

2012

Communication & Mass Media Abstracts

Tenth Annual International
Conference on Communication
and Mass Media 14-17 May 2012,
Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



Communication
& Mass Media Abstracts
10th Annual International
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Preface

This abstract book includes all the abstracts of the papers presented at the *10th Annual International Conference on Communication and Mass Media, 14-17 May 2012*, organized by the Athens Institute for Education and Research. In total there were 60 papers and 65 presenters, coming from 26 different countries (Australia, Belgium, Botswana, Canada, China, Czech Republic, France, India, Italy, Hong Kong, Kuwait, Latvia, Lithuania, Malaysia, Netherlands, New Zealand, Qatar, Poland, Portugal, Russia, Spain, Sweden, Taiwan, Turkey, UK and USA). The conference was organized into 14 sessions that included areas of Business and Professional Issues, Digital Media, Ethnic and Minority Issues, Social Media, Television Studies, Television Studies and other related fields. 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 150 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
**10th Annual International Conference on Communication and Mass
Media 14-17 May 2012, Athens, Greece**
PROGRAM

Conference Venue: [Metropolitan Hotel of Athens](#), 385 Syngrou Ave., 175 64,
Athens, Greece

ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr. Gregory T. Papanikos, President, ATINER.
2. Dr. Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.
3. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
4. Dr. Nicholas Pappas, Vice-President Academic, ATINER & Professor, Sam Houston University, USA.
5. Dr. Gregory A. Katsas, Head, Sociology Research Unit, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.
6. Dr. George Pavlou, Assistant Professor, European University, Cyprus.
7. Dr. Geneviève A. Bonin, Assistant Professor, University of Ottawa, Canada.
8. Dr. Stavros Alifragkis, Academic Member, ATINER & Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece.
9. Dr. Azlizam Aziz, Senior Lecturer, Putra Malaysia University, Malaysia.
10. Dr. Suzanne Buck, Professor, University Houston, USA.
11. Dr. Mairam Gersamia, Associate Professor, Ivane Javakhishvili Tbilisi State University, Georgia.
12. Dr. Joanne Gula, Assistant Professor, Hawaii Pacific University, USA.
13. Dr. Matthew D. Matsaganis, Assistant Professor, State University of New York (SUNY), USA.
14. Dr. Erol Nezih Orhon, Associate Professor, Anadolu University, Turkey.
15. Dr. Dali Osepashvili, Associated Professor, TSU, Javakhishvili Tbilisi State University, Georgia.
16. Dr. Paul Ryder, Lecturer, Western Sydney University, Australia.
17. Dr. Oana-Camelia Stroescu, Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.
18. Dr. Rodanthi Tzanelli, Lecturer, University of Leeds, U.K.
19. Dr. Patrick Vyncke, Professor, Ghent University, Belgium.
20. Dr. Thimios Zaharopoulos, Professor of Communication, Department of Mass Media, Washburn University, USA.
21. Dr. Margarita Kefalaki, Director of Communication, ATINER.
22. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.
23. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.

Administration: Fani Balaska, Stavroula Kiritsi, Eirini Lentzou, Konstantinos Manolidis, Katerina Maraki & Celia Sakka

CONFERENCE PROGRAM

Monday 14 May 2012

08:00-08:30 Registration

08:30-09:00 Welcome and Opening Remarks

- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
- Dr. Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.
- Dr. Gregory T. Papanikos, President, ATINER.

09:00-10:30 Session I (Room A): Business and Professional Issues

Chair: Kefalaki, M., Director of Communication, ATINER.

1. Ardizzone, A., Assistant Professor, Iulm University of Milan, Italy. Supply Chain Music Industry Analysis and New Business Models: Insights from Italy. (Monday, 14th of May, 2012)
2. Yanich, D., Associate Professor, University of Delaware, USA. Covert Consolidation? Media Ownership in the U.S.
3. Yu, H., Lecturer, University of New South Wales, Australia. The Political Economy of Micro-Media in China.
4. Liu, H., Associate Professor, Tamkang University, Taiwan. The Applicability of Open Co-creation in Creative Industries.

10:30-12:00 Session II (Room A): Digital Media

Chair: Pasadeos, Y., Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

1. Bates, B., Professor, University of Tennessee, USA. Digital Media Disruption - Removing Barriers and Lowering Thresholds.
2. Drummond, W., Professor, University of California, Berkeley, USA. National Public Radio in the Digital Age.
3. Bednar, L., Assistant Professor, James Madison University, USA. Audiobooks: The Past Meets the Future in a Hybrid Medium.

10:30-12:00 Session III (Room B): Ethnic and Minority Issues

Chair: Poulos, G., Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

1. Li, X., Professor, Okanagan College, Canada. Diasporic Minority Media and Canadian Nation-Building: Is It Working?
2. Eid, M., Associate Professor, University of Ottawa, Canada. Violence against Arab Women: Evolving in Form, Unchanging in Cause.
3. Gutierrez, A., Associate Professor, University of the Basque Country, Spain. Funding Sources of Media in Catalan, Basque and Galician Languages: In Search of

	<p>Sustainability.</p> <ol style="list-style-type: none"> 4. Chong, C.C.K., Ph.D. Student, The Chinese University of Hong Kong, Hong Kong. Reproduction of Social Structure: A Comparative Study on Two Groups of Expatriate Minority Press. 5. Clark, J., Associate Professor, Willamette University, USA. Engaging the Apartheid Analogy in Israel/Palestine.
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12:00-13:00 Lunch (details during registration)

<p>13:00-14:30 Session IV (Room A): Crisis Communication and Media Images Chair: Alifragkis, S., Academic Member, ATINER & Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece.</p> <ol style="list-style-type: none"> 1. Matsaganis, M., Assistant Professor, State University of New York, USA & Seo, M., Assistant Professor, State University of New York, USA. Stress and Coping in Urban Communities in the Aftermath of the Economic Crisis: The Interplay of Media Connections, Neighborhood Belonging, and Perceived Threat. 2. Grainger, R., Lecturer, University of Glamorgan, UK. Absence Makes The Heart Grow Fonder: The Tory Party's Labour Isn't Working. 3. Gryzunova, E., Ph.D. Student, Moscow State Institute of International Relations, Russia. Governmental Crisis Communication and Media Relations Under Terrorist Threat. 4. Hart, T., Researcher, Aston University, UK. Crisis Communication and Social Media: The Changing Environment for Natural Disaster Response. 5. Cereda, A., Ph.D. Student, University of Navarra, Spain. Living Images. An Analysis of Emotions in the Embodiment of Media Representations. 	<p>13:00-14:30 Session V (Room B): Broadcasting Studies Chair: Goulimaris, R., Lecturer, Canterbury Christ Church University, UK.</p> <ol style="list-style-type: none"> 1. Polat, V., Associate Professor, Istanbul University, Turkey. Broadcasting of the State on Ethnic Language and Seeking Political Empathy. 2. *Bonin, G., Assistant Professor, University of Ottawa, Canada. Teaching Broadcasting Policy: A Case in Transliteracy. 3. Dooley, P., Professor, Wichita State University, USA. Comparative Framing of the BBC's Unluckiest Gaffe Concerning Tsutomu Yamaguchi's Survival of Hiroshima and Nagasaki. 4. Luscombe, A., Faculty Member, Roosevelt Academy University College, the Netherlands. Content and Style Changes in BBC Radio News Bulletins and the Radio Newsroom. 5. *Beitika, I., Ph.D. Student, University of Latvia, Latvia. The Cultural Role of Public Service Broadcasting: Looking for Public Value.
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<p>14:30-16:00 Session VI (Room A): Social Media Chair: Matsaganis, M., Assistant Professor, State University of New York, USA</p>	<p>14:30-16:00 Session VII (Room B): Television Studies Chair: Beitika, I., Ph.D. Student, University of Latvia, Latvia.</p>
<ol style="list-style-type: none">1. *Ezumah, B., Assistant Professor, Murray State University, USA. College Students' Use of Social Media: Uses and Gratifications Theory Revisited.2. Mortara, A., Assistant Professor, IULM University, Italy & Ardizzone, A., Assistant Professor, IULM University, Italy. Daily Deal Promotions: An Explorative Research on Consumers Motivations. (Monday, 14th of May, 2012)	<ol style="list-style-type: none">1. Malik, S., Assistant Professor, Qatar University, Qatar. Women and Satellite TV Channels: A Case Study of Qatar.2. Tonello, F., Professor, University of Padua, Italy & Giomi, E., Lecturer, University of Siena, Italy. Mass Media and Moral Panics: How to Cover Violence against Women (and Win Elections) in 365 Days of Italian TV Evening News.3. Abdul Wahab, J., Lecturer, University Sains Malaysia, Malaysia & Lay Kim, W., Lecturer, University Sains Malaysia, Malaysia. Asian Dramas, Popular Trends and Local Responses: A case Study of Malaysian Television Industry.4. Lamboux-Durand, A., Researcher - Teacher, University Lille Nord of France, France. Evolution of the TV News in France throughout the Changes of the Technical. (Monday, 14th of May, 2012)5. Karadogan Doruk, S.E., Associate Professor, Istanbul University, Turkey, Guresci, M., Assistant Professor, Karadeniz Teknik University, Turkey & Ongoren, H., Assistant Professor, Istanbul University, Turkey. Change and Transformation of Context of Day Programs in Last Ten Years.

16:00-18:30 Session VIII (Room A): Social, Cultural and Education Issues

Chair: *Ezumah, B., Assistant Professor, Murray State University, USA.

1. Rutherford, Programme Leader, University of Chester, UK. Teaching by Story.
2. Collins, C., Professor, Willamette University, USA. A 9/11 Coloring Book: Islamophobic Propaganda or Educating Kids About Freedom?
3. Bunker, M., Professor, University of Alabama, USA. Originalism 2.0 Meets the First Amendment: The 'New Originalism,' Interpretive Methodology, and Freedom of Expression.
4. Grigaliunas, M., Ph.D. Student, Vilnius University, Lithuania. Popularization of Volunteering in Lithuania: Identification and Analysis of Organizational Network of Society's Persuasion.
5. Nair, D., Lecturer, University of Botswana, Botswana. Corporate Social Responsibility and Community Development in Botswana: An Analysis of the Perspectives of the Beneficiaries.
6. Guresci, M., Assistant Professor, Karadeniz Teknik University, Turkey. The Ottoman Culture in Istanbul Island and the Japan Culture in Erugrul Island.

21:00-22:30 Greek Night (Details during registration)

Tuesday 15 May 2012

08:00-10:00 Session IX (Room A): News and the Press

Chair: *Weaver, C.K., Professor, University of Waikato, New Zealand.

1. Djerf-Pierre, M., Professor, University of Gothenburg, Sweden, Cockley, J., Professor, University of Queensland, Australia & Kucher, L., Professor, University of Queensland, Australia. Framing Renewable Energy – A Comparative Study of the Press in Australia and Sweden.
2. Dashti, A., Assistant Professor, Gulf University for Science and Technology, Kuwait & Al-Marouk, A., Professor, Gulf University for Science and Technology, Kuwait. Students' Perception of Online News Credibility during Political Crises: Case of Kuwait.
3. *Goulimaris, R., Lecturer, Canterbury Christ Church University, UK. News At the Time of Crisis: Greek Television News and its Audience in the Dawn of the Austerity Era.
4. Stenber, J., Ph.D. Student, Lund University, Sweden. Digital Narcissism within the Newspaper Industry: Findings from an Ethnographic Excursion.
5. Tereszkiewicz, A., Lecturer, Jagiellonian University, Poland. Reader Consumption of Online Newspapers in Poland. (Tuesday, 15th of May, 2012)

10:00-11:30 Session X (Room A): Advertising and Branding

Chair: Goulimaris, R., Lecturer, Canterbury Christ Church University, UK.

1. Goksu, N.F., Professor, Istanbul University, Turkey. Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented To Real Estate Sector)

10:00-11:30 Session XI (Room B): Television Studies

Chair: Pavlou, G., Academic Member, ATINER & Assistant Professor, European University, Cyprus.

