possibility of anti-nostalgia. On the part of advertising, a substantial number of works dealt with the question of the extent to which it mirrors reality. Two rival theories in this regard form the starting point for the present work. One is Pollay's distorted mirror theory, according to which the world – as seen in advertising – is a distorted reflection of reality. Due to its explicit target of promoting sales of products and services, advertising conceals those aspects of life that could create a negative impression. Advertising also conceals any attitude, value, sight or sound that has the potential to reduce the consumers' enjoyment of the ad In contrast, Holbrook contends that advertising only brings to the fore attitudes, values, sights and sounds that already exist in society, since advertisers themselves are part of society, and because their aim - to evoke a favorable response from the viewer- is unlikely to be achieved, if unacceptable attitudes, values, sights or sounds are transmitted.

This work is the first to empirically examine the question of advertising as a distorted mirror within an Israeli context. It is, in fact, the first systematic investigation of this issue outside North America. Its dataset consists of a survey questionnaire wherein a representative sample of the Jewish urban population in Israel (N=553) were asked for their perception of the past and a content analysis of TV advertisements (N=1,453) where periodical representation was mapped. The findings indicate that, in them main, public perception of the past and advertising's representation of the past have substantial similarities. In both cases, the periods are generally regarded favorably. In both domains, nostalgia for the near past is greater than nostalgia for the distant past. However, while among the public the rational-cognitive aspect of nostalgia is more salient than the emotional aspects, in advertising the reverse is true.

Eric Jenkins
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Of Mice and Mimesis:
Disney and the Commodity Fetish

This essay seeks to explain how animation in general and Disney in particular facilitate commodity fetishism, contributing to the rapid and insatiable consumption cycles characteristic of modern consumerism (Colin Campbell). The essay distinguishes the mode of traditional live-action film from the mode of Disney animation (animistic mimesis). Animisitic mimesis encourages viewers to *see the synchronized movements of drawings as evidence of spiritual life*. In this mode, Mickey does not just move but is perceived to live, particularly to express emotion and personality. Through an analysis of Fantasia supplemented with references to other Disney films, four features of animistic mimesis are outlined. Animistic mimesis relies upon the portrayal of a synaesthetic experience, emphasizing the blurring of boundaries, driven by a magical process, and mediated through magical objects. These four features are illustrated through such formal features as the use of color and shadows, the synchronization of sound, the techniques of drawing gestures, and the preferred narratives and characters. Animation, by creating extremely adaptable and plastic surfaces for the projection of the viewer's emotion, teaches people how to *feel for and through* commodified characters. Instructing how to perceive life in inanimate objects, animistic mimesis trains viewers in a way of perceiving conducive to modern consumerism. Marx's explanation of commodity fetishism relies on subjects who perceive life in objects, and animistic mimesis provides training in such a perceptual practice. Disney imprints the characters' likenesses onto all sorts of commodity forms, from dolls to books to housewares, enabling the consumer to easily transfer the pleasure from watching animation to other commodity surfaces, encouraging the expansion of fetishism to many asundry commodities. The analysis demonstrates an intimate link between mass media and modern consumerism.

Murad Karaduman
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Advancement of Internet Media in Turkey and its Position against Traditional Media

With its fast development, internet which started in the 1960s as a military project left its mark on our age as the most rapidly spreading mass communication medium. Even though its history dates back to the near past, internet has its own important milestones within its development process. One of these is the start of internet news publication which paved the way for a media transformation. This process can roughly be divided into three stages. In the first stage some of the content prepared for newspapers was transformed to the internet, in the second phase authentic content was prepared for electronic newspapers and in the third stage internet users started preparing this content directly. While in the first two stages traditional media was establishing its role within the development of internet media, everything changed in the third stage when everyone with internet access was able to produce and share content. This is the social media stage during which internet users started producing their own content thus creating a new media. This stage in which communication between people, gaining information and organizing is much easier has transformed the "mediation" role of the mass communication medium. There are significant changes in the functions and operations of this new media in comparison with newspapers, radio and television which are considered as traditional media. In this dynamic structure, the role of the editors as gate keepers has been destroyed.

Internet media in Turkey has undergone drastic changes since 1996 when XN started as the first online newspaper of Turkey. The latest point reached is a new age in which news published in personal news blogs sometimes take over traditional media and which Poster describes as the Second Media Age. In this study the advancement of internet media will be analyzed starting with XN, Turkey's first online newspaper and a perspective for the future will be tried to be drawn for the transformation that took place when users became more interactive in social media and the status of traditional media against all this will be handled.

Sibel Karaduman
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News about Children and the Violence Discourse in the Turkish Media

Although they constitute more than two-thirds of global population, children have very little visibility in the media. And when the media make news about children, these news often concern subjects such as "child prostitution, organ trafficking, sexual abuse, their deprivation of education and health services, child labor exploitation, street children, sexual abuse by relatives, sexual abuse by father or teachers". Two main violations made in news about children by the media almost all around the world are ignorance of children or making them the subject of news about unpleasant events. Similarly in the Turkish media as well, children's representation both in the written press and visual media is a highly problematic issue. Ethical problems in news about children often appear in unpleasant events through which they become a part of the news. Care is needed about how one should treat children in news where they appear to be the victims or defendants in situations such as rape, robbery, drug use, thinner ingestion, suicide, injury and killing. The child's image presented to society by media –particularly TV- represents the social perceptions as to who children are and how they behave. It is observed that a language that stigmatizes and categorizes children and reproduces prejudices dominates the center of such negative representations. One can read or view every day on newspaper pages and TV screens the stereotyped expressions and prejudices produced about a group of children by the media through stigmatization. The Turkish media often represents children or youth as the subject of unpleasant events, either as "culprits" or "victims, aggrieved and helpless". Violence and discourses of violence displayed by the media using children are often employed by the media, who makes them commonplace and a part of children's life.

The subject of news about children and discourses of violence produced in the Turkish media, which is the main problematic of this study, shall be examined and presented on the basis of the language and discourses used by the newspapers *Hürriyet*, *Sabah*, *Radikal* and *Vatan* in the news about three children who disappeared while playing in front of their homes in Kayseri one and a half years ago and whose bodies and perpetrator have been discovered in March 2011.

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Who is the Owner of Customer Data Base: Consumers' Feelings and Concerns about Data Privacy in Turkey

Compiling information, which displays public good properties in its natural form, and transforming it into database format through technical and analytical methods, has made it a valuable property. Particularly, those databases including customer related variables and providing forecasting ability, have indispensable importance for the business world. Firms, utilize the useful knowledge derived from the databases they have created both as a marketing tool and as a means for realizing the required changes in consumer behavior or in the market. However, the commodification of information and making its flow easier with the advent of new communication technologies has made its control more complicated. Personal information voluntarily provided by individuals with specific purposes can be sold and used to different ends. The EU has enacted directives on databases, privacy and communication thus all entities possessing personal information be unable to transmit them without due permission. The EU Database Directive has become a model for World Intellectual Property Organization and expansive new property rights for compilations of information in databases were granted by a similar draft. Even though the transformation of said rights into legal regulations has been supported by business in the United States; it was later suspended due to strong opposition from certain non governmental organizations, mainly the American Library Association. The idea of the commodification of information belonging to public domain in such a manner would give unfair advantage to companies has been influential in this opposition. Thence, while the ownership and control of information provide a great source of power, the way of the usage and protection of compiled information is significant for individuals. In the context of aforementioned developments, this study aims to investigate what people think about the protection of personal data, or put differently, who the owner of customer databases are in Turkey. In order to realize the research objective, an exploratory study will be conducted and the result of the study will be shared.

