2013

Communication & Mass Media Abstracts

Eleventh Annual International Conference on Communication and Mass Media 13-16 May 2013, Athens, Greece

Edited by Gregory T. Papanikos

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(In Alphabetical Order by Author's Family name)

Preface

This abstract book includes all the abstracts of the papers presented at the *11th Annual International Conference on Communication and Mass Media, 13-16 May 2013*, organized by the Athens Institute for Education and Research. In total there were 48 papers and 48 presenters, coming from 27 different countries (Albania, Australia, Austria, Brazil, Canada, China, Cyprus, Egypt, Hong Kong, India, Israel, Italy, Malaysia, Nigeria, Philippines, Poland, Portugal, Russia, South Africa, Spain, Sultanate of Oman, Sweden, Switzerland, Taiwan, Turkey, UK, USA). The conference was organized into 11 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
11th Annual International Conference on Communication and Mass Media 13-16 May 2013, Athens, Greece
<u>PROGRAM</u>
Conference Venue: [St George Lycabettus](#), 2 Kleomenous Street, 106 75 Kolonaki, Athens, Greece.

<u>ORGANIZING AND SCIENTIFIC COMMITTEE</u>

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. Cleopatra Veloutsou, Head of the Marketing Research Unit, ATINER and Senior Lecturer in Marketing, University of Glasgow Business School.
4. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
5. Dr. Nicholas Pappas, Vice-President Academic, ATINER & Professor, Sam Houston University, USA.
6. Dr. Gregory A. Katsas, Head, Sociology Research Unit, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.
7. Dr. George Pavlou, Assistant Professor, European University, Cyprus.
8. Dr. Geneviève A. Bonin, Assistant Professor, University of Ottawa, Canada.
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. Bellarmine Ezumah, Assistant Professor, Murray State University, USA.
17. Dr. Anya Luscombe, Assistant Professor, Univversity College Roosevelt Academy Middelburg, The Netherlands.
18. Dr. Matthew Matsaganis, Assistant Professor, State University of New York, USA.
19. Dr. Divya Nair, Lecturer, Botswana University, Botswana.
20. Dr. Paul Ryder, Lecturer, Western Sydney University, Australia.
21. Dr. Oana-Camelia Stroescu, Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.
22. Dr. Rodanthi Tzanelli, Lecturer, University of Leeds, U.K.
23. Dr. Patrick Vyncke, Professor, Ghent University, Belgium.
24. Dr. Thimios Zaharopoulos, Professor of Communication, Department of Mass Media, Washburn University, USA.
25. Dr. Emad Al Haroon, Head of Office Training Department, College of Business Studies, Kuwait.
26. Ms. Sapora Bradley, Ph.D. Student, Pepperdine University, USA.
27. Mr. Benjamin Silverstone, Ph.D. Student, Swansea Metropolitan University, UK.
28. Dr. Margarita Kefalaki, Director of Communication, ATINER.
29. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.

Administration
Fani Balaska, Stavroula Kiritsi, Eirini Lentzou, Konstantinos Manolidis,
Katerina Maraki & Celia Sakka
C O N F E R E N C E   P R O G R A M
(The time for each session includes at least 10 minutes coffee break)
Monday 13 May 2013
08:30-09:00 Registration
09:00-09:30 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Cleopatra Veloutsou, Head of the Marketing Research Unit, ATINER and Senior Lecturer in Marketing, University of Glasgow Business School, U.K.

09:30-11:00 Session I: Social Media
Chair: Cleopatra Veloutsou, Head of the Marketing Research Unit, ATINER and Senior Lecturer in Marketing, University of Glasgow Business School, U.K.

1. *Nathalie Hyde-Clarke, Head of the School of Communication & Associate Professor, University of Johannesburg, South Africa. Facebook as a Tool for Political Engagement amongst the Youth: A Case Study of MediaWorksZA.
2. Hussni Nasr, Professor, Sultan Qaboos University, Sultan Qaboos University, Sultanate of Oman. From Online to Offline Revolution: The Role of Online Social Networks in the 25th January Revolution in Egypt.
3. Francisco Segado-Boj, Lecturer, Universidad International de La Rioja, Spain & Jesus Diaz del Campo Lozano, Associate Professor, Universidad International de La Rioja, Spain. General Strike through the Social Media Looking Glass: November 14th Strike Coverage by Spanish Radio Networks Profiles in Facebook.
4. Hsiao-Yung Wang, Assistant Professor, Providence University, Taiwan. Media Event as Rhetorical Resources for the Mobilization of Social Movement in Taiwan.