1. Ozan, R., Associate Professor, Istanbul University, Turkey. The Relationship between Cinema and Semiotics.
2. Yu, E.K.W., Associate Professor, National Chiao-Tung University,

<ol style="list-style-type: none">2. *Weaver, C.K., Professor, University of Waikato, New Zealand. The Negotiation of Gender Representation by Chinese Advertising Practitioners.3. Yeh, E.Y.Y., Professor, Hong Kong Baptist University, Hong Kong. Branded to Sell: Wenyi and Early Chinese Film Marketing.4. van der Merwe, L., Lecturer, United International College, Beijing Normal University, China & Gula, J., PhD, Programme Coordinator, United International College, Beijing Normal University, China. A Global Perspective for Chinese Students in Public Relations, Advertising and Communication.5. Van Loock, N., Ph.D. Student, Ghent University, Belgium, Vermeir, I., Professor, Ghent University, Belgium & Geuens, M., Professor, Ghent University, Belgium. Always Take the Weather with you, unless you want your Digital Signage Advertising to be Effective.	<ol style="list-style-type: none">Taiwan. Between Traditional Values and New Technologies: Recent Developments of the wuxia Film.3. Garibotto, V., Assistant Professor, University of Kansas, USA. Beyond "Memory Studies": a New Analysis of Contemporary Testimonial Cinema.4. Ormanli, O., Assistant Professor, Istanbul Kultur University, Turkey. A Brief Analysis of Today's Turkish Cinema Industry.5. Areal, L., Researcher, CIMJ-FCSH-UNL, Portugal. Film Censorship during the Dictatorship of Estado Novo (1926-1974).
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11:30-12:30 Lunch (Details during registration)

12:30-14:30 Session XII (Room A): Round Table on "New Media Challenges and Policies in a Global World"

Chair: Dr. Yorgo Pasadeos, Professor, University of Alabama, USA & Head, Mass Media & Communication Research Unit, Athens Institute for Education and Research (ATINER).

Speakers:

1. Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER) & Visiting Professor, Department of Management, University of Strathclyde, U.K.
2. William Drummond, Professor of Journalism, University of California, Berkeley, USA.
3. Danilo Yanich, Director, Urban Affairs & Public Policy Graduate Program School of Public Policy & Administration Center for Community Research & Service Graham Hall University of Delaware Newark, USA.
4. Benjamin Bates, Professor, School of Journalism & Electronic Media, University of Tennessee, Knoxville, USA.
5. Geneviève A. Bonin, Assistant professor and Coordinator of the Journalism Program, Department of Communication, University of Ottawa, Canada.

<p>14:30-16:00 Session XIII (Room A): Internet Chair: *Bonin, G., Assistant Professor, University of Ottawa, Canada.</p>	<p>14:30-16:00 Session XIV (Room B): Health and Education Communication Chair: Yu, E.K.W., Associate Professor, National Chiao-Tung University, Taiwan.</p>
<ol style="list-style-type: none"> 1. Sharma, M., Associate Professor, Indian Institute of Management, India. Corporate Codes of Ethics on Indian Corporate Websites. 2. Chang, F.C., Assistant Professor, National Taiwan Normal University, Taiwan, Lee, C.M., Professor, National Taiwan Normal University, Taiwan, Chiu, C.H., Professor, National Taiwan Normal University, Taiwan & Chen, P.H., Professor, National Taiwan Normal University, Taiwan. Relationships between Internet Addiction, Substance Use, and Depression among Adolescents in Taiwan. 3. Freeman, K.S., Lecturer, Inti International University, Malaysia. Internet Addiction of Online Games among Malaysian Youth. 4. Fiserova, S., Ph.D. Student, Charles University in Prague, Czech Republic. New Media and Its Use by Czech Middle-Aged People in Risk Society. 5. Miliany, K., Ph.D. Student, University of Leicester, UK. The Impact of The Internet on Saudi Students' Use of Mass Communications. 	<ol style="list-style-type: none"> 1. Yüksel, E., Professor, Anadolu University, Turkey. What do the Health-Care Media Professionals Think about the Health Content of the Media in Turkey? 2. Yu, S.Y., Assistant Professor, Ming-Chuan University, Taiwan. The Effect of Cognitive Age and Need For Cognition of the Elderly on Different Advertising Appeals and Effects. (Tuesday, 15th of May, 2012, Afternoon) 3. *Conversano, R., (Specialized Teaching-Media Educator, Comprehensive School Aldo Moro Carosino -Ta - Italy, Manzulli Gaetano Director of Departement of Computer Science, ITI Pacinotti, Taranto- Italy and Binacchi Maurizio Adjunct Professor, University of Rome "La Sapienza", Italy. Work in Progress-Designing the Dis(ease)ability with Functional autonomy App Communicative with People with Disabilities. 4. Bradley, S., M.A. Student, University of North Texas, USA. Tactile Media: Factors Affecting the Adoption of Touchscreen Smartphones among Consumers with Vision Loss. 5. *Mazo, L., Faculty Member, Grant McEwan University, Canada. Correlations between University Educators' Communication and Learning Styles.

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

20:00-21:00 Dinner (Details during registration)

Wednesday 16 May 2012

Cruise: (Details during registration)

Thursday 17 May 2012

Delphi Visit: (Details during registration)

Juliana Abdul Wahab

Lecturer, University Sains Malaysia, Malaysia
&

Wang Lay Kim

Lecturer, University Sains Malaysia, Malaysia

Asian Dramas, Popular Trends and Local Responses: A Case Study of Malaysian Television Industry

As one of the popular cultural products, television drama for many years has been an indispensable feature on television around the world. As early as 1970s' television soap opera/drama have been significantly popular in the East Asia television industry. Interestingly in the recent years, the popularity of non western television dramas namely from Korea, Japan, Filipina, Thailand and Indonesia, Hong Kong and Taiwan has contributed in maintaining the popularity of television dramas in this region. Specifically in the Malaysian context, television drama remained as one of the major sources for entertainment for local audience. The introduction of non western dramas in Malaysia began in the 1980s. However, in 2000 onwards, Asian Dramas alongside with local dramas have been an important feature on Malaysian television industry with astronomical viewership ratings among local audience.

Antonella Ardizzone

Assistant Professor, Iulm University of Milan, Italy

Supply Chain Music Industry Analysis and New Business Models: Insights from Italy

The music industry is the first media market overcome by the recent technological evolution. This study presents an empiric analysis on the Italian music industry supply chain.

The music industry is a complex system in which many different actors interact. In this system there are suppliers of musical instruments, music schools, authors, singers, recording companies, music publishers, live events organizers and also the suppliers of those electronic devices needed to listen to the music. This paper calculates the size of those segments in 2010 and their changes over the previous two years, analysing the key nodes in this system. The final outcome is the estimation of the total value of this media market in Italy.

Italian data show that the music market makes more money from discotheques, live exhibitions and copyrights from radio, tv, shops and businesses ("spread music"). The music market is not only discography, even if historically discography was its most important part, but a more complex music system. Thus, a broader analysis of the supply chain shed light on more general dynamics allowing deeper explanations of trends. The last years "CD crisis" make clear that recording companies now don't sell only CDs nor digital music (niche market), but give a wide range of services to artists: merchandising, live events organization, licensing and product placement. Definitely, above all the big recording companies (Major) are changing business model to survive. For small companies it's harder and a lot of them are going out of the market.

Because of its complexity and, above all, the lack of data for a consistent number of countries, it's not possible to make the same complete analysis at a world or European level but we can presume a similar trend is investing the other developed countries.

Leonor Areal

Researcher, CIMJ-FCSH-UNL, Portugal

Film Censorship during the Dictatorship of Estado Novo (1926-1974)

After the raise of the fascist dictatorship, in 1926, film censorship was created in Portugal, to prevent the use of violent or immoral scenes, defined by a few simple rules. After the end of World War II, the inner rules of Censorship Committee became more severe, defending the Portuguese public from dealing with the consented liberties in democratic countries where film censorship, though existing, was not as restrictive.

Cinema was seen as a special "penetration force", and members of the Committee were nominated directly by the head of the government, Salazar. Thus censorship criteria reveal closely the State strategy of information (and misinformation). However, without any written definition in the law, the criteria of the censors were subject to changes, adaptations and reinterpretations, along the 48 years of the authoritarian regime. To fully understand the scope and criteria of the Committee, we currently study the reports and minutes where their members discuss and write down their arguments.

But the main damage was the one inflicted by censorship to Portuguese films: many films were cut, some were forbidden and many projects aborted. We have found that, besides official censorship, other forms of censorship emerged: informal, commercial and self-censorship. In fact, the limits of expression – the cuts on films – were negotiated in-person between social agents: censors, producers, authors, and directors...

This menace would reinforce the fear of being censored and confined our cinema to remain less than mediocre, as Luís de Pina said: «it created the fear of approaching issues more than in a superficial, documental and conventional way». Portuguese cinema was severally amputated in its development possibilities. In this paper we discuss the different reasons and methods used by censorship and its effects upon social and cultural aspects.

Benjamin Bates

Professor, University of Tennessee, USA

Digital Media Disruption – Removing Barriers and Lowering Thresholds

The paper will broadly examine how the significantly reduced costs associated with digital technologies and telecommunication networks combined with inherent flexibility and adaptability led to a radical transformation of traditional media markets and disrupted traditional media business or operational plans.

The paper will focus on how these changes effectively removed economic barriers to entry for many media markets, and how significantly lower production and distribution costs for digital content effectively removed previous economic-threshold levels that limited content to the more popular and more commercial. The paper will consider how the combination of expanding markets, minimal thresholds and the absence of economic barriers to entry have led to an explosion of content options and expanded both the amount of choice media consumers have, and the amount of control they have over choosing, accessing, and consuming digital media content. Finally, the paper will discuss the implications for traditional and emerging media outlets, and the continued viability of media and information policy (copyright in particular) designed for a rapidly disappearing traditional media markets. I'll end with offering some suggestions for adapting to this new economic reality.

Lucy Bednar

Assistant Professor, James Madison University, USA

Audiobooks: The Past Meets the Future in a Hybrid Medium

Despite their increasing visibility and popularity, audiobooks are still viewed as a diversion rather than a legitimate alternative to reading print. This perspective is not surprising given the many centuries during which printed texts gradually rose to a position of primacy while oral texts became less important. However, thanks to advances in modern technology, we may be entering a new age of orality, one that invites us to re-evaluate this equation of writing and language, and to ask if listening doesn't represent a new kind of literacy, and if it does, what it can offer to enhance our awareness of language.

Audiobooks, a hybrid medium, fall squarely into a category that Walter Ong calls *secondary orality*: a new kind of orality sustained by electronic devices but depending for its existence and functioning on writing and print. Audiobooks exhibit qualities associated with texts from primary oral cultures and from literate cultures. In addition, audiobooks combine literary culture and technological culture. As Deborah Philips points out, the talking book is a relatively small, but neat, example of technology enabling the cultural experience of reading to be projected into space and time in ways that authors and publishers could not have anticipated.

Audiobooks offer a unique means to enhancing linguistic awareness. Reading a book with our ears rather than with our eyes can increase awareness of style, tone, and the many varieties of English spoken in the world. It can, as Sven Birkerts says, "remind us of the sound of literature."

This semester I'm teaching an experimental class at James Madison University in Harrisonburg, Virginia, focusing on audiobooks and what they can add to our understanding of literacy. By delineating students' responses and offering specific examples, I discuss how audiobooks are much more than the lazy person's way of reading a book.

Ieva Beitika

PhD Student, University of Latvia, Latvia

The Cultural Role of Public Service Broadcasting: Looking for Public Value

European public service broadcasting (PSB) historically has been a significant actor in ensuring the function of creating and maintaining national cultural space and national identity in a society. PSB has had an opportunity, provision and capacity to sustain unite cultural space and to share unite meanings of ideas, values, senses of belongings and senses of the very existence of a nation as such.

Nevertheless, the abolishment of monopoly status of PSB, a following commercialization process of broadcasting media market and technological progress in 21st century, including digitalization, media convergence and fragmentation of the audience, have led to a necessity to continue debates on PSB role, mission and development, including the reassessment of PSB role and ability to sustain its cultural role. The issue also comprises the question of PSB development in accordance with its contradictory functions to serve the public as a whole, while serving diverse, fragmented groups and cultures of the society, as well (e.g., Van den Bulck, 2001, Cuilenburg, McQuail, 2003, Coppens, Saeys, 2006, Jakubowicz, Sükösd, 2008).

In turn, it leads to a need to develop broader debates on PSB strategic development in a digital age as increasing the role of the question, what is that public value of PSB that legitimizes its existence. The concept of public value (originated by M.Moore in 1995) is a theoretical approach, which becomes more influential in PSB researching and practices, since BBC has done the approbation of it.

The aim of this paper is to examine the role and challenges of Latvian PSB in creating and maintaining the national cultural space and national identity in a digital age within a context of public value theoretical approach. The research is based on literature studies, document analysis, analysis of media texts, semi-structured interviews, and a case study of Latvia.