Burcu Kaya Erdem
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Media Literacy through Derrida's Deconstruction: The Case of the Reflection of Anti-Militarists in Turkey on Media Texts

Beyond the property-based economic determinants that constitute the fundamental subject of the Political Economy Approach in Turkey; the connection of these determinants with the phenomenon of power is the main determinant of media acts. More clearly; the Turkish media, being an outcome of the relationality between the power and the media capital that continues its existence as an extension of the patriarchal culture, is the ideological apparatus of the consolidation of the idea of "unquestionable state"; and thus, of the muting and marginalization of rights claims that are positioned against this idea -especially like anti-militarism that is based on the individual-state distinction-. The manifestation of how the media, which performs the above role through its techniques based especially on news texts' contents and discourses, approaches controversial phenomena like anti-militarism is possible through the method of deconstruction to be applied on media texts.

Dichotomies, according to Derrida, within the context of the logocentric structure of the Western metaphysics, constitute the structure that serves the defined absolute substance to be privileged through the exclusion of the other. This situation is the same for all texts. There exists a discourse, which is deliberately made dominant and driven forward, in the reading of all texts. It is not possible to get out of the above-mentioned dominant understanding and to read the text correctly without approaching this discourse from a different perspective.

In the light of all these information, the deconstructive reading of the selected texts will be carried out through the questions defined by the group called "New Mexico Media Literacy Project".

The following questions can be used in order to rapidly deconstruct a media sample. We will use these questions in the deconstructive reading of media texts concerning anti-militarists, and we will demonstrate how these texts are read through deconstructive reading that has been intimidating social scientists for years. Some of these questions are as follows:

Whose message is this? Who created or financed this media message? Why? Who are the winners or losers of these messages? How does this serve for the interests of media owners? etc.

It is expected that this deconstructive reading to be performed through the responses to be given to the above questions will contribute to Derrida's Deconstruction, to the elimination of the misunderstandings related to practical areas and difficulties, and to provide media literacy with a systematic and hermeneutic style of reading.

Deniz Kilic
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Tabloidization in the Modern Turkish Press

This article focus on the issue of Tabloidization of news in Turkish Press by analyzing the news text of five daily papers. The analysis looks at how actors and themes are represented, framed and focused and how language is used. both quantitatively and qualitatively.In this study it was aimed to examine portrayal of the content of tabloid news on social life. Study covers the time period of 1st Januvary-31st December 2006 in the largely circulated Turkish papers. In this research, five daily papers Hurriyet, Sabah, Aksam, Vatan Posta; have been scrunized. A content analysis of stories dealing popular people and stars in these papers were conducted. In this study; headlines, leads, stories and photographic captions were examined through the aims of the study. Beginning of the '80s Turkish Governments followed a neo-liberal political and economical policy in Turkey. The media have extensive power in that they represent the primary, and often the only, source of information about many important events and topics. Media can define which events are important, as well as how media consumers should understand these events. End of the last century media would face the severe competition within and beyond their traditional media outlets. The development of popular culture and tabloidization are closely related with the upsurge in consumption. Traditional newspaper, and other media format driven by reader preferences and commercial requirements. These practical politics caused big changing in media. Media has created its own world of glamour, gossip, sex and sensation, which has played a major role in distracting attention from the real issues of our times. The reasons and consequences of tabloidization also have been discussed in academic field for the years. There were two major trends in Turkish Journalism in the 1990s; one was so-called "market-driven journalism," another was "public journalism." The result of market-driven journalism was the tabloidization of news and the increase of infotainment. More making trivial news were accelerated and generalized with effects of consumption and popular culture in Turkish media.

Katherine Kinnick
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Motherhood as a Message Strategy: Examining Political and Activist Media Campaigns

This presentation examines how the symbolic power of motherhood has been appropriated by U.S. political campaigns, as in the cases of Michelle Obama, Hillary Clinton, and Sarah Palin, as well as used by political activists like anti-war protestor Cindy Sheehan, Mothers Against Drunk Drivers founder Candy Lightner, Love Canal mothers, and internationally, the Argentinean Madres of the Plaza del Mayo and the CoMadres of El Salvador to advance their causes. Rather than bucking gender stereotypes, campaigns frequently capitalize on gender stereotypes about mothers to make their stories more compelling to the media and the general public. The message strategies employed in the most recent U.S. Presidential election campaign reveal America's deep cultural conflict about working mothers and ambitious women. Campaign rhetoric underscores that Michelle Obama, Hillary Clinton and Sarah Palin, all working mothers, walked a political tightrope, attempting to recast their roles from the traditional First Lady model of Laura and Barbara Bush, while at the same time using their children to bond with voters and assure the public that they are good mothers who put family first. Cultural ideologies of "proper" mothers who put family ahead of work have important political consequences. In the U.S., paid maternity leaves, affordable childcare and family-friendly policies in the workplace have yet to become national priorities. Media depictions suggest a moral hierarchy that valorizes stay-at-home mothers, demonizes welfare mothers, and frames the struggles of working mothers as "personal problems" rather than problems needing systemic, public policy solutions. As the cases of the activists show, occasionally, women turn the tables on media, and effectively draw on their status as mothers to bring attention to political issues that would otherwise be ignored. The cases examined indicate that for both political and activist mothers, working within existing media frames and stereotypes has been more successful than challenging them.

Christopher Lawe Davies
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We Wanted Quality Media, But We Only Got Online: Global Implications of Computer Generated Media on a Regional Market

Australian provincial capital, Brisbane, in the sub tropical north state of Queensland, has always been different.

Like Florida it can be hot, stormy and overloaded with retirees. People migrate here for the weather and low state tax on health care, petrol and tobacco. Added to this till the late 1980s it was governed by a marginal rural political party, inaptly named the National Party, which has never governed in its own right in any other state, or nationally. Brisbane's population is the least multicultural of any major Australian city.

Arguably this is not the environment for a community to be very demanding of its media.

The quality media reside in the southern cool climate cities of Sydney and Melbourne, where the John Fairfax company provide the main quality broadsheets, in competition with Rupert Murdoch's tabloids. But while there's newspaper competition in the cool southern cities, Murdoch monopolises metropolitan newspapers in Brisbane, a condition of living in an otherwise pleasant city which has always disappointed/angered the warm climate liberals.

All this looked set to change in the early 1990s, when Murdoch was forced through competition law to close one of his newspapers in Brisbane after a buy out and merger. Fairfax talked about moving into Brisbane with one of their quality newspapers. But they never did. They decided the market would not support their kind of paper.

But 15 years later the Fairfax media company has come to Brisbane, not as a newspaper company, but as a diverse media company. The technology of online news production has enabled them now to compete. But has the Fairfax epiphany desired by the warm climate liberals been worth it?

Some would say not. The market imperatives mean that the broadsheet newspaper organisation's move to the online market has necessitated a narrowing of their approach. Fairfax's northern masthead, the *Brisbane Times* is distinctly tabloid. And some say, that's how it is. That's how it's going to be. That's our computer based media future.

This is a content analysis of email promotions for two online news sites. The argument is that emails have taken over the role of newsstand boys of earlier years, where evening newspapers were sold on the basis

of their headlines, called out in the city streets, of New York, London and Sydney, by young boys, keen to get a sale and to push tabloid headlines as hard as they could to get it.

The evening newspapers have gone, in Australia this last 20 years, and the newsboys have gone (called paper boys, actually), but now their role is being taken by email – a new form of street-corner shouting of tabloid headlines. Arguably even the broadsheet premium news sites are using emails in this way. The hypothesis of this content analysis is, 'is the use of email promotion of news sites pushing quality broadsheets into tabloid territory'?

Louis Leung
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Impact of Internet Literacy, Internet Addiction Symptoms, and Internet Activities on Academic Performance

Today, children and adolescents are growing up with the internet and often are impressively technologically literate. However, the new 'illiteracy' concerning many educators today is the lack of skill at being critical consumers and ethical producers of information. Although we are becoming more and more dependent on the internet, little is known about how various dimensions of internet literacy affect academic performance. Concerns have also been expressed that excessive internet use has been considered problematic, and has been associated with declines in communication with family members and in the size of a person's social circle. With so many negative consequences associated with problematic internet use, still, little is known about how internet addiction symptoms are linked to academic performance. This study examines how demographics, internet literacy, addiction symptoms, and internet activities can predict academic performance (both in overall grades and academic competence). Data were gathered from a probability sample of 718 adolescents and teenagers, aged 9–19 in Hong Kong, using face-to-face interviews.