11:00-12:30 Session II: Public Relations
Chair: *Nathalie Hyde-Clarke, Head of the School of Communication & Associate Professor, University of Johannesburg, South Africa

1. Asha Kaul, Professor, Indian Institute of Management (IIM), India & Avani Desai, Associate Professor, Gujarat Law Society, India. Does East Meet West? Comparing Crisis Communication Strategies used by Indian and Western Companies.
2. Feng Lai, Associate Professor, Shanghai Normal University, China. On Public Relations and Ethics in Information Age.
3. Christian Schnee, Lecturer, University of Worcester, UK. An Exploration of PR's Historical Dimension or: Why Public Relation is no 20th Century Invention.
4. Yolandi Slabbert, Lecturer, University of South Africa, South Africa. "Towards a sequential, integrated, sustainable organization-stakeholder relationship (SISOSR) model: A strategic perspective for building stakeholder partnerships"
5. Kay Muehlmann, Researcher, Danube University, Austria, Manuel Nagl, Researcher, Danube University, Austria & Günther Schreder, Researcher, Danube University, Austria. When Stories Meet Systems Meet Schemas: A Meso-Level Model of the Functional Role of Narration in Organizations and Organizational Communication.
6. Shannon A. Bowen, Associate Professor, University of South Carolina, USA & Flora Hung-Baesecke, Assistant Professor, Hong Kong Baptist University, Honk Kong. Is Ethics a Precursor to Authentic Organization-Public Relationships?

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

13:30-15:00 Session III: Politics - Government
Chair: Hussni Nasr, Professor, Sultan Qaboos University, Sultan Qaboos University, Sultanate of Oman

1. *Luke Nichter, Associate Professor, Texas A&M University, USA. Anchor in the Oval Office: Presidential Recordings and the Bully Pulpit.
2. *Oguzhan Tas, Associate Professor, Ankara University, Turkey. Moral Politics of Journalism in Turkey: Making of Scandals and Journalistic Responsibility in the Age of Media(ted) Politics.
3. Ufuoma Akpojivi, PhD. Postdoctoral Fellow North West University, South Africa & Modestus Fosu, PhD Student, Institute of Communications Studies, University of Leeds, United Kingdom. Challenges and Complexities of Media Regulations: A Comparative Study of Media Practices in Emerging Democracies.
4. Skye Cooley, Assistant Professor, Mississippi State University, USA & Amy Jones, Assistant Professor, The University of West Alabama, USA. Syria, Libya, and the Obama Administration: Press Tactical and Strategic Support.

15:00-16:30 Session IV: Education
Chair: *Oguzhan Tas, Associate Professor, Ankara University, Turkey.

1. *Raffaella Conversano, Media Educator-Specialized Teaching, Comprehensive School Aldo Moro, Italy & Gaetano Manzulli, Coordinator, Department of Computer Science – Professor of Transmission Systems and Data Processing, Iti Pacinotti Taranto, Italy. The Final Countdown-Apply Dis(ease)Ability: Teaching Methodology and innovative Media Education in Function Solution/Communication with Disability.
2. Norhayati Abd Manaf, Senior Lecturer, Sunway University, Malaysia. Research Methods in Computer-Mediated Communication (CMC) Studies: Managing the Advancement of Communication Technology & Trends.
3. Mona Abdel Maksoud, Lecturer, Cairo University, Egypt. Teaching Media Ethics in Egypt: Reality and Prospects.
4. Lorelei Agcanas, Instructor, Isabela State University, Philippines. Mass Communication Students' Perception of their Education and Competencies.
5. Alevtina Kolosova, Associate Professor, Peoples' Friendship University of Russia, Russia & Nataliya Poplavskaya, Postgraduate Student, Peoples' Friendship University of Russia, Russia. Intercultural Communication and Modern Media Education.

16:30-18:00 Session V: Media Effects
Chair: George Pavlou, Academic Member, ATINER & Assistant Professor, European University, Cyprus.