Geneviene Bonin

Assistant Professor, University of Ottawa, Canada

Teaching Broadcasting Policy: A Case in Transliteracy

Media literacy in communication education has been an important part of communication curricula for a long time, but the nature of the pedagogical approach required to fulfil the needs of our society has changed, making room for an approach that favours transliteracy. The student learning experience in communication policy should expand beyond reading government documents, consulting databases and Web sites. Convergence suggests that students should be able to use a variety of platforms to share information and learn ways of engaging in various communities to prepare them for participation as citizens of the world. This paper seeks to provide the results of a case study where 40 third year undergraduate students used a modified wiki platform and mapping tools to learn about media policy. Beyond acquiring new vocabulary and concepts, and building basic research and analytical skills, the students participating in this project learned about the Canadian media system, how to use various platforms and mediums to collect data and analyze it, as well as how to illustrate policy processes using computer software. In so doing, they not only acquired new cognitive and computer skills, but also contributed to an international project in media policy mapping which seeks to provide practitioners and researchers with a better understanding of the global media landscape. They also created their own support system using social media tools, like blogs. Policy studies are often seen as abstract and dense; however, the experience described in this paper shows how this type of project can be interesting and dynamic. This paper also provides insight into the challenges of using wikis in the classroom to teach communication, as well as demonstrating how these tools benefit students. Future research paths are also explored as the use of wikis for policy teaching is still a recent activity.

Sapora Bradley

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Tactile Media: Factors Affecting the Adoption of Touchscreen Smartphones Among Consumers with Vision Loss

Touchscreen technology is on the rise as the new standard in smartphone design. But, the usability of touchscreen is hindered for consumers that lack the physical ability to navigate such devices. Two focus groups were conducted in order to identify specific uses and gratifications that people with visual impairments had when using mobile phones. Additional questions were presented to the participants to determine if touchscreen technology limited access to communication and entertainment. The responses revealed an upward trend in touchscreen smartphone adoption among the participants. These users chose to adopt touchscreen smartphones that had built-in and downloadable assistive features that contributed to user-friendly designs.

Matthew D. Bunker

Professor, University of Alabama, USA

Originalism 2.0 Meets the First Amendment: The 'New Originalism,' Interpretive Methodology, and Freedom of Expression

The First Amendment to the United States Constitution is the most important provision protecting freedom of expression in U.S. law. Despite its central importance for all forms of media and communication, judges and scholars still have great differences over how to interpret the Amendment. In recent decades, constitutional originalism has become an influential interpretive methodology both in academe and on the Supreme Court of the United States. Constitutional originalism emerged as a legal movement in the last quarter of the twentieth century largely as a conservative reaction to perceived excesses of the U. S. Supreme Court under Chief Justice Earl Warren. Early originalist attempts to formulate a coherent constitutional methodology were met with powerful critiques from scholars who disagreed with the approach. The so-called "Old Originalism" was thought for a time to be completely discredited.

In recent years, some constitutional scholars have championed a different approach under the rubric "the New Originalism." One of the key methodological innovations of New Originalism has been to reject the search for the intentions of the framers of the Constitution and instead seek to identify the "original public meaning" of the document. This paper explores New Originalism and its original public meaning approach in the context of the First Amendment speech and press clauses. The paper concludes that while New Originalism does succeed in neutralizing some critiques of Old Originalist methodology, it may not entirely escape the methodological flaws of its predecessor. The paper also analyzes First Amendment opinions by the two self-identified originalist justices - Clarence Thomas and Antonin Scalia -- to determine if New Originalism is affecting how these justices approach free speech cases. It concludes that to the extent the justices are adopting New Originalist methodology, the purported constraining power of originalism may not be as strong as its proponents claim.

Ambrogia Cereda

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Living Images. An Analysis of Emotions in the Embodiment of Media Representations

Bodies appear in realms where specific interests, gender policies and processes of change allow specific 'body projects' (Shilling 2003). Moving from the hypothesis that emotions play an important role both in the process of identity formation and in the comprehension of society in itself (Charlesworth 2000; Rimé 2005; Le Breton 2004), and given that the stimulation of an emotional response (i.e. desire) is at the heart of a commercial communication, 36 women (age 18-65) have been interviewed on the images they have collected (using a disposable camera) where advertisement of feminine models were portrayed.

Moving from the evidences of the fieldwork, I will try to shed a light on the role of emotions evoked by advertisement in the embodiment of precise feminine models and discuss how the above mentioned work for the completion of a body project is intertwined with another typology of reflexive work, that I will call the 'emotional project', which implies impression management, careful surveillance of one's bodily activities, but also entails a charge in the amount of 'emotional labour' (Hochschild 1983) to select and perform a successful social identity.

Fong-Ching Chang

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Ching-Mei Lee

Professor, National Taiwan Normal University, Taiwan,

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&

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**Relationships between Internet Addiction,
Substance Use, and Depression among
Adolescents in Taiwan**

BACKGROUND: With the exponential growth of information technology during the past decade, young people have tended to spend more time in the cyber world. In Taiwan, adolescents spend 43.7 hours per week on media, and the Internet is the leading medium that adolescents use. The present study examined the relationship between internet addiction, substance use, and depression among adolescents.

METHODS: In 2010, a total of 2,992 tenth-grade students recruited from 26 high schools in Taipei, Taiwan completed questionnaires. Of all participating students, 52% were male, and 48% were female. The response rate was about 80%.

RESULTS: One-third of the male students had internet addiction, while about one-fifth of the female students had internet addiction. Students who had Internet addiction were more likely to smoke cigarette (OR=2.1, 95%CI=1.5-2.8) and drink alcohol (OR=2.0, 95%CI=1.5-2.5). Students who had Internet addiction were more likely to be involved in cyberbullying and/or cybervictimization (OR=2.1, 95%CI=1.8-2.4). Multivariate analysis indicated that after control for gender, substance use, and cyberbullying experiences, students who had internet addiction were at a greater risk for serious depression.

CONCLUSIONS: Internet addiction was independently associated with tobacco/alcohol use, cyberbullying experiences, and increased depression.

Cindy C.K Chong

PhD Student, The Chinese University of Hong Kong, Hong Kong

Reproduction of Social Structure: A Comparative Study on Two Groups of Expatriate Minority Press

There are scholars uphold that social structure of existing society is reproduced constantly in the routines of news production. Through the construction of media discourse and the adaptation of stereotypes, prevailing power relationship and dominant social values are restated and reproduced. Scholars are referring to mass newspaper when they point out the phenomenon, however, I would like to argue that it is also applicable to minority newspaper which is supposed to perform distinctive social and cultural functions for its reader community in comparison to the mainstream newspaper.

In this paper, I focus on two groups of minority newspaper produced by two respective groups of expatriate in Hong Kong. They are the Filipino and Indonesian domestic workers and the Japanese and Korean managerial and professional employees in Hong Kong. With a huge gap in social and economic status between them, significant differences are, too, witnessed in the organization structure, content, and distribution pattern of their newspapers. Ethnographic research and content analysis are conducted to provide data and insights into these three aspects for comparative purpose. Two manifestations, ethnic confinement and lack of participation in social debate in the local mainstream society, are proposed as explicates of the reproduction of social structure in minority newspapers. Ethnic confinement can be understood as voluntary social exclusion adopted by the minority groups. As indicators, the newspaper may limit to sources of their ethnic community, focus on existing class issues, cover mainly news concerning their countries of origin, and concern primarily on community issues instead of having cosmopolitan perspectives. The lack of participation in social debate can be witnessed in the lack of reports on local political and economic issues and the absence of in-depth analysis on general local policy which may facilitate readers to engage the mainstream society. For discussion, the reproduction of social structure in minority newspaper may be the result of the re-enactment of the social exclusion mechanism by the minority communities and the response to the overarching shadow of their partial citizenship.

Jeanne Clark

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Engaging the Apartheid Analogy in Israel/Palestine

The comparison of South Africa with the Israel/Palestine situation was not new when Locke and Stewart published *Bantustan Gaza* in 1985. A controversial analogy even then, it was as apt to stop argument as to promote deliberation. It has been no less controversial over the last decade during a time when the barrier in the West Bank was dubbed “apartheid wall,” and Desmond Tutu was disinvited as a university speaker because of statements connecting Israeli policy and apartheid. Yet the analogy persists and, like “Hitler” and “Nazism,” functions as a demonizing term. Noon (2004) notes in his consideration of the dangers of the use of the WWII analogies in the post-Cold War context such analogies “characterize the world in a simple dualistic fashion that evades a critical engagement with history” (p. 339). In like manner, the apartheid analogy is a dangerous strategic choice as a persuasive definition, often dismissed as “slander.”

One of the most recent explanations of the analogy comes in an internet managed video contest sponsored by the It Is Apartheid Collective (www.itisapartheid.org) and the Palestinian Grassroots Anti-Apartheid Wall Campaign (www.stopthewall.org). Three winners were announced in January 2011; those winners are posted on the web as part of an attempt by the organizers to virally spread their experience of Israeli apartheid.

This paper examines the diverse ways those three short videos employ and attempt to justify their use of the analogy. Visual and verbal argument are utilized as the filmmakers seek to establish identification with the audience and an analogic perspective by incongruity that will sway audience understanding and break through any automatic rejection of the term as unwarranted and inappropriately hostile.

Catherine Collins
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A 9/11 Coloring Book: Islamophobic Propaganda or Educating Kids About Freedom?

Educational? Factual? Disgusting? Islamophobic? Controversy surrounds the publication of a graphic novel/coloring book shortly before the 10th anniversary of 9/11. Both the form and content of the book have escalated sharply polarized and emotional responses, including CAIR's (Council on Islamic American Relations) judgment that the work is a disgusting caricature of Muslims that linguistically links Muslims with the labels radical, extremist, and terrorist, and thereby promotes the assumption that all Muslims are implicated in the 9/11 attack. Wayne Bell, the publisher of Really Big Coloring Books, denies this accusation, arguing instead that it is a factual book, based on market research, and designed to help parents teach children the meaning of the events of 9/11. He contends that the book does not make a statement about all Muslims, but it is a fact that the 19 radical, extremist terrorists who attacked the United States were Muslims. The visual content is equally as problematic for many critics as is the stereotypic naming of the enemy: images of the Twin Towers in flames or the page depicting Osama bin Laden hiding behind one of his wives moments before he was killed are deemed inappropriate content for children. The choice of a coloring book as the form of the narrative concerns those who argue coloring books are targeted at 2-12 year olds, and the book's subject matter is inappropriate to an audience of this age. This essay offers a close reading of the form and content of the narrative and contextualizes the controversy through an analysis of the way the media framed the response to *We Shall Never Forget 9/11: The Kids' Book of Freedom*. The arguments draw on narrative theory (Chatman, Bal, Fisher), trauma theory (Caruth, Zelizer, LaCapra) cultural memory studies (Sturken, Ricoeur) and media framing (Entman, Dimitrova, Lee).

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Work in Progress-Designing the Dis(ease)ability with Functional autonomy App Communicative with People with Disabilities

Contemporary society is characterized by multiple fault lines that mark distances and differences between social groups, health conditions and impairments in body functions and structures, are one of the main reasons for inequality, discrimination and stigmatization often seriously damaging to the dignity of person.

Successful participation in the learning process and enter into relationships with peers effectively becomes an indispensable condition for not being discriminated against. To counter such erroneous behavior of disadvantaged approach, we offer our project work, in particular, is being modernized in the applicability of our theory - the Dis(ease)skills - through the use of Access, to facilitate the process of functional autonomy to communicational 'Learning/with people with disabilities.

Our intention is to fully understand what these new tools allow if applied, so Solutia, the needs of autonomy of people with permanent or temporary, since it is the psychological barriers to those who now seem more insurmountable than technological.

In everyday school situations emerge simultaneously issues related to learning disabilities, and inclusion and integration of counter reels you in finding the solution paths of mediation between teachers' knowledge and skills of these past students.

This project is a natural evolution of "The Enchanted Maze" presented last year, as a tool for development and integration of students with disabilities, made with a network of schools, it is the trial of an educational project oriented strongly adoption of the "App", more modular computing for teaching and use of advanced software platforms, to facilitate the integration of pupils with intellectual disabilities, where different, the use of the new frontiers now essential communication technology environments allows learning truly

innovative, reformulating these paradigms are the basis of educational processes: from the traditional one which proposed the transfer of knowledge from teacher to learner, which is functionalized to contemporary constructivists on the mechanisms of knowledge.