Results show that adolescents who have a low academic standing tended to be those with limited knowledge in various tools in locating information and also those who had problems understanding critically the context under which how and where information were produced. This group of academic under-achievers — usually in lower class and low family income--often suffers from the consequences of overuse of the internet such as missing class, work, or social events, and feel worthless offline. In general, they have a poor self-discipline in managing their time on the internet, online games, as well as traditional mass media use such as TV watching. Adolescents who scored low in academic competence tend not to be well read and often lose track of how much time they have been online. Policy implications and recommendations are discussed.

Kai-Yan Lin
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Examining Extensions of Parasocial Interaction on Social Networking Sites:
An Exploratory Study of Facebook

This exploratory study focuses on examining Parasocial Interaction and the phenomenon of social networking sites as platforms for such interaction between Taiwanese celebrities and their fans. Parasocial Interaction, the concept of uni-directional and generally non-reciprocal communication from the fan to the celebrity, has always been used to describe the nature of interaction between public figures and the audiences in the media, especially in the television medium. However, with the rising popularity of social networking websites, such interaction between celebrities and fans seems to be changing. Using FaceBook as a case study, it was found that Taiwanese celebrities are becoming more pro-active in sharing information about themselves and interacting with fans online more frequently. Using Sood and Rogers' five dimensions of Parasocial Interaction (2000) to examine the extent of such interaction, it is found that fans are exhibiting high degrees of affective, cognitive and behavioral interaction, communicating and responding directly to the celebrities as compared to traditional fan forums and communities where they usually converse amongst themselves. Through content analysis of several fanpages on FaceBook, it is found that the celebrities are better able to manipulate their fans and predict their responses. It is therefore also perceived that more intense interaction and quality relationships can be forged between the celebrities and their fans through such bi-directional communication. Hence, the author suggests that celebrities, relevant entertainment and management companies should utilize and incorporate such social networking sites into their promotional efforts to establish more intimate and desirable communication with their fans and audiences.

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A Comprehensive Impact Research on Pan Media Touchpoints

A touchpoint is a type of communication via media or certain carrier, through which a brand is connected to both the current and potential customers. As the proliferation of the new media, the number of touchpoints that advertisers may use to interact with customers has greatly increased. Advertisers' choice of media mix has never been so complex and difficult to make. Advertising Touchpoint turns out to be a new angle to understand advertising in new media environment and the effective assessment of touchpoint impact can get across the boundaries of various media and provide insights for advertisers to develop optimal media strategies.

The purpose of this study is to explore and describe how customers interact with different touchpoints in various environments and how such interactions may affect customers' response to advertisers and their brands. Based on Marianne Foley's Media Engagement Measurement, our study will focus on four dimensions of the impact of each touchpoint: cognitive, affective, conative and behavioral response and 8 factors by integrating such classic models as AIDA (Louis, 1898), DAGMAR (Colley, 1961), ACLPCP (Lavidge & Steiner, 1961) and the expanded ARF Model (Harvey, 1997): attention, comprehension, liking, trust, aspiration, lead, purchase, and advocate. A set of index for relative impact of each touchpoint will be developed as guidelines for media planning and buying and the findings will be of significance to media management and media investment as well.

To achieve our goal, a field survey will be conducted in eight selected first-tier and second-tier cities in mainland China and a sample of 2,400 citizens aged from 14 to 60 will serve our study. Questions related to 8 factors and 4 dimensions are designed in the questionnaire. Touchpoint impact index will be generated from the collected data. This study is part of a larger project that a media think-tank in China, Panmedia Institute, is implementing.

Dorian Lugo-Bertran
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Boy-Flick: Gender Sideways in the Genre Highway (Alexander Payne's 'Sideways' and the Age of Bromance)

I intend to reflect on the construction of masculinity and the homo-erotic drive in the film "Sideways" (2004) by Alexander Payne, a Greek-American director. The film illustrates with due complexity the dialogue between normative dispositions and libidinal motilities, taking the meaning of relating to other levels of textuality. These alluded new levels push what is most often understood by masculine heterosexual friendship. To better articulate the reading to this text, it will also be important the intertextual dimension to the film, since nowadays the bromantic comedy paradigm has become hegemonic, with widely-viewed films such as "Pineapple Express" and "I Love You Man" to support the case. However, few of them take the construction of masculinity and sexuality to the "sideway" places as it so happens with Payne's film, where rigid and hetero-normative classifications fall short to account for the density and textual economy of this friendship. In order to address the subject, a bromantic comedy genealogy will be proposed, that takes into consideration both cinema and other media, such as TV; this will in turn shed some light on the film's dialogic complexity. Lastly, psychoanalysis and gender studies will help read the "not so straight story" to the story.

Memory Mabika
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Online Newspapers: Private or Public Spheres?

Online journalism has remarkably altered the manner in which news consumers interact with journalists over years. Today ordinary people can freely comment or even challenge views and ideas of journalists through feedback columns and other interactive forums thus blurring the line separating the consumer and the journalist. There is no doubt that the agenda-setting role of the media is seriously under threat thanks to online media which enable readers to answer back. Online newspapers have therefore opened up the communicative space in a manner unimaginable to earlier generations of media consumers. In Zimbabwe the media have often complained about the inconveniences caused by legal restrictions such as the Access to Information and Protection of Privacy Act and other laws arguing that they limit the perimeters of national discourse. Online newspapers have therefore acted as alternative platforms for dialoguing on some 'taboo' topics.

The objective of this paper is to examine how readers of online newspapers are interacting with content producers and among themselves. In particular the paper investigates the readership of online newspapers in Zimbabwe with a view to understand the nature of relationships that exist between media organizations/journalists and their readers on the one hand and readers among themselves. The key question in this study is to what extent has online journalism opened new spaces for social discourse and what is the impact of such interactive communication on the media consumer? What kind of subjects and topics do readers of online newspapers engage in and to what extent do these broaden the range of issues within the Zimbabwean body politic? The current study employs interviews and textual analysis of online websites. The main argument made here is that although online newspapers have brought about new platforms for social discourse the range of issues and topics discussed on these new platforms have not necessarily broadened beyond those in traditional media such as radio, television and the printed newspaper, thereby casting aspersions on claims that they deepen democratic cultures.

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Communicating Environmental Issues in an Undergraduate Journal

Opportunities to communicate environmental issues at the undergraduate level through a peer-reviewed publication are minimal. Earth Common, an online publication that will launch its first annual issue in May 2011, provides a venue for undergraduate students to engage in critical dialogue, discourse, and dissemination of their knowledge, research, and understanding about key issues within the areas of conservation, sustainability, and global warming. The application of mass communication theory via an online peer-reviewed publication raises the question as to whether critical and reflective discussion through research can be facilitated between undergraduate students at the local, national, and international levels. Closer examination of the processes of engagement and communication between students when creating and developing a journal suggests that the dynamic between the reviewer, editor, and writer plays a critical and pivotal role in ensuring that these current environmental issues are presented from the local and global perspectives of undergraduate students.

John Mc Mullan
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Sit-N-Learn: Advertising, Pedagogy as Promotion, and Online Poker

This study examines promotion designed as pedagogy in a random sample of 71 international internet poker sites. It is part of a larger project that is examining how advertising and new social media combine to sell gambling to online consumers using promotional incentives, inducements and products, affiliate programs, sponsorships, celebrities, tournaments, television advertising and the like. In this paper, I explore how the poker site are instruments of tutelage conveying thematic content and providing educational supports to socialize customers to purchase their products and enter into a virtual culture of poker. I explore several questions: What master messages do poker sites communicate? What cultural practices do poker sites deploy to reach and teach players? What are the wider cultural referents that shape online poker at international sites? What role do the social media play in promoting interaction between senders and receivers in the communication of poker lexicons and consumer codes? What are the mythologies of online poker and the paradoxes of gambling consumption? I conclude that poker sites are tutelage regimes that communicate the view that online gambling is an everyday entertainment experience in which skill prevails over luck, winning dominates losing, fantasy overshadows reality, and where poker is conveyed as part and parcel of popular sport culture and the fun ethic of contemporary consumer culture.