1. Tamara Makana Chock, Associate Professor, USA. The Effects of Viewing Surgery Scenes in Reality TV Shows.
2. Ewa Nowak, Assistant Professor, Maria Curie University, Poland. The News Effect – Shifting Salience between Media and Policy Agenda.
3. *Gabriella Sandstig, Senior Lecturer, University of Gothenburg, Sweden. Henriksen and Flora (1999) Revisited –A literature Review on Third-Person Effects and Children.

18:00-19:30 Session VI: New Media - Technology
Chair: Ewa Nowak, Assistant Professor, Maria Curie University, Poland.

1. *Michael Conyette, Professor, Okanagan College School of Business, Canada. Usage of Mobile Devices for Travel Planning and Booking.
2. Paulo Teles, Professor, The Art Institute at University of Campinas (UNICAMP), Brazil & Marciel Consani, Professor, University of Sao Paulo, Brazil. Video and Radio Narratives in the Classroom: Practices in Brazilian's Public Schools.
3. Abdul Latiff Ahmad, Lecturer, University Kebangsaan Malaysia, Malaysia, Latiffah Pawanteh, Associate Professor, University Kebangsaan Malaysia, Malaysia, Emma Mirza Wati Mohamad, Lecturer, University Kebangsaan Malaysia, Malaysia, Rusyda Helma Mohd, Lecturer, University Kebangsaan Malaysia, Malaysia & Arina Anis Azlan, Lecturer, University Kebangsaan Malaysia, Malaysia. Intercultural Adaptation in the Age of New Media Technologies: A Study on Malaysian Students Overseas.

21:00–23:00 Greek Night (Details during registration)
Tuesday 14 May 2013

08:00-9:30 Session VII: Media Content
Chair: *Michael Conyette, Professor, Okanagan College School of Business, Canada.

1. Anabela Gradim Alves, Professor and Researcher, University of Beira Interior, Portugal. Peer Reviewed Journals and the Challenges of Open Publishing.
2. Banu Dagtas, Associate Professor, University of Anadolu, Turkey. Implications of Arab Spring on Turkish Media: Columns of Newspapers.
3. Sofia Iordanidou, Assistant Professor, Open Unversity of Cyprus, Cyprus, Athanassios N. Samaras, Lecturer, University of Piraeus, Greece & Sofia Katsorchi, Junior Researcher, Open University Cyprus, Cyprus. Nation Images of African Countries in the Greek and Cypriot Press: Newsvalues, Proximity and Framing.
4. Anelise Rublescki, Post-doctoral Researcher, Federal University of Santa Maria, Brazil. Journalism and Convergence: Implications of Multiplatform News distribution in the Contracts of Communication Newsroom-reader in the Brazilian newspaper Zero Hora

9:30-11:00 Session VIII: Advertising - Branding
Chair: *Christo Lombaard, Professor, University of South Africa, South Africa.

1. Tae-Il Yoon, Professor, Hallym University, South Korea & Hae-Young Byun, Associate Professor, Kangwon National University, South Korea. The Influences of Advertising and other Promotional Activities on the Market Value of Firms.
2. Atilim Onay, Assistant Professor, Anadolu University, Turkey. Business School Students' Perception of Internet Advertising.
3. Labiba Ibrahim, Lecturer, Helwan University, Egypt. An Evaluation of the Effectiveness of Sports Sponsorship among Football Fans in Egypt. (Tuesday 14 May 2013)
4. *Sirin Dilli, Assistant Professor, Giresun University, Turkey & Sjors Bos, Editor-in-Chief Indoweb.nl, The Netherlands. Thumbs Up!: Community Media and the Opportunities of Crises.
5. *Bem Le Hunte, Lecturer, University of New South Wales, Australia. Creativity, Connectivity and National Identity in the Brave New World of Global Brands. (Tuesday 14 May 2013)

11:00-12:30 Session IX: Journalism
Chair: *Bem Le Hunte, Lecturer, University of New South Wales, Australia.