Ali Dashti

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&

Aliah Al-Matrouk

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Students' Perception of Online News Credibility during Political Crises: Case of Kuwait

Since the introduction of Internet services in Kuwait in the mid-1990s, online users are on the rise, especially among youth. Internet accessibility and speed through new mobile technology, such as the iPhone, have encouraged Kuwaitis to search cyberspace for various types of gratification. In addition, the Internet has become a tool for many online users to share or express their ideas with a high level of freedom. In addition to 14 local print newspapers that have online editions, there are more than 10 Kuwaiti online-only news sites. The various political disputes that have occurred in Kuwait have increased the tension surrounding online journalism that enhanced its role as a source for instant updates and exchanged ideas.

This move online has been accompanied by the notion of online news credibility. Credibility is one of the factors that may affect users' selections of online or print newspapers. During political crises, online users switch to online news sites for their greater accessibility, but not necessarily they are credible. This study examines the motivations for using online news among college students during local crises, and how these students perceive the credibility of online news in comparison to local newspapers. The findings show that Kuwaiti students perceive online news features during local crises positively, but the credibility of online sources remains lower than that of traditional media.

Monika Djerf-Pierre

Professor, University of Gothenburg, Sweden,

John Cockley

Professor, University of Queensland, Australia
&

Louise Kucher

Professor, University of Queensland, Australia

Framing Renewable Energy - A Comparative Study of the Press in Australia and Sweden

In the wake of the global environmental and economic crises, the development of renewable energy is given an increasing amount of public attention in countries all over the world. This paper examines how the major news media in Sweden and Australia frame “renewable energy” as a political, technological, economic and cultural issue. The empirical study focuses two major newspapers in each country, The Australian in Australia and Dagens Nyheter in Sweden. The premise/hypothesis for the study is that framing is the result of a struggle for power, legitimacy and hegemony by various claims makers and that the coverage of environmental issues in the media is shaped by economic, cultural, political, and environmental influences in a given country. What specific environmental problems that are given attention in the media and how issues are framed in terms of magnitude, causes, consequences and solutions vary largely as a result of differently empowered claims makers interacting with differently geared media institutions. Australia and Sweden provide a suitable case for a comparative study, since they display very different institutional settings and contexts for the production of environmental journalism. The paper aims at further our understanding of how environmental journalism is produced and of the conditions that enables (but also limits) journalists when it comes to reporting environmental issues.

Patricia L. Dooley
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Comparative Framing of the BBC's Unluckiest Gaffe Concerning Tsutomu Yamaguchi's Survival of Hiroshima and Nagasaki

Tsutomu Yamaguchi, well known as the first recognized survivor of both of the atomic bombs dropped on Japan in 1945, became the butt of a sick joke aired on the BBC's comedy program *QI*, on Dec. 17, 2010. In the Yamaguchi segment, Stephen Fry, the show's host, wondered whether the bomb "landed on him and bounced off," and named him the "unluckiest man in the world." In a news story aired by Japan's NHK, Yamaguchi's daughter, Toshiko Yamazaki, stated, "I cannot forgive the atomic bomb experience being laughed at in Britain, which has nuclear weapons of its own. I think this shows that the horror of atomic bomb is not well enough understood in the world. I feel sad rather than angry." After officials at London's Japanese Embassy protested, the BBC removed the segment from its website and eventually joined with Talkback Thames, the television company that produced the show, in the issuance of a formal apology. The question prompting this study, which employs Jim A. Kuypers (2009) rhetorical framing analysis approach, is the following: How have newspapers and newspaper readers from across the globe reacted to the BBC's gaffe? The project's research will begin in LexisNexis Academic, which reproduces contents of newspapers published all over the world. After compiling databases of the stories and comments such newspapers and their readers issued on the topic immediately following the program, framing analysis will be used to discern how they have socially constructed not only the gaffe, but the bombing of Hiroshima and Nagasaki more generally. Second, the framing of the gaffe by newspaper journalists and readers will be compared. And finally, the results from across the world will be compared with an eye toward understanding whether any patterns emerge. Berger (1993) and others who study jokes maintain that they allow us to thumb our noses at what we're most afraid of. But in an era when concerns about the status of nuclear armament development in Iran, North Korea, Syria, are rampant, one might expect that newspapers and their readers would avoid appearing to make light of any use of nuclear weapons, even ones used as long ago as World War II.

William Drummond

Professor, University of California, USA

National Public Radio in the Digital Age

Amid the general gloom and doom surrounding the mainstream media in the United States, National Public Radio (NPR) has been a singular success story during the past dozen years. The audience for its programming has grown to 25 million listeners a week. Its prestige has never been higher. Yet, the thirty-year-old organization is struggling to adapt to the challenges presented by the Internet and the world wide web. In recent months, the economic downturn has hit NPR, forcing the cancellation of two of its national programs and the closing down of its West Coast production facility. A decision by top management in 2007 to re-train its entire radio staff in the use of multimedia tools was greeted by skepticism and resistance among its core staff of radio producers and reporters. The conflict played a role in the resignation of the Chief Executive Officer in early 2008. This paper will analyze the reasons why the core staff opposed the tilt toward an Internet future for NPR. It will also examine the strategic case that a shift to the Internet is unavoidable, if the organization is to survive. Third, the paper will explore alternate approaches for introducing web technologies into a conventional radio broadcasting environment. The purpose of this paper is to suggest a road map for radio organizations seeking to bridge the gap between conventional radio and new media. The paper draws upon my long association with NPR going back to 1979, when I was the founding editor of its most important news program, Morning Edition.

Mahmoud Eid

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Violence against Arab Women: Evolving in Form, Unchanging in Causes

Historically, violence against Arab women has manifested in the form of psychological, sexual, and physical abuse such as rape, verbal attacks, spousal abuse, honour killings, and sexual assault. Despite the advancements of the feminist movement in the Arab world toward improving women's education, employment opportunities, and social participation, studies from various disciplines continue to illustrate the suffering of all forms of abuse by Arab women, as well as significant gender inequalities. This paper argues that regardless of whether violence against women is traditional or modern, public or private, or perpetrated by relatives or strangers, Arab women still suffer comparatively high rates of violence. With the rise of globalization, the practice of violence against Arab women is changing. However, despite these gradual changes in outward practices of violence against women, the latent causes remain unchanged. Violence against Arab women has consistent underlying causes and harmful effects despite the transition from local and traditional forms of violence to modern and individualistic forms of violence. This paper makes the argument that globalization has made little difference in the fundamental causes of violence against Arab women.

Bellarmino Ezumah

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College Students' Use of Social Media: Uses and Gratifications Theory Revisited

The contemporary communications studies seek to examine the audience or users as active participants who consciously choose what media and media content to use with the intention of serving specific need in their lives. Presently, a great number of mass media research focus on the audience-reception and active audience paradigm which in essence defies the earlier mass society, direct effects and even limited effects approaches. At the center of this active audience paradigm is the Uses and Gratifications theory (Blumler & Katz, 1974) which postulates that people put specific media content and medium to specific use in the hopes of having some needs gratified. Majority of media use today have three major components, content creation, content sharing, and interactivity which are the attributes of social media. In essence, social media have become an integral part of most adult persons' lives. The Pew Research Center data (2011) indicates that 66% of online adults use one form of social media or another. The study also found that social networking sites prove an appealing way for various gratifications including - staying in touch with current friends, staying in touch with family members, connecting with old friends you've lost touch with, connecting with others with shared hobbies and interests, making new friends, reading comments by celebrities, athletes or politicians, finding potential romantic or dating partners. This paper, applying the uses and gratifications theory, will test the gratifications college students seek in their use of four social networks - MySpace, Facebook, Twitter, and LinkedIn. A survey will examine a sizeable group of undergraduate college students in a Midwestern University to determine what motivates their use of the social media using the above seven criteria by The Pew Research Center. Further, we will examine motivations for their choice of preference of use among the four social networks and determine what factors compel them to choose one form of social media over others.

Sylvie Fiserova

Ph.D. Student, Charles University in Prague, Czech Republic

New Media and Its Use by Czech Middle-Aged People in Risk Society

The paper will review the research in studying the role of new media in everyday lives of middle-aged people in the Czech Republic. It focuses on people who are aged between 50 and 60, more precisely - they are still in their productive age and live in the households without dependent children. The research deals with a question of how the new media participate in experiencing and managing the new risks in the risk society.

As sociologists of generation argue, the generation is not just a group of people born around a same time but they also need to be able to experience the same (often traumatic) events and data (Mannheim, 1964; Eyerman & Turner, 1998). In this case, we could see such events both in global (e.g. Vietnam War, Chernobyl disaster, etc.) and local (e.g. Velvet Revolution, etc.) perspective. Concerning the use of new media, most of the academic research has been focusing on "digital natives" (Prensky, 2001) - the generation which see the contemporary digital era as a natural view of the world; the focus on other groups of "coevals" (Eyerman & Turner, 1998) - in this case the middle-aged people - is necessary. The elderly are often not very motivated to learn to use computer and internet (e.g. Melenhorst et al., 2001; Sourbati, 2009) and when they try to do so, they often deal with fear, anxiety, frustration, feelings of inadequacy etc. (e.g. Richardson, 2005; Kanayama, 2003). Conversely, specific characteristics of the generation of middle-aged people were until now rarely explored. From a theoretical perspective, the presented research is benefiting from Ulrich Beck's theory of a risk society (Beck, 1992).

The question of how do the new media participate in experiencing and managing the new risks in the risk society will be discussed in the paper, using the example of middle-aged people and their experiences. The main new risks related to new media will be described in the paper, based on the in-depth interviews (N=15) with both users and nonusers.

Karen Sabina Freeman
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Internet Addiction of Online Games among Malaysian Youth

The internet is undoubtedly a prominent mass medium today. Several reports concluded that some online users became gradually addicted to the internet in much the same way that people became addicted to drugs, alcohol, or gambling, and this resulted in academic failure. Meanwhile, other researchers reported that internet addiction among online users led to reduced work performance, and even marital discord and separation.

This study investigated the level of internet addiction among Malaysian youth and the factors contributing to the addiction of online gaming. Furthermore, it evaluated the importance of loyalty and satisfaction toward online games and determined if online games influenced the youth's lifestyle.

The methodology approaches implemented for this research paper were both quantitative and qualitative methods. A questionnaire and a focus group interview were used to collect data.

The findings indicated that there is a fair level of internet addiction towards online games among Malaysian youth. It was found that gender, age, and education have a significant relationship with internet addiction of online games while the experience of playing online games does not have a significant relationship with internet addiction of online games among Malaysian youth. The youth have some awareness of internet addiction and its influence, and they do exercise some control when playing online games. Nevertheless, loyalty is not an important element that influences the level of online games addiction among Malaysian youth, although there are other reasons attracting them to play online games.

The practical implications of this study is that since online games have become popular among the youth in Malaysia, there is a need to understand the factors that affect Malaysian youth's acceptance and their level of addiction to online games. These results have important implications for further studies concerning the prevalence and the development of treatment approaches for internet addiction.

Veronica Garibotto

Assistant Professor, University of Kansas, USA

Beyond “Memory Studies”: a New Analysis of Contemporary Testimonial Cinema

At least since the 1980s, both film theory and film criticism have been globally influenced by the larger field of “memory studies”. Leading academic journals such as *Cahiers Du Cinema* and *Cinema Journal* have been publishing articles that follow this trend, and prominent international film festivals such as Cannes, TIFF and San Sebastián have been selecting visual narratives that fit within this broader framework. This widespread influence of memory studies is one of the reasons why contemporary testimonial cinema has gained international attention and has occupied a central role in festivals and publications, especially those focusing on the documentary genre.

The goal of my paper is to briefly re-evaluate the theoretical frameworks that have been dominant for interpreting testimonial cinema in the past thirty years (i.e. the “psychoanalytic” and the “popular-subaltern”), to suggest a new approach that aims at solving their gaps by placing historicity at its core, and to read a sample of recent Latin American testimonial films through this new “historical” approach. Although there is a significant amount of critical work on testimonial film, mainly in the area of memory studies, my contention is that most readings have reached a dead end, which is caused by conceptual gaps in the current theoretical frameworks. Thus, a reformulation of these interpretive frameworks and a “historical reading” that attends to the clash of temporalities necessarily entailed by the cinematic representation of history are of the utmost importance, especially considering the global presence of testimonial cinema and the political implications that this type of cinema entails.

My paper refers to Latin American film as a case study with the intention of illuminating the more global field of testimonial cinema and to fill the gaps in film theory and criticism that come together with the recent prominence of memory studies.