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Social Value Construction and Advertising

Global consumption culture transforms the social values with the values it presents as well as the needs and expectations it creates. As the markets also globalize within the frame of globalization, the purchasing habits and preferences of consumers have become uniform accordingly. For the sake of making the global products and services consumed, some linguistic and visual standardizations and adaptations are implemented. As instruments of meaning construction method, the commercials influence social and cultural formations. As a result of reflecting and at the same time directing the perspective of society, commercials are also effective in the formation and direction of social values. In other words, due to their changing and transforming effects, commercials function as a mirror. As the images on the mirror change, the social images undergo a change too.

In this study, how the social or individual needs presented in relation with the brands in commercials transform the social values in the context of consumption ideology. Thus, just four of the commercials supposed to be undermining the socials values have been chosen as examples and analyzed through an ethical perspective.

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Education to Advertising for Primary-School Children

This study aims to investigate the possibility of explaining advertising to children so as to let them interpret it and be aware of its aims.

In a within-subject research among seventy-two 2nd-grade and 5th-grade Italian children, we could demonstrate that advertising can/must, be explained to children: meaning that teaching gives results. This can be done only with 7/8-year-old children possessing some cognitive maturity (diminishing self-centredness and developing abstraction skills) although if it is to be understood how teachers to advertising must be chosen and prepared.

The 14-hour educational path is constituted of a pre-test with questionnaires and focus groups; a treatment with theoretical and practical lessons; a post-test with questionnaires proposing the same questions as the pre-test.

The results from this research evince primary-school children's knowledge and competences about advertising proving the possibility for children to be educated to commercials, particularly: acknowledgement of objectives of advertising, acceptance of any inconsistency between a product and its promise, as expressed by commercials and detection of the advertising stakeholders. The concepts acquisition is less different from 2nd grades to 5th grades than could be expected and points out some "discordant dynamics" showing that children intuitively understand some concepts but change their assertions in other more comfortable claims.

Future developments could lead to use this research for the creation of learning paths about advertising, to let parents and teachers aware of the importance of the theme and as a representation of a geo-psychosocial situation. It is not clear yet is if children's attitude change toward advertising can lead to behavioural change in a common purchase situation.

This is an open study and a reflection cue aiming to try and grow up "little consumers" with activated cognitive defences and more intellectual autonomy and freedom.

Bahar Muratoglu
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How Social Deviance is Represented and Controlled by Mass Media:
A Field Study on Children's Animated Movies

The term *social deviance* refers to norm violations which cause negative reactions; it is a deviation from the rules of the society. Throughout history, deviants, or in other words norm violators have been labeled, stigmatized, imprisoned, and excluded. They were always subjected to a sort of control, although the means and the mechanisms of this control have changed over time. These means and mechanisms lead us to the term *social control*, whose primary purpose is to control deviance.

There are different types, ways, and agents of social control like socialization, laws, interpersonal relations, prisons, education, medicine, mental institutions and so on. And today, there is a relatively new agent which manipulates and controls public opinion in its own way. This is mass media.

This particular study focuses on how cartoons or animated movies, whose primary target audience is children, represents social deviance, and how children are affected by the messages they are exposed to. In other words, this study aims to examine how much children's movies are involved in social control, and how children interpret those movies.

In order to analyze these problems, a field study which consists of a focus group study with 9 children at the age of 6, who have seen a selected sample movie, has been conducted. After the children had seen the movie, they were asked questions whose purpose was to understand what messages they received from the story about deviance and norms, how they interpreted those messages, what their reactions to norm violations were, how these reactions were related with what the story tells them about the order of society, and what they would do if they were in the story themselves.

The results indicate, that mass media functions as an agent of social control, and that it is an effective tool to socialize individuals, make them avoid deviance and internalize the norms of the society.

Vera Nawiroh
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Woman Image in Television Program (A Reception Analysis Study of Women Viewers toward Woman Image on Soap Opera and TV Commercial in Indonesia)

Studies about woman especially in mass media discourse apparently still a topic that was interesting to discuss. The tendency of gender bias in the society including in the mass media was occurring systematically. Man and woman were imaged in a different manner. Television as one of the mass media types also contributed in this imaging process. Dehumanization and the oppression systematically formed through television programs such as soap operas and TV commercials. The women in television program are always put in domestic roles position, whereas men were in public roles. Women in soap opera are often imaged as a person who is weak, whiny, unfriendly, talkative, oppressed, and so forth. While in the advertisement, women always appeared sexy even only impressed showing off her figure. Television's audience is an active audience. Audience who come from different backgrounds will negotiate towards the texts broadcasted through television program by creating a sense based on their respective background. The aim of this research is to gain in-depth information, by analyzing the interpretation process done by television viewers towards woman image on television program, mainly on how viewers perceive those shows. This research focused on Indonesia's female audience interpretation about image of the women on Indonesia television program. The study was descriptive qualitative using reception analysis in purpose to see the understanding and meaning from each audience. Technique of data collecting is done by focus group discussion. The informants chosen are eight women with different backgrounds who were chosen by purposive sampling. The results showed that the female audiences have three positions meaning, the dominant meaning, negotiated meaning, and oppositional meaning. The benefit of this research is to see the comparison for the study of audiences that have been done in many countries with the case in Indonesia in order to be a variation in audience research.

Michael Nevradakis
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Government-Sanctioned Anarchy: The Chaotic Airwaves of Greece

Following the deregulation of radio broadcasting in Greece in the late 1980s, the radio industry's development has been marked by the lack of a clear legal framework under which stations could operate. Few actual licenses were issued, and attempts at bringing order to the airwaves have been haphazard and often controversial, as was the case with the closure of over 60 stations in Athens in 2001. This situation has led to a form of patronage between stations and the government, as stations are "held hostage" by their quasi-legal status, while distinctions between stations that are operating "legally" or "illegally" are blurry and arbitrary. Recently, there has also been a trend towards consolidation, with major publishing groups purchasing numerous radio stations in Athens and Thessaloniki. While the relative lack of regulation has, occasionally, led to a tremendous amount of diversity on the airwaves, the aforementioned trends have often kept independent voices off the air, and have hampered the development of a truly robust radio industry. Key examples of this include the relative lack of community broadcasters, and the intermittent and stifled efforts to develop digital radio broadcasting. This article will examine the development and present status of the radio industry in Greece.

Dali Osepashvili

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Caucasus in German Online Media

The goal this paper is to study German internet recourses – online magazines and blogs about Caucasus. There are a few online editions or blogs in German speaking net. The aim of which is to inform interested society about Caucasus. Although it is remarkable, that these materials refer not only to conflict zones, but also represent politics, culture, economy and social life of these countries. As it was shown by our internet recourses review as a first edition we can consider www.caucaz.com (euro news). In fact it isn't a purely German edition, but it offers original materials is tree (English, German, France) languages; It is weekly online magazine, which was founded European and South-Caucasian Journalists and it's the first independent online media in Europe which focuses on the Caucasus. The office of the Caucasus editors is based in Tbilisi, European editors – in Brussels; www.kaukasus.de is blog for tourists and it gives interested people detailed information about Caucasus; www.kaukasus.blogspot.com essentially is also for tourists. It was founded in 2005. As we concluded after studying the archive materials, it's aim is popularization of Georgia; Specially attention goes to www.georgien.blogspot.com, which is founded in 2005. "Georgia and South Caucasus"- so is this blog called. The aim of which is to gather information about Caucasus politics, culture, history, economics or any other topics. But particular attention is paid to the news about Georgia.

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Mapping Diasporic Media in Post-soviet Russia: Media Agenda Between Integrative and Resistance Strategies

Russia became an immigration country relatively more recently than some "old" European countries. Highly extensive immigration from former soviet states combined with historically-established complicated ethno-cultural composition account them as one of the most substantial factors of the post-soviet Russian reality. Discourse about ethno-cultural diversity in contemporary Russia is formed by mainstream media. Although recently the diasporic or ethnic minority media has become playing the active role in the (re)presentation of alternative point of view. Diasporic media also are taking more the role of the mediator of the triangular spatial context of diasporic belonging – in the locality, in the host country, in connection with the country of origin and the global diasporic community.