1. Zhaoxun Song, Associate Professor, Hong Kong Hang Seng Management College, China. Rethinking the History and Defining Characteristics of Online Journalism.
2. Jinah Seol, Professor, Korea National Open University, South Korea. SNS and Social Journalism during the Egyptian Revolution: A Case Study of we are all Khaled Said.
3. Anat Klin, Lecturer and Researcher, Western Galilee Academic College and University of Haifa, Israel & Yovav Eshet, Lecturer and Researcher, Western Galilee Academic College and University of Haifa, Israel. Information or Promotion? Medication Coverage in the Israeli Press.
4. Vittoria Sacco, Ph.D. Student, University of Neuchatel, Switzerland, Katarina Stanoevsak-Slabeva, Professor, University of Neuchatel, Switzerland & Yoann Schenker, Journalist, Agefi Newspaper, Switzerland. Influence of the Blogosphere on Media Agenda: The Case of Swiss French Journalists Covering International Events. (Tuesday 14 May 2013)
5. Ufuk Eris, Assistant Professor, Anadolu University, Turkey. Hackers in Turkish Newspapers.

12:30-13:30 Lunch (Details during registration)

13:30-15:00 Session X: Discourse
Chair: Mihalis Kuyucu, Assistant Professor, Istanbul Aydin University, Turkey

1. Jeanne Clark, Associate Professor, Willamette University, USA. Filming the Memory that Remains.
2. Catherine Collins, Professor, Willamette University, USA. Competing Narrative Frames to Account for Random Public Shootings.
3. *Christo Lombaard, Professor, University of South Africa, South Africa. Getting Texts to Talk. A Critical Analysis of Attempts at Eliciting Modern Messages from Ancient Holy Books as Exercises in Religious Communication. (Tuesday)
4. Almudena Gonzalez del Valle Brena, Lecturer and Researcher, Universidad Internacional de la Rioja (UNIR), Spain & Inmaculada Berlanga Fernandez, Lecturer and Researcher, Universidad Internacional de la Rioja (UNIR), Spain. The Contemporary Communicator a 21st Century *Rhetor.*
5. Vitalis Torwel. Lecturer, Benue State University, Nigeria. The Press, the 2002 Miss World Protests in Nigeria and Counter-Discourses of Globalization.

15:00-16:30 Session XI: Identities
Chair: Catherine Collins, Professor, Willamette University, USA.

1. Xiaoping Li, Professor, Okanagan College, Canada. Blurring Boundaries and Shifting Tactics: A Reassessment of Chinese Language Media in Canada.
2. Raquel Ferreira, Professor, University Federal of Sergipe, Brazil. The Progress of the Multi-Theoretical Scheme of Uses and Gratifications and the Experience on the Model of Values of Media Gratification.
3. Blerina Gjerazi, Head, General Directorate of Prisons, Albania. The Juvenile Offenders Audience Preferences. (Tuesday 14 May 2013)
4. Mihalis Kuyucu, Assistant Professor, Istanbul Aydin University, Turkey. The Problems of the Minority's Media: Sample of the Greek Minority Media in Istanbul. (Tuesday 14 May 2013, afternoon)

17:30-20:30 Urban Walk (Details during registration)
21:00-22:00 Dinner (Details during registration)
Wednesday 15 May 2013
Cruise: (Details during registration)
Thursday 16 May 2013
Delphi Visit: (Details during registration)

Norhayati Abd Manaf
Senior Lecturer, Sunway University, Malaysia

Research Methods in Computer-Mediated Communication (CMC) Studies: Managing the Advancement of Communication Technology & Trends

Computer-mediated communication (CMC), is a type of communication where the message is transmitted through a computer, Griffin (2012) defines CMC as text-based messages which filter out most nonverbal cues and according to Spitzberg (2006), it's general definition is still in a working one and includes the Internet, cellular phone, instant messaging and multiuser interaction. Many studies have been conducted in CMC area, CMC as a tool and the implication of using CMC and these studies covers many areas of communication at large and studies dated back in early 1990's till current (Walther, 1992; Utz., 2000; Lee et.al, 2004; Spitzberg, 2006; Wrench et.al, 2007). Looking at the basis of CMC, the study in this area is much affected by the advancement of the technology as well as trends such as the availability of social networking sites (SNS) and microblogging sites such as Twitter. Most researches done in CMC are quantitative and research designs and methodologies varies among them. This paper shall study the trend of several methodologies of CMC studies starting from as early as 1992 till current. Discussions will compare the similarities and differences in the choice of method, suitability of the methods used if researches are replicated while taking into considerations the trends of CMC. This paper is also a part of ongoing PhD thesis in CMC study and will provide some ideas to design similar research methods for other CMC studies.