Nilufer Fatma Goksu
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Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented To Real Estate Sector)

Branding is at a position of one of the most strategic investments of an enterprise, since competition takes place between marks under current conditions. Branding is considered as a strategical subject for an enterprise, instead of being a tactical venture. Clear and concrete differences between the products began to decline. Enterprises are having a different image thanks to minor details which could create huge differences. Brand, which is one of the factors creating these differences, emerges as a title, symbol, design or sign increasing the value of the product, beyond the functional object of the product. It is also a brand distinguishing property for the products which are not easily distinguished due to properties of the product and provides information to the customer about the product. For that reason, a sound branding program is required to be implemented today for accessibility to the consumer and to create awareness, after trials of many strategies in the marketing, advertisement and public relations.

Branded products and companies have more advantage on purchasing decisions of the consumers than unbranded products. For that reason enterprises should have branding adopted in the structure of the enterprise as a culture and position their brands in a right manner in the opinion of market and target masses by implementation of right communication dynamics.

Brand entrepreneurs who were trying to create the desired connotation on consumers under competitive market conditions, began adopting integrated marketing communication based on having effective communication on consumers with single voice and image provided by the integrity of marketing, advertisement and public relations in order to create a successful brand and to provide sustainability.

In that context, integrated marketing communication applications and reflections in brand structuring studies in Turkish real estate sector will be evaluated from various aspects in that study.

Rigas Goulimaris

Lecturer, Canterbury Christ Church University, UK

**News At the Time of Crisis:
Greek Television News and its Audience in the
Dawn of the Austerity Era**

Rachel Grainger
Lecturer, University of Glamorgan, UK

Absence Makes the Heart Grow Fonder: The Tory Party's Labour Isn't Working

In 1978, the British Conservative Party hired Saatchi & Saatchi to handle their upcoming General Election publicity. The LABOUR ISN'T WORKING poster is the most famous poster from that campaign and, indeed, one of the most well-known in British history. This paper will examine the poster's visual rhetoric in order to establish how and why this poster became so famous. The paper concert that it is not just what is present, but what is absent is equally as important.

This paper will identify and account for the visual rhetoric of this poster by using a social semiotic analysis, similar to that advocated by Robert Hodge and Gunther Kress in *Social Semiotics*.

This paper has evolved has evolved from the author's Ph.D. thesis, which is a social semiotic analysis of the Conservative Party's 1979 General Election poster and print advertising. To date, there has been no other critical analysis of the visual rhetoric of this poster.

Elena Gryzunova

PhD Student, Moscow State Institute of International Relations, Russia

Governmental Crisis Communication and Media Relations under Terrorist Threat

Terrorism is not a new phenomenon; however, the dramatic societal changes such as globalisation and information revolution transformed it into a global challenge at the turn of the millennium. Though 9/11 is usually perceived as the dividing line, Russia has started experiencing a large-scale terrorism-provoked societal crisis several years before the notorious date. The paper examines terrorism through the concepts of crisis, communication act, social control and psychological/informational threat.

Modern terrorist groups have got access to unprecedented mechanisms of data monitoring, finance collection and recruiting all over the world. Today's widespread global terrorism is a product of informational age because terror is a communication act, a means to transmit messages to the authorities. Terrorists use the society as a resonator and the media as a retransmitter. The potential of mass self-communication (Castells 2009: 63-71) through web-sites, blogs, social networks, etc. gives them the possibility to broadcast a large amount of print, audio and video data that can be also widely republished by the traditional media, especially in case of such notorious organizations as Al Qaeda. Content-analyses of the media show that journalists are responsible for provoking panic, victimization and collective stress within the community (Altheide 2002, 2009). That is why media relations are one of the most important actions in anti-terrorist policy.

Terrorism should not only be considered in terms of risk, emergency, disaster or catastrophe but should also be seen as a crisis. Crisis is a threat to the integrity, values, norms and reputation of a system that necessitates making vital decisions under time pressure and uncertain circumstances. If in disaster management we deal mostly with physical disruption, crisis management deals with societal disruption. Terrorism represents a psychological/informational threat to the society and a means of social control through fear.

The paper analyses crisis communication and media relations of the Department of Information of the President of Russia during the counterterrorist operation in Chechen Republic.

Murat Guresci

Assistant Professor, Karadeniz Teknik University, Turkey

The Ottoman Culture in Istanbul Island and the Japan Culture in Eruğrul Island

Bozkurt Güvenç says :“Culture is not what human can find prepared in the nature, but it is something what human adds to the nature”. This interpretation points out and highlights the synthesis of nature and culture. In the Ottoman culture, flower was very important. Our culture a century ago, is perpetuating in Istanbul Island, which is a part of Nezahat Gökyiğit Botanical Garden. This gives you the opportunity both to live culture and to breathe the atmosphere as you live in that century. On the other hand this enables you to read culture not only from the books of this period of time too. Istanbul Island is one of the projects of European Capital of Culture. It convey s the culture from the Ottoman period to this area and it enables us to live our cultural values as they were in the century ago. The other island, in NGBB is Ertuğrul Island. It is an important area, in which another important culture is perpetuating. Cherry flowers/ Sakura, are special flowers. They identify Japan and they are most known symbols of this country. The Ertuğrul Memorial is located on Ertuğrul Island and lists the names of the 527 sailors who drowned when the frigate ship “Ertuğrul” sank off the coast of Japan due to a violent storm in 1890 together with those few who survived. Abdülhamit II had sent the men on a mission to Japan and it was on its return to Turkey when the storm struck. Ertuğrul Island has been named after the ship. In this study, we will analyze how NGBB can perpetuate two cultures, the Ottoman culture in Istanbul Island and the Japan culture in Eruğrul Island.

Arantza Gutierrez

Associate Professor, University of the Basque Country, Spain

Funding Sources of Media in Catalan, Basque and Galician Languages: In Search of Sustainability

Subject. An adequate funding structure is a guaranty of a sound media system in any community. As a general view, the main sources are advertising, public aid, sales in the case of print press, and additionally some other collateral revenues.

This is the current funding frame of minority language media, the topic of this paper, but it also the one present in mainstream media. Indeed not many scholars ever mention that, for instance, mainstream print press in many/most countries receive public aid from the government in the form of postal subsidies (Nichols and McChesney, 2010). Probably the chief difference between the funding structure of minority language and majority language media, in terms of sourcing, would be the character and proportion of public funding.

In this paper we analyze the current funding structure of monolingual ($\geq 70\%$ of content in own language) media in Catalan, Basque and Galician languages; and their key economic problems and glitches. We also asked media managers and directors the best funding system they would foresee or set up to get an adequate media development and future in order to properly serve the information and communication needs of their community, beyond the pressure of the current economic crisis.

The communities of these three European autochthonous languages live mainly in Spain and France and the number of speakers are quite high (bigger than that of some European countries): 7,5 million Catalan, 2.5 million and 0.8 million Basque and speakers.

Theoretical framework. This paper can be included in the field of media economics, where strategic of organizational, financial, marketing, and entrepreneurial issues and practices are studied. It must also be included in the area of comparative research.

Relevance. The majority of studies on media economics turn to issues of news organizations in major languages (English, Spanish, French, etc.) and “standard” countries or States but in this paper we put our focus on the often hidden reality of European autochthonous minority languages and media. Given the scant scholarly literature on media economics of minority languages, and even scater studies from a comparative perspective, the finding of this paper could be considered innovative and timely, considering the current economic crisis that is striking Europe.

Method. The authors have made use of questionnaires and field interviews to directors and financial managers of the Catalan, Basque and Galician media organizations, and have analyzed the balance sheets and financial reports of the companies. An appropriate and stratified sample of media outlets was set up so that results could fairly be generalized to the total population. The years under analysis are 2009 and 2010, when the economic crisis was full-fledged.

Results and conclusions. The main results of the paper will provide (1) the actual funding structure of the media in the three languages, establish in a quantitative way; (2) the main economic difficulties and areas of restraint; and (3) the looked-for funding system that media executives would want for a sustainable future. A discussion on the findings could shed some light on the core issues derived from the economic press.

Tom Hart

Researcher, Aston University, UK

Crisis Communication and Social Media: The Changing Environment for Natural Disaster Response

Over the past two years there have been several large-scale disasters (Haitian earthquake, Australian floods, UK riots, and the Japanese earthquake) that have seen wide use of social media for disaster response, often in innovative ways. This paper provides an analysis of the ways in which social media has been used in public-to-public communication and public-to-government organisation communication. It discusses four ways in which disaster response has been changed by social media:

1. Social media appears to be displacing the traditional media as a means of communication with the public during a crisis. In particular social media influences the way traditional media communication is received and distributed.
2. We propose that user-generated content may provide a new source of information for emergency management agencies during a disaster, but there is uncertainty with regards to the reliability and usefulness of this information.
3. There are also indications that social media provides a means for the public to self-organise in ways that were not previously possible. However, the type and usefulness of self-organisation sometimes works against efforts to mitigate the outcome of the disaster.
4. Social media seems to influence information flow during a disaster. In the past most information flowed in a single direction from government organisation to public, but social media negates this model. The public can diffuse information with ease, but also expect interaction with Government Organisations rather than a simple one-way information flow.

These changes have implications for the way government organisations communicate with the public during a disaster. The predominant model for explaining this form of communication, the Crisis and Emergency Risk Communication (CERC), was developed in 2005 before social media achieved widespread popularity. We will present a modified form of the CERC model that integrates social media into the disaster communication cycle, and addresses the ways in which social media has changed communication between the public and government organisations during disasters.

Ece Karadogan Doruk

Associate Professor, Istanbul University, Turkey,

Murat Guresci

Assistant Professor, Karadeniz Teknik University, Turkey

&

Habibe Ongoren

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Change and Transformation of Context of Day Programs in Last Ten Years

Many researches which have been conducted in Turkey show that audiences spend their leisure time mostly watching health programs, lifestyle, shopping, beauty, fashion, food and quiz show programs during the daytime on TV. These programs which mostly realize the entertaining function of television, make audiences informed about things and have fun.

In parallel with social change and transformation, due to the effects of developments in technical sub-structure, some of these programs which aim to reach wider target group become a phenomenon, and some of them discontinue broadcasting. In these programs which are preferred mostly in late years, studio audiences, telephone connections and guests create interactive discussion atmosphere over there. Viewers obtain the opportunity of sharing their experiences and opinions in this way.

The emigration to big cities and the needs of getting to know the people who are similar to themselves and pouring out one's grievances constitute the main reasons why these people, who mostly spend their time at home alone as neighbourhood culture has disappeared, prefer.

Whereas in the beginning of 2000s, most programs for kids and music programs for young people were broadcast, the program themes changed in time and now programs which address to women/housewives have taken their place. In the course of time, women talk show programs in daytime about domestic sorrows, personal disasters and polemics, food programs which give recipes, health programs which give some clues for healthy life, marriage programs and programs related to personal skills have started to attract female watchers. Those also turn out to be popular programs which are shown in almost every television channel. At the present time, these programs define themselves as reel programs which demonstrate the real and spontaneous things. The basic claim in these programs is to

find solution to the problems of ordinary people through professionals in an educational and illuminating way.

This study, in which volatile preferences of Turkish viewers and reasons affecting the contents of the program constantly changing since the beginning of 2000s in Turkey, one of the countries having the highest rate of watching TV will be examined, will use the method of in-depth interviews with the people who are experts in their own fields.

Alain Lamboux-Durand

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Evolution of The TV News In France Throughout The Changes of the Technical

Today, in France, the structure of a television news report responds to several formal rules. It makes an easier understanding and thereby the impact of the subject while maintaining a certain "ethics". Since the 29th June 1949 (TV news birth) several technicals (r)evolutions and daily practice have influenced the structure of subjects and their implementation. A first step - from 1949 to early 1980s - gave a similar structure to the structure that we know today. Indeed, the advent of synchronous sound at the beginning of the 1960s and the rapid disappearance of the film photography in the late 1970s radically changed the shape of the subjects.

Until the 1960s, a journalist commented TV news report with any background sounds and any interview "in live". This type of report disappears in the 1970s. In the middle of 1960s interviews appeared (so the only interviews form the reports). During the 1970s, reports used the present structures. They're mixing illustrations (pictures and sound) with comments and interviews.

A second period, from 1980 to today tends to reduce the time between the moment when the videos are shooting and their broadcasting through transmission of rushes or reports directly from the place of shooting. These technical developments affect the importance on pictures-reporting in the television news. So, it affects the structure of the newscast itself.

In 1949, the journal was a journal-image, but several hours passed between the filming and broadcasting of images - you had the film developed and, after that, edited it (with glue and scissors). Shortly after, so better cover the present news, the newscaster appeared on screen. Thus, like at the radio, he could process news in "real time", sometime with experts - on the studio or outside with a duplex (with a scheduled event). The part of the reports was low until the widespread use of the electronic news gathering in the late 1970s and the early 1980s - about 30% of the TV news in 1981, 50% in 1986 and over 60% today.