Under diasporic media in the post-soviet Russia I consider media of ethnic communities that represent republics of former Soviet Union (Armenians, Ukrainians, Byelorussians, Azeris, Tajiks and e.t.) of ethnic communities whose countries of origin have never been part of the USSR, but they have a long history of residence in Russia (Koreans, Greeks, Germans, Jews).

During the post-soviet period diasporic media have gone through some transformation and have not stayed homogenous. Russian diasporic media are numerous and diverse. According to expert estimations at present time there are around 300 titles of confessional media and about 700 titles of diasporic media all over Russia (including so called national press in languages of ethnic groups of Russian Federation, for example, Tatar newspapers in Tatarstan).

The main research question that frames the mapping and analysis of the diverse diasporic media is whether media and communication are involved in processes of the exclusion/inclusion of diasporic groups in the Russian society. To answer this question I would like on example of analysis of agenda diasporic printed media. Analysis of the following findings as objectives, founders and/or publishers, financing, distribution, language, content, audience, volume of editions, circulation, periodicity, staff, web version of the diasporic printed media, allows to classify the diasporic media in sense of their relation with inclusion/ exclusion strategies of diasporas.

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Social Media in Tourism Marketing Applications

Social media marketing very broadly defined is usage of social networks like Facebook, twitter, FriendFeed, online video sites like Youtube and Blogs for marketing purposes. It is a trend that is becoming very popular recently, thus the firms which use it are gaining a considerable differential competitive advantage when compared with the ones which lag to apply it. The aim of the study is to have a brief understanding and characteristics of the social media in marketing, its application in tourism industry and the success criteria.

Though it becomes a common practice in global tourism marketing applications, Turkish firms seem to be beyond the other industries according to national researches applied in the field. Therefore the research study focuses on tourism establishments in Izmir and ICVB and their application of social media as a marketing tool. The last part of the research concludes comments on findings and suggestions.

RESEARCH QUESTION

This research is questioning; "*whether Izmir's tourism establishments are utilizing the social media for tourism promotion t*" and if not "why". This research question is addressing the important reasons that may undermine the potential and some important strategies might be developed according to the findings gained through the interviewees.

INTRODUCTION

Izmir is in excellent location for special tourism types like cruise, health, sports, medicine, MICE, religion, culture and such due to the unique archeological, cultural, natural and thermal resources the area owns. Thus the potential to attract many tourists for any of these types to visit Izmir seems to be very promising, it is also very important that the destination itself as well as tourism establishments operation in this area are applying the proper promotion as communication tools.

METHODOLOGY

In this study interview technique is preferred. The interview questions are open ended and semi-structured and interviews were held face to face where the population of the study consisted of 15 people who are either sales managers and top managers of tourism establishments like 4 and 5 star hotels, travel agencies and tour operators in Izmir. The important part of this research is that the interviewees were selected according to their competency and experience in assessing "social media applications" as "marketing of

Izmir as a tourist destination and as marketing their tourism establishments ".

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Cross-Cultural Communication. Cultural Meeting with Islamic World

The rise of Islam on the international stage is one of the major characteristics of the contemporary history. Object of continual debates, most of all in the two past decades, Islam is now part of daily reality. Islam religion is practiced all over the world by billions of people and is considered the fastest growing religion in the world.

Communication with the Muslim world is heavily affected by religion and related cultural customs. As a consequence, understanding the cultural expectations of the religion is crucial for successful relationships and partnerships because Islam permeates almost every aspect of life for muslims.

Faced with world-wide political and ecological problems the West and the world of Islam stand in need of dialogue and cooperation. The key to effective cross-cultural communication is knowledge. Efforts to research Islam on the academic level, as impartially and as free from prejudice as possible, are therefore of the utmost importance.

Dialogue- both in political and cultural sense- is a key term of mutual tolerance and cooperation.

My research draws attention to the growing importance of intercultural and interfaith dialogue in the wider international context. It also highlights the problem of Islamic values-very old values- clearly stated in the Quran and praised even nowadays, that differ from western values. Muslim values are those that are created as part of the culture of the Muslim communities.

The paper's novelty and originality is determined by the opening of more effective channels in intercultural communication; it brings to the fore the Islamic world's views and values as they play an important part in the communication process. Thus, this study will be an interdisciplinary approach which combines The Theory of Communication, Political Communication and Cultural Studies.

Elena Prodan
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The Relation between Journalists and Public Relations Practitioners

The increasing interdependence of public relations and journalism and the demands they make on each other raise the question how they perceive and evaluate each other. How do they view their roles, methods, relationship?

Journalists and public relations practitioners need each other and this suggests a symbiotic relationship of mutual dependence. The relationship between the two communication professions, however, is under pressure. Two factors seem to be important here: the increasing professionalism of the management of the news on the side of the communicators, and the explosive growth in media supply that resulted in an increased competition between journalists and an intense contest for the news.

Public relations and journalism do not inhabit separate worlds. Standards are not the monopoly of one and unknown to the other. Journalism cannot understand itself unless it understands what public relations has done to it.

My research studies how journalists and PR officials perceive their mutual relationship, how they evaluate the goals and methods of both professions, and how they evaluate the quality of the reporting in the media.

Truth, trust, integrity and reputation are key concepts for understanding the relationship between journalists and public relations practitioners. This the paper: considers the current debate on the inter-relationship between journalism and public relations, distinguishes varieties of public relations and journalism, deconstructs aspects of "truth" and "trust" in the context of that debate, considers why the virtue of individuals is vitally important for both public relations and journalism.

Kathleen Propp
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Is Online Education for Everyone? An Exploration of the Relationships between Self-Directed Learning Readiness, Student Learning Styles, and Student Success

Distance learning is a process through which faculty and students are connected through technology and educational media, and it is quickly becoming an important alternative to the traditional classroom environment. However, despite their rapid rise in popularity, online courses have had higher dropout rates than face-to-face classrooms, with some community colleges reporting dropout rates as much as 20% higher. Consequently, it is imperative for educators to make sure they are meeting students' needs not just in terms of convenience and access to courses, but in regard to completion of online courses and other measures of student success.

Past experimental studies have confirmed that academic achievement can be explained in part by finding a match between a student's learning style and instructional strategies. Learning styles have been found to affect the interactivity of online students, their comfort with technology, differing performance levels on computer tasks, and differing preferences for traditional versus online formats. This has led educators to argue that online courses should be designed to account for the varying needs of students who might be more or less motivated to self-direct their own learning and who have varying learning proclivities. However, the validity and strength of the relationships between these types of individual differences and students' outcomes also have been questioned by scholars, leaving at best an unclear picture of the usefulness of this approach. Thus, further exploration is needed to clarify the relationships between individual differences and various educational outcomes to determine if they really are able to predict a student's ability to learn and succeed in the online classroom. Specifically, the purpose of this study is to explore two factors that have been hypothesized to affect learning outcomes, student learning style and self-directed learning readiness, and to explore their relationship with multiple measures of student success, including cognitive learning, affective learning, and student engagement.

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Bridging the Ethnic Divide:
Promoting Citizens Participation among Young Generation through Information Technologies

Information and communication technologies provide communities, service providers and advocates with mechanism through which service can be more effectively and efficiently provided to young generation. The young generation and technologies can unite to create an agenda for positive change that ultimately will benefit them and society. The role that information and communication technologies may play and the impact they may have on the ethnic divide and national unity among young generation in multicultural society is not well understood and there are gap in the evidence base surrounding the possibilities and approaches for national integration that involves information technologies. This paper investigates usage of ethnic media and issues related to ethnic divide in multicultural Malaysian society. A national sample of 2012 respondents between the ages of 21 to 40 years old was interviewed in November of 2010. The finding indicates that there is high penetration of information and communication technology among young generation in Malaysia. The ICT usage is the only medium that cut across ethnic lines as compared to usage of other media. The new media provides opportunity for young people to become active citizens by enhancing their participations that could lead to better understanding of citizen's rights and responsibilities. Active citizenships and ICT could form the basis for bridging the ethnic divide.