Mona Abdel Maksoud
Lecturer, Cairo University, Egypt

Teaching Media Ethics in Egypt: Reality and Prospects

With the beginning of Egyptian revolution, a number of incidents have occurred, that showed how local media misled people, worked to hide the truth of what is going on, which highlighted the Egypt's media system deficit to achieve objectivity, and raised a lot of questions evolves the importance and need of teaching media ethics.

With the recent sequential developments in both mass media and education fields, teaching media ethics becomes a crucial subject that should be evaluated to understand how far academic staffs succeed in providing the next media students with the theoretical and practical knowledge dealing with media ethical issues, and enhancing their abilities to think critically about contemporary practices.

This research looks at the teaching of media ethics at 4 different faculties and departments of communication in private and governmental Egyptian universities, in an attempt to compare the objectives, course descriptions, key issues, materials, used pedagogical techniques, expected outcomes.

Furthermore, a field survey would be applied on media students to explore their awareness of media ethics, their views regarding some controversial media ethical cases, and their evaluation of how effective the media ethics course is. A total of 300 students will be asked to complete a pre-designed questionnaire through face-to-face interviews.

Based on the literature review and examined hypothesis, a number of variables would be tested in this research, such as: student's age, practical experience, teaching methods, Class size and type of education.

In conclusion, Using of this evaluative approach would help develop a number of recommendations that shape the future of teaching mass media ethics in Egyptian universities, exploring the major gaps in the current practices, fulfilling one of the main required aspects of quality assurance, in addition to assess what we have achieved as academic staff in a pre-step to avoid such a media chaos crisis.

Lorelei Agcanas
Instructor, Isabela State University, Philippines

Mass Communication Students' Perception of their Education and Competencies

This study explored the perceptions of Mass Communication students regarding their education and competencies as future practitioners.

The study looked into the students' reasons for choosing Mass Communication, career options, and salary expectations. It also investigated the students' perception of their competencies – which are important, which are they well-equipped with, and which they feel should be added to their lessons.

The respondents indicated that they selected Mass Communication because they are interested in broadcasting and writing. They also wish to work in radio stations and advertising agencies.

Among the skills taught in Mass Communication, the students felt that the most important are speaking, listening, writing, interviewing, and online skills, as well as decision-making, time management, and problem-solving skills.

The respondents felt well-prepared to utilize their speaking, listening, and technology-related skills like online skills, radio, and video production skills.

Abdul Latiff Ahmad
Lecturer, University Kebangsaan Malaysia, Malaysia
Latiffah Pawanteh
Associate Professor, University Kebangsaan Malaysia, Malaysia
Emma Mirza Wati Mohamad
Lecturer, University Kebangsaan Malaysia, Malaysia
Rusyda Helma Mohd
Lecturer, University Kebangsaan Malaysia, Malaysia
&
Arina Anis Azlan
Lecturer, University Kebangsaan Malaysia, Malaysia

Intercultural Adaptation in the Age of New Media Technologies: A Study on Malaysian Students Overseas

This intercultural communication paper explores Gullahorns W-Curve model which explains the process of adaptation in a new culture. Gullahorn stated that those who migrate to other places go through a five stage process of adaptation. The stages are the honeymoon stage, culture shock, initial adjustment, mental isolation and acceptance, integration and connectedness. The existence and rise of new media technologies have brought the world closer together and thus raises the question whether one still go through Gullahorn's proposed stages of adaptation. From *Friendster* and *MySpace* to *Blogs* and todays, *Skype, Facebook* and *Twitter*, individuals are easily getting connected to people across the world. The existence of these new technologies has contributed positively and negatively through ones adaptation process. Five focus group discussions were conducted among Malaysians who had been to either Australia or United Kingdom for their tertiary education and has since returned to Malaysia. The discussions centre on the experience of these students adapting into the new culture, their experience with multiculturalism and how social media has played a role through their adaptation process either as a source of integration to the new society or as a form of separation. It explores the question on whether one ever leaves their home country with the availability of these technologies. The existence of these technologies has brought them closer to home and may create obstacles in making a genuine effort to adapt with the new culture.