The paper will describe :

- the technical development of news-reporting and of news programs
- their impact on TV news structure
- and therefore on the TV information processing.

Xiaoping Li

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Diasporic Minority Media and Canadian Nation-Building: Is It Working?

In recent years transnational migration and increasing media flows from non-Western countries into Western countries have placed media that serve diasporic communities in the spot light. While a large body of literature on diasporic or ethnic media in Australia and several European multicultural societies has been produced, academic interest in these media operating within Canada is also growing. There is no doubt that diasporic media production and media uses have complex implications for individuals, communities and nation-states and these implications are beyond the media's role in constructing identities and their assumed divisive impact on nation-states. This paper attempts to map out some of this complexity by examining 1) the relationship between diasporic minority media and aspects of the "mainstream" society in Canada and 2) the Chinese language media operating in the country.

In the past few decades nation-building strategies such as immigration and multiculturalism have resulted in the growth of diasporic communities and their media outlets, which, in turn, are beginning to play a greater role in Canadian political, social life. The paper briefly explores the growing influence of diasporic minority media in Canadian society and their complex relationship with the political establishment. Within this larger context it looks into the Chinese language media landscape, exploring a number of issues around diasporic minority media in general. The continual inflows of Chinese speaking immigrants and capital into Canada as well as the growth of the media in China have not only altered the Chinese language media landscape in Canada but also shaped the goals and strategies of major Chinese language media outlets operating in the country. How these goals and strategies intersect with Canada's nation-building and how they may diverge from the later are key questions the author explores.

Huichuan Liu

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The Applicability of Open Co-creation in Creative Industries

By conducting case studies on creative industries, specifically the animation companies, this paper explores the applicability and mechanisms of open co-creation in digital content product development processes. This paper first sheds light on the meaning of value co-creation for major participants in digital content creation processes of animation. Then this paper examines the possibility of applying co-creation platforms in digital content product development cycles.

User creativity is not only the fountain of innovation in society but also one of the major resources of collective intelligence and value creation for businesses. Based on the perspective of open innovation, businesses increasingly are moving towards building co-creation platforms with new information and communication technologies to gain comparative advantages in the highly competitive business environment. In an industry such as animation where originality is greatly appreciated, consumer participatory open co-creation of digital content product may not be as easily acceptable and manageable. Preliminary findings indicate that open co-creation is complex and the consensus between consumers and producers of digital content creation requires a great deal of negotiation. The involvement of consumers in the digital product development stage demands consistent attention and efforts. This paper suggests integrating consumer co-creation during digital content development stages as parts of marketing campaign may encourage interests and anticipations among consumers and therefore be of great value to the animation companies.

Anya Luscombe

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Netherlands

Content and Style changes in BBC Radio News Bulletins and the Radio Newsroom

This paper reports on a study into the BBC Radio Newsroom in London and analyses some of the changes in content and language of the news bulletins produced there since 1966. In the mid-1960s, the Radio Newsroom was a very hierarchical and sedate place, mainly staffed by male journalists and female typists, and where time was taken over writing the news output for a limited number of bulletins on the BBC Radio networks. More than forty years later, Radio News is part of a larger multimedia newsroom where men and women continuously produce news copy and edit actuality for several news outlets. Forty-three current and former journalists were interviewed about their perceptions of their work and a total of 141 news bulletins from BBC Radios 1, 2 and 4 were examined from the years 1966, 1976, 1986, 1992 and 2006. The findings suggest that since the 1980s, BBC news bulletins have included a greater range of stories and that in the last decade there appears to be somewhat less foreign news and more celebrity news than in the previous three decades. The most significant change has been the increased use of audio inserts which 'liven up' the bulletins. An examination of BBC News Style guides also provides an interesting glimpse of which issues were pertinent to news coverage in different decades; for example, guidance on how to describe 'Immigrants' and suggestions on how and when to use the titles 'Mr' and 'Mrs' when denoting someone involved in a news story.

Saadia Malik

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Women and Satellite TV Channels: A Case Study of Qatar

The main objective of the study is to monitor, classify, and evaluate Arab satellite channels broadcasting women's issues, and to explore women audience opinion about those programs. A survey was distributed to 1011 women living in the State of Qatar during the period of December, 2010-January, 2011. Results of the survey indicate that 48.8% of the audiences believe that the programs focus more on beauty, fashion, and cooking. 41.4% of the respondents strongly agreed that the programs display issues of concern to modern women. Nearly 24% of the respondents disagreed to the statement that the focus of women's satellite programs is on problems and issues that are not of interest to the Arab women in general and Qatari women in particular, as they are not keen to reflect governmental efforts in the advancement of women. Moreover, 28.7% of women audiences indicated that Arab broadcast channels ignore issues of women's personal and legal rights.

Matthew D. Matsaganis

Assistant Professor, State University of New York, USA

&

Mihye Seo

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Stress and Coping in Urban Communities in the Aftermath of the Economic Crisis: The Interplay of Media Connections, Neighbourhood Belonging, and Perceived Threat

Recent data released by U.S. government agencies indicate that there is some positive news on the economic front and that we are slowly emerging out of the crisis that started in 2008. But we are not out of the woods yet. Many communities across the country are still struggling with high home foreclosure rates, painful cuts in funding for schools and other public services, the closure of state parks, furloughs in public sector workplaces, high unemployment rates, and other problems that have been caused or exacerbated by the crisis. Project ReBOUND was launched to investigate: (a) how the web of communication resources – interpersonal channels, new and ‘old,’ mainstream, local, and ethnic media – people connect to in their everyday lives helps them make sense, cope, and resolve problems related to the uncertain economic environment; (b) if/what neighbourhood/community structural characteristics (such as SES, residential tenure) mediate/moderate the foregoing relationships; and (c) if neighbourhood-level social support, collective efficacy and belonging mediate/moderate the relationship between communication ecology and residents’ stress related to economic conditions. This paper is based on data from ReBOUND’s first pilot study, conducted in the New York metropolitan area via an online survey (N=386). Authors will discuss findings to date, as well as their implications for community and policy interventions intended to reduce health disparities and particularly disparities with respect to mental health of individuals and families in urban environments.

Lucille Mazo

Ph.D. Student, Grant McEwan University, Canada

Correlations between University Educators' Communication And Learning Styles

Minimal research has been conducted in the area of university educators' communication and learning style preferences and how these preferences affect the development of lesson content, the selection of learning materials, as well as the communication of this content when delivered in the classroom.

While there has been significant research conducted in the areas of communication styles and learning styles, what is challenging to acquire is critical information on how communication style and learning style preferences are applied by university educators when they are developing, delivering, and debriefing course lessons. Understanding the relationship between these two styles provides important insights into the ways that university educators apply their learning styles and how they use their communication styles during lesson activities. Examining this relationship also provides knowledge that can be used to inform university educators on communication and teaching approaches.

This study involved 77 professors and instructors from Grant MacEwan University, Edmonton, Canada who participated in completing an inventory that identified how they applied their communication and learning styles while engaged in the three main lesson activities: 1) development, 2) delivery, and 3) debriefing. The results provide important information about how professors and instructors manage, apply, and emphasize the ways that they utilize their communication and learning style preferences in teaching and learning situations.

Khulood Miliany

PhD Student, University of Leicester, UK

The Impact of The Internet on Saudi Students' Use of Mass Communications

The Internet has emerged as a widely used communications medium that offers a diverse array of applications for users, and has become an indispensable part of the lives of individuals all over the world. This phenomenon is now becoming increasingly prevalent in Saudi Arabia, where young people in particular are resorting to using the Internet for their news and entertainment, and to communicate their family, friends and other social contacts. The rapidly growing popularity of the Internet has led the authorities in Saudi Arabia to ask questions about its impact on society and its impact on the use of television. This study stems from this interest in the Internet, and comprises a new, systematic investigation of the way the Internet is used and the impact this has on the use of more established communications media, with specific reference to the use of television.

This investigation will examine the media habits of youths in Saudi Arabia and in particular their use of the Internet and of television. Using a combination of methods (focus groups, survey and diaries) will explore the rate of Internet adoption, the different uses of the Internet that are driving its penetration of the population, and the motives of media users in relation to the adoption and use of the Internet as compared with television. The study will also include pertinent information pertaining to the notion of how new media use might be seen to take over other mediums, whereby a new medium may replace an old one if media consumption time is limited and if the new medium is regarded as more appealing than the old one.

The problems that the research seeks to address will be summarized in the following questions:

- Does Internet use by Saudi students affect their use of other communication devices?
- What are the reasons behind this?
- In addition, what is the extent of the effect of the Internet?

Ariela Mortara

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&

Antonella Ardizzone

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Social Shopping in Italy: An Explorative Research

In the last months both the real and the virtual world have been shattered by a spreading phenomenon: social shopping.

Social shopping combines social media and e-commerce, letting all the features of social media - friends, groups, likes, comments and discussion- converge toward the activity of shopping.

Social shopping involves the main actors in the market: companies and consumers. The first benefits from the increasing selling, the latter from the bargains.

As far as the demand side is concerned, the success of social shopping is due to such factors as the growing influence of customer reviews (user-generated product reviews), the spreading of word-of-mouth, consumers' empowerment but also, and probably mainly, by the economic situation which pushes consumers to look for bargains and savings. As far as the supply side is concerned, social shopping enables companies to generate traffic on their websites, thus achieving free advertising, and to increase sell out.

Although the first Groupon deal goes back to 2008 and the financial value of the company has skyrocketed since then, there is still a lack of academic research on this topic.

The aim of this paper is to present the preliminary results of an explorative research conducted on Italian users of social shopping aimed at understanding the motivations behind the success of the phenomenon: why people use group shopping sites; if and how they changed shopping habits because of social shopping; which kind of products they mostly prefer; if they share coupons with friends; if they share opinions after the deal; if they are only "cherry pickers" or develop a relationship with firms/shops; if they use deals to discover new shopping experiences; if they have the intention of continuing the social shopping experience in the future; etc.

- Some available brand-new data can help in achieving another goal of this paper: to set social shopping into the more general frame of e-commerce. Does e-commerce increased also because of social shopping? How big are the most important group shopping sites in respect to the biggest e-commerce sites? Is it possible to make some previsions?

Divya S. Nair

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Corporate Social Responsibility and Community Development in Botswana: An Analysis of the Perspectives of the Beneficiaries

The paper aims at understanding the relationship between corporate social responsibility (CSR) and community development in Botswana. Botswana is a middle income, landlocked, developing country in the southern African continent. The concept of CSR is still in its infancy in Botswana. In the extant literature there is very little discussion on the impact of CSR on stakeholders, particularly in the context of Botswana. The literature shows that there is a need to develop a proper conceptual framework that would make the risks and benefits tangible and visible to the various stakeholders. The specific nature of Botswana economy, the insufficient appreciation of socially responsible spending by businesses and the high expectations of the community from CSR have made the analysis of the phenomenon very complex. The concept of CSR has developed enormously since its inception half a century ago and encompasses philanthropy, community development and legal and ethical issues besides economic responsibilities. But economic responsibilities of businesses are considered to be dominant in the African context. This study based on field work in Botswana analyses the role played by grant managing institutions in delivering CSR and the perspectives of the beneficiaries in this respect. The study highlights the various challenges posed by the inadequate capacity of the grant managing institutions and the poor networking among the various nongovernmental organizations. Hence it leaves a negative impression about CSR on beneficiaries. The responses elicited from the beneficiaries with regard to CSR motivation of businesses indicate that a majority of the respondents believe that businesses engage in CSR for reputation management and that they are the least concerned to facilitate local economic development. Three quarters of the beneficiaries strongly feel that CSR should aim at funding towards sustainable income generating programs besides other areas. The Botswana case necessitates the development of strong networks between the fund granting institutions, fund managing institutions and the beneficiaries. This study underlines the need for further theoretical and empirical research that would take on board the perspectives of beneficiaries as well for a fuller understanding of CSR.