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Film Market in Serbia: Development Challenges and Solutions

Contemporary management practices in film industry show that development of film industry cannot be observed the only on the basis of its conditioning market factors, but also on the cultural basis as well. Although it is common for the American film area to treat the film industry development policy as economic policy, the presence of state interventionism in Europe as well as in transition countries in West Balkan, actually forces one to observe the film industry development policy as a result of intersection connection between culture and economy, whereas greater significance is assigned to cultural, and then to economic interests, depending on the level of film market development. The paper consists of two parts: the first part analyzing relationship between film development and public policies, shown through two different models: European and American. Their implications with the film market development are also presented. The second part provides the analysis of the development and financing of Serbian film industry given in a historical-comparative context in the period 2001-2010, analyzing the actual problems, development challenges and solutions.

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Professor, University of Western Ontario, Canada.

An Analysis of Political Trends Based on Web Linking Patterns: The Case of Media and Political Parties in Spain

As Internet Politics is becoming more influential, the exploitation of Web hyperlink data has become an effective way to understand political performance on the Web. The purpose of the study is to analyse the ideological positions of the media in relation to political parties in Spain through the analysis of patterns of hyperlinks to the Websites of these organizations. The study applied Web hyperlink analysis method that has been used extensively in information science. Specifically, this study is based on co-link analysis. If page X and page Y both receive links from page Z, then page X and page Y are co-linked. The co-link counts were analysed using multidimensional scaling (MDS), a statistical method, to generate MDS maps that would position media and parties based on their co-link counts. The larger the co-link counts, the closer the two entities will be positioned in the MDS maps. The MDS maps can thus effectively show the relationship among media and political parties.

This research included all major media groups at national level and the main political parties with seats in the Spanish Parliament. Co-link data of these media and political parties were collected from Yahoo!. The results show that the co-link analysis method is effective in visualizing the political trends of the media groups. In the MDS map, media groups are clustered based on their political trends. Left wing groups are positioned closer to the left wing party and the right wing media closer to the right wing party. Findings from the study suggest the possibility of using co-link analysis to gain new insights into the interactions among media and political parties and to profile media according to their ideological positions.

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Podcasting: A Pilot Study of Student-Users' Views

In an attempt to strengthen learning outcomes, increase students' access to course materials and assist students' class preparation, educators are creating podcasts. For many, however, podcasting technology requires operating outside educators' comfort zone. If you are considering podcasts as a teaching medium, this paper offers suggestions from student-users.

This pilot study focuses on students' views of strengths and weaknesses of two podcasts offered in a communication course (CMS 250 Interviewing) in a southeastern American university. Two sections of the class were provided with two separate podcasts, one featuring a simulated one-on-one coaching session with the instructor, and another featuring a guided stress-reduction session. Nine subjects provided thirteen reviews, collected via survey and coded by content analysis. Topics included: Likes, Dislikes, Strengths, Weaknesses, Ease of Access, Method of Access, and Implementation.

If you are considering podcasts as an additional learning medium, this paper offers "how to" suggestions for creating effective ones, considerations and recommendations.

Clariza Ruiz de Castilla
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Interrogating Immigration:
Pictures and Politics of English and Spanish Media

On April 23, 2010, Arizona Governor Jan Brewer signed SB 1070 ("Support Our Law Enforcement and Safe Neighborhoods Act") into law. This legislation represents the "broadest and strictest anti-illegal immigration measure in the United States in decades" (Archibold, 2010). The law was written to require: *illegal aliens* to register with the U.S. government and to carry registration documents at all times, *law enforcement* officials to enforce strict immigration laws, and *citizens of Arizona* to curb practices of sheltering, hiring, and transporting illegal aliens.

In my paper, I seek to answer the following questions: How did English and Spanish language news media portray citizenship in coverage of SB 1070? What words and images did English and Spanish language news media use to refer to Latinos in coverage of SB 1070? To answer these questions, I will conduct a close textual analysis of four news sources—two newspapers in Los Angeles (*Los Angeles Times* and *La Opinion*) and two newspapers in Miami (*Miami Herald* and *Diario Las Americas*) from December 1 – May 15, 2010. All texts will be searched for (1) how readers are encouraged to make sense of the issue of immigration, the concept of citizenship, the stakes in Arizona, and the benefits and costs of SB 1070, and (2) the exact terms and images employed in the articles (e.g., Latinos, Hispanics, citizens, immigrants, aliens, illegals, illegal aliens, etc. and their Spanish language equivalents). Early findings show that English language papers encourage readers to think of the bill as protecting "Americans" from "Mexican" males (e.g., "Mexican" men who would take "American" jobs and who would invade American homes) and that the Latino newspapers encourage readers to look to the Church for protection (e.g., emphasizing the role of religion and faith as sources of security rather than a government or legal system).

Virginia Sanprie McCarver
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An Approach to Critical Analysis of Online Messages

Evolutions in mediated communication are paralleled by necessary evolutions in critical methods exploring the content, purpose, and operations of messages communicated via mass mediated platforms and channels. From public address and the written essay to radio and television broadcasts, critical qualitative studies have adapted to meet the demands of new discursive forms. Today, a greater variety of texts proliferate our worlds in ways and via vehicles not easily imagined a few decades ago. Much of that variety is found online.

In many ways, online discourse dominates our communicative landscape, and is increasingly the means by which the business of society is conducted. The sheer volume of people online, as well as the rate at which they are producing and consuming online content calls upon communication scholars and rhetorical critics to explore online discourse and apply appropriate critical methods in doing so. This project is concerned with the demands of online texts and the impact of those demands on rhetorical criticism and asks how the critic may make necessary adjustments to the act of criticism when analyzing online messages. Due in large part to its fragmented and diffuse nature, online discourse demands alterations in critical study, requires approaches distinct than those used in the analysis of traditional texts, and asks that the critic fulfill different responsibilities. Therefore, while criticism of online texts may assume a variety of forms and pursue a spectrum of approaches, I contend responsible, provocative, and engaging criticism calls upon critics to pay increased attention to both our role as artistic creators of the texts we study and the conflation of text and context that characterizes online rhetoric. I explore how the fragmented spatio-temporal qualities of texts, as they are manifest in online discourse, reshape critical processes and further how such qualities impact the role of the critic and context in the project of understanding and analysis.

KyuJin Shim

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Source Credibility, Situational Dissonance and Propagandistic Motives

This study examines the relationship between source credibility, perceived propagandistic motives, audiences' pre-existing partisanship and audiences' credulity in politically controversial government crisis communication. Two experiments of between-groups 2*2*2 (newspaper*message*partisanship) factorial design (n=238) were conducted.

The study found that an audience's political leaning is associated with both the assessment of source credibility and the credulity one places on the message. And when subjects' political leaning is not consistent with either a source or a message, subjects are more dependent on the message rather than the source. However, when being given a preferable message, the differences between the sources of the message had a significant impact on subjects' actual message acceptance. For example, although the pro-government newspaper credibility was significantly lower than the anti-government newspaper credibility, the subjects accepted more information from the pro-government newspaper rather than the anti-government newspaper, especially when the pro-government newspaper reports anti-government message. This finding indicates that source credibility does not explain the actual message acceptance, yet audiences are virtually affected by the source in various contexts apart from their nominal evaluation of the source. Also, this study found that audiences perceive less propagandistic motives when exposed to a message showing a different political view than the widely known bias of the communicator.

In summary, when political context is a significant factor in the communication process, individual political leaning might have dominant power over other factors in determining the behavior of the audience. Source effect might be mingled with various situational and individual antecedent factors. And situational dissonance that contributes to the evaluations of fairness might be one of the situational factors on source effect. Hence, this study strongly implies that source effect cannot be explained by measuring source credibility, but instead, it can be showcased through observations and interpretations of audience behavior under the selective exposure framework of opinion-reinforcement motivation.