Ufuoma Akpojivi
PhD. Postdoctoral Fellow North West University, South Africa
&
Modestus Fosu
PhD Student, Institute of Communications Studies, University of Leeds,
United Kingdom

Challenges and Complexities of Media Regulations: A Comparative Study of Media Practices in Emerging Democracies

Media regulation and accountability have continued to be a global issue that is confronting policymakers, media practitioners and media regulators in contemporary societies, as there is a struggle of balance between "effective media regulation and the democratic right to freedom of expression" (Sarpong, 2010:17). The "Leveson Inquiry" in the United Kingdom over the phone hacking scandal involving News International has raised questions about media practices and conduct all over the world thereby reaffirming the continuous relevance of one question constantly asked in the media sphere i.e. who watches the watchdog? From a comparative study of Ghana and Nigeria using interviews and policy analysis, this paper shall examine how the regulatory mechanism impact on common media practices of both countries. This paper shall argue that the democratisation processes of 1992 and 1999 respectively in both countries have transformed the media environments, as the mass media have gone beyond the milieu of being the mouthpiece of government to the watchdog of society. However, certain media practices such as phone-ins, localisation of broadcast content i.e. broadcast in local languages; live shows coupled with other institutional mechanisms have made media accountability difficult. The critical question is whether the media in emerging democracies of Ghana and Nigeria can work within their professional ethics.

Shannon A. Bowen
Associate Professor, University of South Carolina, USA
&
Flora Chun-Ju Hung-Baesecke
Assistant Professor, Hong Kong Baptist University, Honk Kong

Is Ethics a Precursor to Authentic Organization-Public Relationships?

This study builds on the public relations theory of organization-public relationships (OPRs) by exploring the role of ethics in building OPRs. We explore the relationship variables in the context of ethical behavior and authenticity as precursors to long-term, effective relationships with publics that will eventually benefit an organization's effectiveness and reputation. We will conduct interviews with several Chief Communications Officers (CCOs) in both the public relations agency world and in the corporate public relations function. Using qualitative data coding and analysis, will compare and contrast their views and beliefs about where ethics falls in the building or relationships in their own experience, and ethics as a supporting -- or precursory -- variable for OPRs. The issue of ethics has not been explored in the studies by James Grunig and his followers, so we seek to add this exploration of ethics to the body of knowledge in public relations theory and practice.

Research Question: Where does ethics come in the process of building relationships between and organization and its publics?

Because of the global nature of the public relations discipline, we will conduct interviews with CCOs in both Asia and North America. As thought-leaders in the agency and corporate areas of public relations, we believe these elites will give us valuable data on the role of ethics in building OPRs. We provide analysis and implications for the public relations industry, both agency and corporate, in the use of ethics to build relationships and the role that ethics can play in building a long-term, authentic relationship that brings mutual benefit to organizations and publics. Data collection is winter and spring, with analyses is in mid-spring so that we can present our results at the May conference. Our findings should benefit both public relations practitioners and academics in public relations or strategic/corporate communication.

Tamara Makana Chock
Associate Professor, USA

The Effects of Viewing Surgery Scenes in Reality TV Shows

Reality television shows depicting cosmetic surgery makeoversprovide audiences with detailed and at times graphic images of surgical procedures. Critics argue that exposure to these types of media depictions may contribute to perceptions of the normalization of cosmetic surgery (Delinsky, 2005) and lead to decisions to have cosmetic surgery. Given the graphic nature of some of these surgical images, however, it is also possible that these types of shows could increase perceptions of the potential risks of these procedures, and potentially reduce the perceived desirability of cosmetic surgery. Given gender differences in the importance of physical appearance, it is also possible that there may be differences in the perceived desirability of cosmetic surgery for males and females. Drawing on social cognitive theory (Bandura, 1986) and the inverse risk/benefit hypothesis (Lloyd, Hayes, Bell, & Naylor, 2001), this experimental study examined the effects of showing graphic surgical images on audience's perceptions of the benefits and risks of cosmetic surgery, and on their perceptions of surgicalrecipients. A 2 X 2 mixed design with the between-subjects factor of surgery condition and the within-subjects factor of surgical recipient gender was used. Participants (N=60) were randomly assigned to a "surgery" or "no surgery" viewing condition. Participants in the "surgery" condition viewed stories taken from a reality TV makeover program including scenes depicting graphic images of males and females undergoing surgery. Participants in the "no surgery" condition viewed the same stories with the surgical scenes edited out. After controlling for pre-existing surgery attitudes, participants who viewed the graphic images reported significantly higher levels of perceived risks, and lower levels of perceived benefits, than those who did not view the graphic surgical scenes. Females were rated as benefiting more than males from cosmetic surgery, but there were significant differences depending upon whether audiences viewed the surgery scenes.