Okan Ormanli

Lecturer, Istanbul Kultur University, Turkey

A Brief Analysis of Today's Turkish Cinema Industry

In the last decade the Turkish cinema has had an impressive progress in many areas. This progress has a complex background. First of all, after the collapse of Yeşilçam, (old Turkish cinema) the 90's became a transition period for the Turkish cinema. And the production system based on the powerful producers ended due to several reasons. One of these reasons was the decrease of moviegoers and production numbers. Many people preferred watch TV or rent home videos. Furthermore in 1987 one Hollywood biggest studios entered the film businnes of Turkey. A huge number of blockbuster movies with high budgets covered the cinema theatres all over Turkey. In this period Turkish movies had no chance to screen in movie theatres. At the same time the commercial and television sector raised in popularity in Turkey. Turkish cinema which was usually criticised by its technical insufficiency, overcome this problem and reached standard quality. In the 90's a new generation was raised that studied cinema and followed film festivals. Young directors from this generation created their own film languages. At the end of 90's, Turkish moviegoers were on the rise again and started to watch Turkish movies. In 2000's, production numbers gradually increased, there was a yearly production of 70 movies and moviegoers reached 20 million viewers, which was 3-4 million at the beginning of the millenium. Additionally some independent movies won prestigious and important awards in international festivals. Also some popular and commercial Turkish movies counteracted the Hollywood films. Finally it can be said the necessary conditions of being an industry started forming.

In this study, the main goal is to reveal the main factors of the success of Turkish cinema in the last decade. To do this, several variables and dynamics which have important roles and impacts will be carefully examined.

Reengin Ozan

Associate Professor, Istanbul University, Turkey

The Relationship between Cinema and Semiotics

Through the human history, the first lines developing progressively and paintings reaching immortality on the walls of caves have formed the basis of the communication process prior to oral culture. The purpose lying beneath these lines and paintings is the desire to create a world similar to the one they live in. To André Bazin, creating quasi-image of the world is an entirely psychological desire. The achievement to create this similar image from the moment the moving image comes in contact with the viewer can be understood quite well when the way covered by cinema is considered. The more one approaches an objective reality, the more influential the similarity between the reality and those works that have achieved such a success is on the viewer. In this way, new pursuits have been inaugurated in search of new original and objective images. Out of the intimacy between meaning making and cinema art has arisen a new branch of science. Cinema is formed of dynamic images. It is because of this feature of cinema that psychoanalysis is applied within the analysis of cinema used as a tool of manifestation. Semiotics (semiology) is, with its most general and known definition, the science that studies signs and sign processes.

The foundation of contemporary semiotics was laid in the first quarter of the 20th century. the studies by Charles S. Peirce and Saussure were essentially composed of linguistics, semiotics and cinema art. As a matter of fact, cinema is a linguistic phenomenon and it is inevitable that film studies are based on linguistics. Each film is understood within the frame of its own features. It is important to know the culture for the establishment of context. It is equally significant to read the inter-lines of a film and to associate it with social happenings. Therefore, it is important to know the cultural and linguistic of a country to analyze the films of that country semiotically. Cultural insights have an important place in film analyses. Today, it is an interdisciplinary approach to study film analysis through semiotics and to show more than what actually can be seen.

The topic of this study is to cover theorists apart from images from different Turkish films and discuss them in order to concretize and visualize the relationship between cinema and semiotics. The goal of the study is to concretize the relationship between images and signs in Turkish films and thus to make references to the current usage of the science.

Veli Polat

Associate Professor, Istanbul University, Turkey

Broadcasting of the State on Ethnic Language and Seeking Political Empathy

Formation of state population from different ethnic structures, requires the sensitivity from the context of media. In particular, when these ethnic differences are signified by counter resistance and freedom-independence demand by the opposition structures, cultural control in the policies of the state is also brought to the agenda. Especially in parallel with technological development, freedom and independence demands with cross-border broadcasts began to be expressed in a more prominent manner. The supervisory difficulty created by that process, brought broadcasting in native language into the agenda as an alternative search. On a global scale, that method is known especially as a propaganda tool used by the countries against each other. Countries, in the past few years have mainly used this method by radio broadcasting in different languages. The search for being a political and economic power, made such a search essential. However, in recent times, depending on the dynamics and ethnic structures as common in the country, broadcastings made outside of the country which is out of control, has left centralized administration and potencies under difficult situations. In particular, transformation of this type of publication into TV broadcasting also put the situation a more interesting case. Satellite broadcasting in this sense transformed into a tool for announcement of opposition in other words, those who have been "alienated".

The main argument of the struggle related to cross-border broadcasts is especially indicated as resistance based on violence or attacks within the country. At this point, the belief that ethnic resistance has been coordinated and strengthened through these publications, has led the states to move from passive state to active state. This process which could not be hindered by international initiatives, has lowered the state to a position broadcasting in different languages. This orientation has led all cultural tissues of Ethnic structure to be moved to the screen by means of the state. It is also known that from time to time this situation is transformed into the competition of rating with the broadcasting establishment which is defined by the state as "illegal broadcasting". On the other hand, it has also been seen that broadcasting in ethnic language has been tried to be transformed into the show format of "political empathy" sensitivity. Sensitivity to ethnic structures by television broadcasting, and in other words, "political

empathy," claim has emerged. The media which is used as a tool by political powers, has colored the television screens of the state compulsorily.

Rutherford

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Teaching by Story

As a result of the way in which its purpose is defined (and its value implicitly assessed) by parents, politicians and pundits, students have been 'taught' to 'mentally picture' higher education as a mercantile product. Implicit within this conception of education is the suggestion that it demands the same (minimal) level of engagement by its 'customers' as any other. As a result, the way in which students perceive, or 'picture' the respective roles and responsibilities of student and lecturer implicitly minimises both the nature and the degree of their individual responsibility for their education. (If correct, this gives lie to the common complaint that university students are "lazy"; they are not, but are simply responding appropriately to a very limited – and limiting – 'mental picture' of both the purpose of learning and the extent of their individual responsibility for achieving the defined objectives of their programme of study.) If we are to engage our students 'meaning-fully' in the learning environment, we must be able to offer them a different 'picture' of education: one that gives them a reason to commit to it.

Fortunately, communication, media and design programmes are ideally placed to do so, and to exploit this opportunity as a means to increase levels of student engagement.

Central to contemporary communication practice is the notion of compelling narratives: the 'stories' we tell about ideas, events, people, places and things. In studying communication, media and design, students are (or should be) encouraged to consider the relationship between such 'stories' – and the 'mental pictures' they engender in their audiences. This opportunity provides us (or, can be used to provide us) with the means to lead our students towards an exploration of the 'mental pictures' that inform their attitudes and behaviours towards education.

Meenakshi Sharma

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Corporate Codes of Ethics on Indian Corporate Websites

This paper examines the corporate code of ethics of Indian companies as displayed on their websites. With the Securities and Exchange Board of India (SEBI) having made it mandatory for listed companies to frame a code of conduct and to place it on their websites, the question arises whether corporations are doing so merely as a requirement or whether they seem to be using it to make the best impact on the general public through the powerful mass medium of the internet. The official website of a company is its face to the wider world, including and beyond its various stakeholders, and it would thus be expected that companies would be keen to use this medium to present their formulated codes to project their image as ethically strong and transparent entities. This would be especially pertinent given the context of the public's loss of faith in the ethics of business, and of the increased need to distinguish oneself, given the increasingly competitive environment in most industries following the opening up of the Indian economy. If awareness of this role of the ethical codes guided their framing and dissemination, they would display a high degree of care on ease of comprehension for the largest possible segment of the public.

The codes of 40 top Indian companies displayed on their websites were analysed, and Flesch reading ease scores, and Coleman Liau, SMOG, and Gunning Fog indices were calculated to determine the readability of the codes.

The argument based on the findings is for the investment of greater effort in simplifying the ethical codes made available in the public domain so as to make the message not only accessible but also comprehensible to the public. Such framing would also necessitate deeper reflection on the nature of the code itself in terms of being rule-based or values-based and as a tool for articulating a unique identity for internal stakeholders to embrace, and for building a distinct image among competitors, in the public mind.

Jacob Stenber
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Digital Narcissism within the Newspaper Industry: Findings from an Ethnographic Excursion

This article seeks to find out how the current newspaper crisis is embodied through praxis within a large newspaper's digital media department. In order to grasp these practices I have conducted fieldwork at a large newspaper's digital media department in Sweden. I wanted to pinpoint and observe characteristics and consequences of what I, and many others, have labeled the *new economy* or the *hybrid age*, a perhaps historical event in capitalism where (especially in media) companies, entrepreneurs, producers, users and technologies come together in unique, unexpected and almost promiscuous manners. I wanted to see how this flux of people and things find stability - or *meaning* - within such a schizophrenic climate. By taking the social constructivists' critique of never-static roles seriously and applying Nigel Thrift's notion of *place* in order to find an understanding of stability within a given context, I argue that stability is performed by digital media actors by an extreme adaptation to its own digital discourse rather than adapting to the actual consumers, thereby running the risk of creating a media bubble (what I will label *digital narcissism*). The broader question I will answer is: How is the digital media department seeking stability or meaning within a fluctuating information media economy and how is this economy embodied in the praxis of the department's everyday life? This article will therefore provide an understanding of (1) how the popular digital media discourse in a newspaper setting is in a process of consumer-exclusion, (2) the possible risk of digital narcissism and (3) how this may affect newspaper industries in general and digital media departments in particular.

Anna Tereskiewicz
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Reader Consumption of Online Newspapers in Poland

The study focuses on the consumption patterns and uses and gratifications aspects of online newspapers in Poland. The aim of the study was to investigate the role of online newspapers among Polish consumers of news. The analysis is based on a survey among Polish readers with different ages, from different social backgrounds (teenagers, adults; inhabitants of large cities and small towns). The study focuses in particular on the motivations for the use of online newspapers, reading patterns, exploitation of interactivity, and readers' approach towards print and online equivalents of a newspaper. Due to a lack of previous studies on the subject in Poland, the analysis sheds important light on the use of online newspapers after a decade of their introduction to the Polish mass media system.

Fabrizio Tonello
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&
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Mass Media and Moral Panics: How to Cover Violence against Women (and Win Elections) in 365 Days of Italian TV Evening News

In Italy, since 2006-07 onwards, a 'politics of fear' has increasingly pervaded public discourse and political agenda, with a strong impact on government policies related to the issue of collective safety. A major role in creating this panic was played by the issue of women's physical and sexual safety, linked by the evening news to the presence of immigrants in the country.

We analysed the coverage of murders of women in the prime-time evening news broadcasted by six national networks, that we monitored for an entire year (2006). In that year, Italy had 'only' 188 murders of women - a figure quite low compared with those of other European countries - and 94% were committed by (one or more) men. All the cases solved by the police were examined in their actual developments compared to the coverage (or absence of). Two completely opposite pictures emerged, with victim/offender relation and ethnicity as the two main bias factors in news coverage.

The qualitative analysis (discourse analysis) carried on 250 news items (out of 473) covering the 7 saturation coverage cases confirmed the impact of these variables, which were also shown to be at the base of strategies of idealization/re-victimization of victims and of social legitimisation/stigmatisation of perpetrators. These often invoked a 'cultural-clash' frame, thus producing an equation immigration=criminality; also, issues of responsibility or blame heavily relied on gender stereotypes, reinforcing normative constructions of both femininity and masculinity.

Our conclusion is that: a) the media manufactured a moral panic in which ('good') women's bodies were used as political weapon against immigrants, presented as folk devils; b) mainstream TV's ability in stereotyping marginalized groups, and act as a 'dominant' medium that sets the agenda for other media, may have been underestimated; c) right-wing politicians were able to exploit the issue and win the 2008 political elections.

Neal Van Loock

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Iris Vermeir

Professor, Ghent University, Belgium

&

Maggie Geuens

Professor, Ghent University, Belgium

Always Take the Weather with you, Unless you Want your Digital Signage Advertising to be Effective

Digital signage is probably the most skyrocketing advertising medium of the moment, since the LCD-screens are almost impossible to avoid in everyday life for consumers, nevertheless academic research concerning the potential of this medium is scarce.

One of the features that makes digital signage such a powerful form of communication is the massive load of information sources you can insert into the playlist, including news headlines, weather forecasts and advertisements, just to name a few. Two experiments are executed to test the influence of the valence of the media context on the effectiveness of the embedded digital signage ads. More specific, the experiments investigate if the context created by airing a positive or negative news headline (exp. 1) or a positive or negative weather forecast (exp. 2) influences the effectiveness of the following ads.

Results show that broadcasting positive news or weather announcements generate lower brand recall scores of the succeeding ads, while broadcasting negative news and weather reports result in a more negative attitude toward the ad. In the case of the negative weather forecast, the negative effect on the attitude toward the ad is mediated by message involvement.

These outcomes show that media context is an important factor to take into account when using digital signage as advertising tool and as such are valuable for both the theoretical and managerial side of the story.