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Empty Calories, Empty Excuses: Examining Weight and Obesity Stereotypes in the Biggest Loser

The media lens is narrow with respect to body shape representations, and the media can serve as a powerful influence in the development of stereotypes. Because obesity and overweight remain one of the long-standing forms of prejudice still evident in this society, we examine a reality television program designed to help obese contestants lose weight and examine the messages communicated to viewers about weight loss. Many of the themes identified throughout the episodes of *The Biggest Loser Season 8* resemble stereotypes often held about overweight individuals. While the reality-based show offers viewers a glimpse into the world of morbidly obese individuals trying to make a positive change in their own lives, the commentary and visual images often contradict this. These messages communicated to viewers may not serve as motivation to lose weight but rather serve as a roadblock or detriment to even begin trying. These and other findings are discussed.

Mui Joo Tang
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Online Book Marketing, Selling and Distribution in Malaysia

This research was reviewing and determining the efforts and actions of Malaysian publishers on the issues of online book marketing, selling and distribution in the Malaysian publishing industry. Framework aspect, this paper examined marketing strategy, online marketing, integrated marketing communication and electronic commerce used for the purposes of book marketing. Methodologically mail survey with Malaysian publishers was conducted, content analysis was used to analyse the web site strategy of book marketing and an interview was conducted with the president of Malaysian publishers association. The main finding of this research showed that most Malaysian publishers still practising more of traditional marketing strategy. Though marketing mix were practised, product and price placement were more emphasized. Distribution and promotion were not much focused. The common ways of book distribution in so far were through direct selling, book stores, agents, colleges and universities and libraries. Book promotions were commonly practised through individual selling, print advertising, publicity and sales promotions. Though online advertising was yet much applied, the usage was still higher than radio and television. Therefore online marketing has been proven a potential marketing strategy to develop Malaysian publishing industry.

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Lisa Wallace
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The Role of Reality Television on the Behaviors of Young Adults

In the last decade, reality television has pervaded both network and cable channels. While people reportedly claim to watch sitcoms more than reality shows, the number of reality television shows continues to increase (Pew Research Center, 2010). Polls indicate many people blame reality television for having a negative impact on society (Pew Research Institute, 2009), while others argue reality television simply reflects society. Since the creation of television, researchers have investigated the impact certain television shows has on viewers' behaviors. While there are no conclusive findings in either direction, the influence of television programs on the viewing audience continues to be a concern. One problem with previous research is it has explored the role fictional television has on society; there is very little research examining the impact reality television has on society. Does reality television have any impact on the viewing audience or is it merely entertainment? The aim of this research is to explore the top rated reality television shows watched by young adults to explore the link between the behavior demonstrated on the shows and the likelihood those behaviors are copied by the viewing audience. Using data gathered by Nielsen Ratings for 2010, the top three reality shows most frequently watched by 17-25 year olds will be examined. Results of an open-ended survey will be analyzed to determine the conflict styles most frequently cited by viewers as being used by the "stars" of those shows. A sample of 17-25 years olds will be surveyed to determine if they report using the behavior modeled on these shows.

Keri Thompson
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The Basketball Playing, Wine Sipping, Blackberry Using Candidate from the South Side of Chicago: Examining the Class Style of Barack Obama and the Obama for America Campaign

This study employs a qualitative and rhetorical analysis of Barack Obama's candidacy and the Obama for America campaign through the lens of political style. I conducted 54 semi-structured telephone interviews with Obama for America employees as well as an analysis of visual images from the perspective of the rhetoric of style method. My research assesses Barack Obama's political style and presentation of class throughout the 2008 presidential campaign. This article sheds light on why Obama and his campaign were unique and concludes by showing why a candidate's style, and specifically presentation of class-significantly impact election outcomes and the future of presidential politics. This analysis reflects the increasing importance of style on political candidates and presidential campaigns.

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Goffman Revisited: Studying the Ad-Likeability Impact of Male-Female Power Relations in Advertisements

With his ground-breaking work *'Gender Advertisements'*, Erving Goffman (1979) confronted both the advertising business and the critical consumer with a new perspective on the representation of men and women in advertising, with men most frequently, yet often implicitly, being portrayed as the dominant sex, and women generally being represented in more oppressed or submissive positions. His work was the starting point of a fiercely discussed subject within both society in general and the advertising business in particular. Numerous authors have since then replicated his research design of qualitative advertising content analysis in order to see whether the male-female power relations were still the same, years after Goffman's work (Belknap & Leonard, 1990; Klassen, Jasper & Schwartz, 1993; et. al.). Generally, their results confirmed Goffman's findings.

However, in our study, the purpose is to investigate whether these male-female power relations portrayals matter to consumers or not. Society has changed since the 1970's. We want to know if the public still attaches a lot of importance to specific portrayals of male or female dominance in advertisements. Therefore, we set up a large scale experiment (315 respondents, 20 sets of 2 advertisements in which we carefully manipulated the same ad so as to make it portraying either males or females as the dominant sex, see example) to find out what the ad-likeability impact is of different male-female power relation portrayals in ads. We also verified whether the sex (Wolin, 2003), generation (Brooks & Bolzendahl, 2004) and the education level of the public had any impact on the preference for male or female dominance in advertising.

Our overall conclusion is that anno 2011, the majority of people do not have a distinct preference for neither male nor female dominance in advertising. These results offer interesting and renewing insights concerning gender and advertising, both from a critical and a managerial perspective. We can even open the discussion: *'Gender and advertising: who cares?'*

Ingela Wadbring
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What's New Under the Sun?
Commercialized News from 1960 to 2000

The general commercialization in the media business is often referred to as a threat to democratic society, where profit is expected to be more important than the journalistic quality. Commercialization as a concept, however, is by no means unambiguous. It can mean something as relatively neutral as a form of financing, or an entire culture's way of expression, or a particular kind of content in the media—characterized by bad quality. There are also many synonyms: for example, market adjustment, tabloidization or economization.

It is often assumed that changing conditions for the media companies have a direct effect on the journalistic content, the news. However, few scholars have examined if there is such a direct connection—and even fewer have studied the possibly connection over time. This study is an attempt to do both at once.

In Sweden, the press has always been commercially financed, while commercial TV-channels didn't emerge until the late 1980s. In order to hold the financing form in constant, I have chosen to study the daily press development. Regardless of ownership, competition situation and political color, almost all Swedish newspapers have become more commercialized over time in terms of economic measures such as profits, revenues per copy, or net margin. But what has happened with the content at the same time? The purpose of this study is to analyze that, through a quantitative content analysis over time.

The study is currently being finalized. The number of units of analysis will be around 13.000 and the study spans the period 1960-2000.

John Walliss
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Apocalypse after 9/11

The last decade of the 20th Century witnessed the release of numerous films dealing with apocalyptic scenarios, from alien invasion (*Independence Day*) and superviruses (*28 Days Later, 12 Monkeys*), through geopolitical collapse (*The Postman*), to giant meteors (*Deep Impact, Armageddon*). This trajectory has not slowed down and, indeed, seems to have sped up into the new century, with apocalyptic themes multiplying across a variety of media, from film to comic books, novels to TV shows. A major rupture, however, may be noted within this genre after 9/11. Drawing on a range of contemporary films, I will show how, in contrast to apocalypse films released in the 1990s, the films released after 9/11 are much bleaker and pessimistic in tone, and contain a relatively high degree of social critique. Thus, whereas the films from the last decade showed a human messiah figure successfully defending the status quo against a variety of natural threats, the post 9/11 films not only raise questions about that status quo but also about whether humanity is worth defending in the first place. I will also discuss how the post 9/11 films not only draw on and develop earlier tropes found in 1950s Cold War films, but are in some cases remakes of these films; re-reading contemporary fears and concerns onto the older plotlines.

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Public Value and the Public Interest – Should Civil Society be Involved in Public Service Broadcasting Governance?