Liesl van der Merwe

Lecturer, Beijing Normal University, China

&

Joanne Gula

Programme Coordinator, Beijing Normal University, China

A Global Perspective for Chinese Students in Public Relations, Advertising and Communication

Public Relations and Advertising is an extremely popular and important aspect of mass media and communication. The world is diverse and cultures are evolving that must address a global perspective. China has become a huge part of this new economy and a world power that continues to grow. United International College in southeast mainland China is teaching Chinese students in English to become leaders in the world. These students are learning communication that focuses on an international perspective. They will be entering the workforce in public relations , advertising, and media. They are going to emerge into this global world with international and cross-cultural experiences to become our new leaders and educators. These one child per family rule children will be required to learn in western language, taught by western professors.(In this case an American and a South African) Their learning expands across many barriers of control. They are becoming critical thinkers and evaluators and entering these communication areas as explorers discovering the world around them. The challenges of teaching Chinese students public relations, advertising, and communication will be addressed. Topics of study and modes of instruction will be explored . Topics and projects will be explored to help these students understand the world they are entering and how to survive the unknown . Problems will be addressed and techniques discussed to cross the boundaries of cultural differences in this global world.

C. Kay Weaver

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The Negotiation of Gender Representation by Chinese Advertising Practitioners

This paper examines how Chinese television advertising practitioners perceive their role in the cultural construction of gender characterisation. The research is based on interviews with creative directors, copywriters, art directors and strategic planners working in China's advertising industry. The findings shed light on the decision making processes and some of the imperatives (cultural, economic, institutional and social) that support particular approaches to the representation of gender in Chinese advertising. The research identifies practitioners' imaginings of gender attributes as highly stereotyped, and that choice of gender as intimately linked to the type of product advertised. The study also finds that advertising practitioners' conceptualisation and characterisation of gender is guided by global (western) and local (Chinese) influences that inform their stereotypical perception of gender differences in terms of shopping behaviours, purchasing power, and use of particular products. Chinese advertising practitioners are caught in a balancing act. On the one hand, there is a strong wish to use characters to represent and reflect modernity and westernization and provide audiences with images of successful modern potential selves linked to the consumption of objects. On the other hand, practitioners also believe that they have to adapt to the traditional cultural expectations of their national audience. This balancing act results in their using western characters mainly to convey notions of modernity, status, sophistication, individuality and originality, whereas Chinese characters were considered more appropriate in traditional portrayals or as characters supporting Chinese brands or products.

Danilo Yanich

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Covert Consolidation? Media Ownership in the U.S.

The United States is in the middle of a crucial policy debate about media ownership. The lines of demarcation are clear. On the one hand, the media

Industry claims that regulation is burdensome, unnecessary and, most importantly, disruptive of market mechanisms that should dictate how the media are organized. On the other hand, media reformers argue that a reliance only on the market to produce information has resulted in its treatment as a commodity to the detriment of the public interest. Therefore, fundamental information that the audience needs about public issues to function as citizens is compromised, so much so that we engage in a "politics of illusion".

The flashpoint of this clash of views is starkly evident in the shared service agreements that have occurred in over 100 television markets in the U.S. These agreements are implemented among television stations in the same

Market in which everything from advertising sales to entire news operations come under the control of one entity. To the media industry these agreements are necessary to achieve economies of scale to secure the survival of stations that face growing competition from other news sources such as the Internet. Media reformers claim that these agreements violate both the spirit and the Letter of the laws that limit media ownership--- --- --- that they are "covert consolidation". In this research, I examine the effect of these agreements.

On the content of news. Do the stations achieve economies of scale? If so, how? What does that mean for the nature of news that we see? For the information needs of citizens? For the fundamental questions regarding the structure of the media in a democracy?

Emilie Yueh-yu Yeh

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Branded to Sell: Wenyi and Early Chinese Film Marketing

This paper reviews the role of *wenyi* in Chinese cinema from the turn of the 20th century to the breakout of the Sino-Japanese War. *Wenyi* (letters and arts) is the translation of the Japanese *bungei*, a term bestowed with western literary styles of the 19th century. Following *bungei*'s provenance, *wenyi* in its initial Chinese context was imbued with translation and adaptation of western fiction, and concepts of humanism, equality, freedom and artistic aspiration. These *wenyi* traits were propagated by translators of Japanese and western literature, many of whom (Zhou Zhoujuan, Xu Zhuodai, Yan Duhé, Zhu Zhuoju, Cheng Xiaoqing, Bao Tianxiao) were also known for their involvement in a new style of fiction known as "Mandarin Ducks and Butterfly School." In the 1920s these writers were embedded in the nascent popular cultural field, leaving their *wenyi* mark in the publishing and film market. For instance, Xu, Yan, Zhu and Cheng edited film magazines and translated film handbooks, so through their editorial work, they helped support a sustained *wenyi* taste in promoting and marketing motion pictures. Meanwhile, Xu, Yan, Zhu, Cheng and Bao were involved in scriptwriting, producing or directing. Their crossover activities between the film and literary fields illustrate the importance, and fertility, of the *wenyi* concept in early Chinese film, including criticism, consumption and production. Compared to western literature, cinema in China of the early 20th century had yet to earn its cultural reputation. In order to market motion pictures, film companies branded film as a new type of *wenyi* commodity, a fashionable art and literary pursuit and consumption. Affiliating film with *wenyi* was therefore an astute strategy to help sell movies to audiences with cosmopolitan aspirations. For illustration, my paper will employ content and discourse analysis of a few selected film magazines and film advertisements of the 1920s and 1930s.

Eric K.W. Yu

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Between Traditional Values and New Technologies: Recent Developments of the wuxia Film

The *wuxia*, or Chinese knight-errand, film is a unique Asian genre. An invention of the Shanghai film industry of the late 1920s glorifying a certain mythic martial arts tradition with the help of the burgeoning cinematic technology, the *wuxia* film was well received as a form of popular entertainment. There is an intriguing paradox underlying this fantasy genre: such films are always supposed to carry some traditional values (Confucian, Taoist, Buddhist or otherwise) to resist the rising tides of modernity, yet the grossly exaggerated action sequences necessitate and valorize the sheer virtuosity of the cinema as an imported Western technology catering for mass consumption. It is perhaps no coincidence that the *wuxia* film reached its maturity in Hong Kong during the 1960s, then a restless British colony of dynamic cultural exchange and thriving capitalism. While the director King Hu tried to create an aesthetics paying homage to traditional opera, painting and philosophy, Chang Cheh boldly celebrated masculinist violence under the influence of spaghetti westerns and samurai films. With Ang Lee's *Crouching Tiger, Hidden Dragon* (2000), the genre has finally earned its respectability world-wide.

This paper deals with the developments of *wuxia* films in the past decade. I begin with a lucid recapitulation of the basic generic features of the genre in terms of its major themes, character types, and iconographies. Focusing particularly on the treatment of characteristic scenes like the bamboo grove duel and plot structure, I explore if CGI (computer-generated imagery) and other post-Matrix cinematic technologies have radically changed such films toward something much more postmodern and posthuman or not. Put another way, I would demonstrate if the conventional martial arts imagination with its traditional philosophical/ideological underpinnings are flexible enough to accommodate the latest technological innovations and aesthetic trends, or if the latest changes have in effect thrown into sharper relief the inherent contradictions of the genre and threatened to radically transform the older understanding of the *wuxia* film.

Haiqing Yu

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The Political Economy of Micro-Media in China

Micro-media refers to small screen based new media such as mobile phone and the Internet. It is defined not by technology but by micro content and light cultural practices that are characterized by casualness in both online and offline realities. Social media and microblogging are quintessential forms of micro-media in China. This essay examines the development of Chinese new media, especially social media, from a political economy perspective. It offers a market analysis of Chinese new media market, and identifies key players, their roles and characteristics of the “monopoly board” of Chinese Internet. In particular, the essay uses three case studies—the battle and collaboration between mobile communication operators and mobile content providers; the notorious Internet war between China’s biggest Instant Messaging provider Tencet (qq.com) and most successful anti-virus provider 360 (360.cn) in late 2010; and the competition between Chinese two biggest microblog service providers Sina and Tencent—to illustrate the neoliberal logic of Chinese Internet development. The essay argues against the popular belief in the new media as either a democratizing force or a tool for the authoritarian regime to control its people. Rather, micro-media can be an extension of ‘macro-media’ (aka traditional media) in its political economy. That is, it is a game of the elites, or the so-called “money-power-intellect iron triangle,” to harness the immaterial labour of consumers for political and corporate gains.

Shu-yin Yu

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The Effect of Cognitive Age and Need for Cognition of the Elderly on Different Advertising Appeals and Effects

The purpose of this study is to understand the cognitive age and need for cognition of the elderly, and to investigate the relationship among the elderly's cognitive age, need for cognition, and advertising effect based on the measurement of samples of different advertising appeals.

The first part of this study measured the cognitive age and level of need for cognition of the elderly. Cognitive age was demarcated by physiological age into high cognitive age and low cognitive age. The need for cognition was divided into a high level of need for cognition and a low level of need for cognition according to the level of cognitive thinking. The second part of this study investigated three hierarchies of effects, including cognition, affection, and action, of the printing advertising samples with rational and emotional appeals.

This study found that the elderly tend to be at a low cognitive age and have a low level of need for cognition. The elderly at a low cognitive age have a higher level of need for cognition, while those at a high cognitive age have a lower level of need for cognition. Cognitive age and need for cognition have a significant reciprocal influence on each other. The elderly at a low cognitive age have a more significant need for cognition, suggesting that, among the variables affecting the advertising communication for the elderly, cognitive age and need for cognition are important affecting factors. The overall advertising effect for the elderly is lower and restricted by effect the cognitive hierarchy. The advertising effect of the advertisements with emotional appeals can affect the affection of the elderly, and such an effect is better than those with rational appeals. The advertising effect of advertisements with emotional appeals on the elderly at a low cognitive age who have a low level of need for cognition is better. On the contrary, that of those with rational appeals on the elderly at a high cognitive age who have a high level of need for cognition is better.

The cognitive age and level of need for cognition of the elderly have a significant influence on the prediction of advertising effect, which helps to select elder targets and achieve the effect of advertising communication for future elderly market.

Erkan Yuksel
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What do the Health-Care Media Professionals think about Health Content of the Media in Turkey?

This study aims to examine what media professionals think about health content of the media in Turkey. Under the discussions of the health content of the media, this study is important to define all aspects of the criticisms and suggestions about the issue.

Especially in recent years, it is being observed that Turkish media shows more attention to the health issues. Starting with the issues that "healthy life", "diet", "cholesterol", "cosmetic products", "plastic and esthetic operations", "celluloid treatments", "alternative medicines" and "spices", "medicinal herbs", "magical stones" and others, which goes to very specific fields that are being published or broadcasted together with the information, advices and even prescriptions in Turkish media. With the increase of the media content on health issues, the discussions and the concerns of the accuracy, credibility and the validity of the media content have been increased too. It is because that, for example, erroneous information on epidemics, alternative medicine and herbal remedies and such, can cause negative irreversible effects, or in some instances, without a doctor's consent or application of procedures, self-medication can cause to serious damages and sometimes, perhaps can result with deaths.

The project started in 2010 with TÜBİTAK and Anatolian University named "Designation of the Principles on Health Content of the Media in Turkey: An Analysis on Source, Message, and Audience". It examines the media content by content analysis, public opinion by the survey, and the ideas of the media and health professionals with the interviews.

This paper covers a part of this project, and the paper aims to show the results of the media professionals' thoughts on the health content of Turkish media.

Purpose:

The main purpose of this paper is to identify the point of views of media professionals on health content of the Turkish media including newspapers, television and the Internet. Therefore, the study aims to answer these questions:

RQ1- Do they follow the health content of the media? And how?

RQ2- What are their most favorite programs on health issues?

RQ3- What are their personal media experiences?

RQ4-What are the positive aspects they find in health content?

RQ5- What are the negative aspects they find in health content?

RQ6-How would be an ideal health content?

RQ7-How would be the health content supervised and inspected?

RQ8-What kind of education do the health publishers or journalists need?

Methodology and Limits:

The methodology of the study is interview with the media professionals. Sampling methodology is snowball. Starting with the April 2010, total of 59 media professionals were interviewed within 8 months. 28 questions were asked them, which are based on the research questions of the study. In cases, where face to face interview was not possible, written answers were obtained. Recordings of aforementioned interviews were deciphered and transformed into written documents, and the content analysis process of the answers gathered by health-care professionals, started on December 2010. The coding book of the analysis contains 33 main categories, and attached sub-categories regarding the research questions. Content analysis is being run by the administration of the researcher together with 3 doctoral and 1 post graduate student. Analysis phase of research is still ongoing.