Integrating the public into public service broadcasting governance-practices – this will be the thesis of my paper - is central to a new public service broadcasting paradigm, especially regarding the new interactive possibilities of non-linear services which new media provides for building Public Value. My analysis will start with defining the term "Public Value" and the role of civil society in the process of producing it. Here, the theoretical concept on Public Interest (McQuail 2005: 136-138) will be used. I furthermore argue that serving the public interest requires the integration of civil society in the content regulation of public service broadcasting. With a comparative study of public service broadcasting regulation procedures in several states, I will identify potentials and dangers of integrating the public into the regulation process and therefore derivate the pros and cons about implementing it in central Europe public service broadcasting regulation.

While the potential of integrating the public into the regulation of public service broadcasting is limited when it comes to the appointment of executive board members, it is crucial when it comes to the definition of content regulation provisions. As a result of my paper, it is proposed that the public should be questioned about its views on the definition of content objectives, which should be considered in the broadcaster's programme planning. Furthermore, it is important to implement the possibility of an "initiative" for the license fee payers in order to change these content objectives.

The social regulation (Kiefer 2005: 379) of public service broadcasting has significant consequences for democratic society. This implicates that democratic society has to be heard in this regulation process. I believe that this cannot be achieved without a minimal involvement of the state, which means that an ideal type of regulation authority is needed, which has the souvereign authority (state regulation) as well as the possibility and obligation to cooperate with the public (social regulation). I will end my paper with presenting an ideal type of regulation authority of public service broadcasting, which implements a mix of state and social regulation, and differentiates from the traditional Co-regulation of cooperation of political and private actors.

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A General Outlook of Conjugal Union and Marriage in Turkey in the Context of Popular Culture, New Media

In our time, in which social lifeturnes spiritual values into a market, local standards of judgement, human relations and conjugal union has been influenced by this change, also. In our time, conjugal union, which is still seen as a taboo in Turkish society, has become a market with the influence of popular culture. Conjugal union, which has the characteristics of a social institution in our time, benefits from the opportunities of technology in direct proportion to globalization and new technological developments, while trying to preserve its traditional features at the same time. In this transformation process, various media organs, socialization agents on media tools such as marriage websites play a significant role. In this study, the process of how conjugal union, which is shaped by the direct influence of popular culture, goes through a change in the direction of global market mentality will be discussed and a research will be made on the basis of social media agents.

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Juliet Pinto
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Maria Elena Villar
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Constructing Climate Change in the Americas: An Analysis of News Coverage in U.S. and South American Newspapers

The mass media are key actors in the identification and interpretation of environmental issues; this is particularly true for anthropogenic climate change, an issue that is largely intangible to the average person. Considered through the lens of media effects theories, media coverage of climate change may have substantial import for public understanding and policymaking. While there is ample research into the framing of climate change by news media, little of it is comparative. Furthermore, research into Latin American media is almost nonexistent.

This study seeks to fill this gap in the literature by conducting a content analysis of climate change articles appearing in 2009 in four national newspapers: The *New York Times* (United States), *La Nacion* (Argentina), *Folha de Sao Paulo* (Brazil), and *El Tiempo* (Colombia). Articles were obtained through a manual review of keyword searches. Analysis focuses on determining the salience of frames as well as identifying claims-makers and the claims they make.

An initial analysis of five constructed weeks suggested that coverage was generous in the *New York Times* and *Folha de Sao Paulo*, but sparse in the other two newspapers. Coverage was primarily scripted in terms of conflict and strategy across all newspapers. Additionally, the *New York Times* was most likely to present climate change in economic terms, while *La Nacion* emphasized consequences, *Folha de Sao Paulo* highlighted new research and scientific background, and *El Tiempo* stressed social progress and morality. In terms of sources, the three South American newspapers were most likely to rely on government sources, while the *New York Times* primarily turned to interest groups for quotes. These findings suggest nuances in organizational approaches and perspectives to a global phenomenon, as well as shifts in construction of the debate.

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What Motivates Chinese People to Tweet?
A Uses and Gratifications Perspective of Micro-Blogging in China

The use of micro-blogging is an emerging yet rapidly developing phenomenon in China. Despite its growing popularity among Chinese netizens, little research has addressed the basic factors which lead to the uses and gratification of micro-blogging in China. Past research has attempted to contribute to this subject, however, most failed to address the psychological effects of micro-blogging on users. To fill the gap, this research investigated the factors that motivate Chinese people to tweet and explored the interrelationships between psychological attributes (such as self-esteem, loneliness, etc.) and micro-blogging uses and gratifications.

Three decades of one-child policy has created and aggravated the sense of loneliness among Chinese people (Milwertz, 1997). Meanwhile, along with the economic reform and openness and social development in contemporary China, the air of individualism gradually permeated Chinese society. Under such circumstances and with the help of the latest social networking technologies (e.g., Facebook and Twitter), people's willingness to express opinions and self-esteem have been improved, while feelings of loneliness have been reduced. This study, hence, investigated these psychological variables and their relationships with micro-blogging in China.

This study focuses on Sina Weibo, China's largest micro-blogging platform, which launched less than a year ago. Weibo has around 50 million users so far, and it continues to grow. The micro-blogging gratifications dimensions were identified by means of a focus group and confirmed with an online survey of 500 internet users. The correlations between detected psychological traits and gratifications obtained of micro-blogging were examined. Implications for future research were also discussed.

Xinyan Zhao
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Are People Empowered by Internet?

Public deliberation and reciprocal dialogues constitute the core elements shaping the free and open public sphere. But dysfunctional social-psychological mechanisms sometimes obstruct the ideal public exchange, for instance individuals choose to be silent when they face incongruent majority opinions out of the fear of isolation. There are some scholars arguing that Internet opens new possibilities to citizen discussion especially in an authoritative society because of relatively open atmosphere online and the intrinsic traits of Internet like anonymity or delayed feedback.

This study proposes a test of spiral of silence theory in China. Adopting the theoretical framework of spiral of silence and planned behavior, I will examine how media use along with various social-psychological factors, such as fear of isolation, willingness to self-censor, lack of efficacy, the perception of majority opinions, impact on people's willingness to expression their opinions in China. Classical studies on spiral of silence employed the train or party setting as the default setting to test people's willingness to speak out. So a potential shortcoming of this theory testing lies in its lack of attention to expression forms or communication settings. Thus in this study I will also examine the moderating role of communication setting (face-to-face vs. computer-mediated-communication) on individual's willingness to speak out. To achieve this attempt, I will use an experiment-embedded survey design, in which respondents are randomly assigned to two groups (FTF-CMC) and fill out the same questionnaire.

Moreover, I will test the extent to which mass media indicates the opinion climate, and further, what is the source for Chinese people's perception of opinion climate/majority opinions given the circumstance core media outlets are still part organs in China. The findings can provide us with the knowledge on the functioning of spiral of silence in an authoritative country immersed in collectivistic culture. The results are useful to address the current fiercely debated question that whether Internet evoke active civic engagement and pave way for democracy in China.

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The Mediating Effects of Obtained Gratifications on Unwillingness to Communicate and Narcissism to Level of SNS Use

Recently, social network sites (SNS) has been widespread adopted among young people for maintaining or developing interpersonal relationships (Ellison, Steinfeld, & Lampe, 2007; Tufekci, 2008; Andrew, et al, 2010). However, people who are narcissistic or suffer from communication anxiety might use SNS differently. Consequently, they might not manage impression in the same way and end up with various public images in face to face situations.

Given the large number of debates over offline interpersonal outcomes associated with online communication activities and motivations for using the media, this article aims to elaborate how narcissus and communication anxiety might contribute to SNS activities and, in turn, how such activities is related to offline impression management, based on use and gratification theory. Hypotheses 1 to 5 and research questions are shown below, and Figure 1 depicts all hypotheses in a structural model.

Data was collected from undergraduate students in Beijing, mainland China through surveys and interviews (N=400). *Renren.com.cn*, (literally "everyone network"), a Chinese social networking site with an interface similar to that of Facebook, was selected as the SNS website due to its popularity in mainland China.