Jeanne Clark
Associate Professor, Willamette University, USA

Filming the Memory that Remains

In 2009, Palestinian filmmaker Elie Suleiman released *The Time that Remains: Chronicle of a Present Absentee*, a semi-autobiographical continuation of the exploration of Palestinian identity and the Palestinian condition begun in his earlier films. The release coincided with the 60th anniversary of the founding of Israel and the simultaneous Palestinian *Nakba* (catastrophe). Suleiman uses film to speak to a global audience that is ill informed about Palestinian identity, in large measure because the Israeli narrative has dominated the media's story of the Israeli-Palestinian contestation. Suleiman's films offer a wryly comic corrective; they are multi-layered, complex narratives explicating the essential Palestinian value—*sumud* or steadfastness. His earlier films have offered a redefinition of terrorism; that is still addressed here, although more obliquely. This film was a Cannes selection; *Divine Intervention*, the preceding film in the trilogy of which this is a part, was denied Oscar nomination because Palestine's lack of national status meant the film could not be officially released in that nation first as is required. That controversy previews the thematic focus of this most recent film: loss, survival, memory, and the ironic intertwining of presence and absence. The film explores what may be the most repressed of Palestinian narratives—that of the "Israeli-Arabs," the Palestinians who remained within Israel after 1948. As displaced Palestinians living in Israel, Suleiman and his family are officially identified as "present absentees"; that naming identifies them as people who both exist and do not exist. This paper examines how the film attempts to communicate a complex Palestinian story, constructing and deconstructing the social memory of a controversial time and place. Presence and absence are played against each other in the formation of a narrative of identity.

Catherine Collins
Professor, Willamette University, USA

Competing Narrative Frames to Account for Random Public Shootings

Two incidents during one week of December 2012 reminded the American public of the potential for massive gun violence even in apparently safe situations. On December 11, a gunman entered an Oregon shopping center and shot three people before his assault rifle jammed. The social media comment posted by a local ABC affiliate— "Oh dear. Again"—reflects the perception that the shooting was part of an ongoing pattern of public violence, a familiar story form. Early headlines label the incident a "Terror" and "Shooting rampage". Despite the low death count, the proximity to Christmas and the belief that the mall was a safe place brought national media attention until three days later when a man, armed with three semiautomatic weapons, killed twenty students and six adults at a Connecticut elementary school. The perception of innocence violated by the killing of so many switched media and public attention to a new terror, but both incidents reveal the same narrative patterns. This essay examines the conventional frames—the narrative strategies that the media, politicians, and the public employ in trying to make sense of this form of violence. The essay draws on media framing and classical topoi – strategies of argument – to explore the implications of creating and reinforcing a conventional form for addressing shootings that occur in public spaces. I argue that two fundamental narratives are employed in the response: the first is an impulse to memorialize the victims of such violence and reassure the public that violence is an aberration, while the second links violence with gun control laws, thus prompting a deliberative impulse to debate gun control. These competing narratives create a tension that limits the ability of either to be seen as an appropriate or fitting responses to the rhetorical exigence created by this kind of violence.

Raffaella Conversano
Media Educator-Specialized Teaching, Comprehensive School Aldo Moro, Italy
&
Gaetano Manzulli
Coordinator, Department of Computer Science – Professor of Transmission Systems and Data Processing, Iti Pacinotti Taranto, Italy

The Final Countdown-Apply Dis(ease)Ability: Teaching Methodology and innovative Media Education in Function Solution/Communication with Disability

This paper concludes a trilogy, a research and experimentation that has led our team to define uniquely the lines of a new and innovative pedagogical theory, with its teaching and specific methodology for reading application in the field of Media Education school about the strategic use of new technologies to facilitate communication with disabilities and people with disabling diseases in general as well as academic contexts uncomfortable and foreign. From "Enchanted Maze" - Educational interactive game (9th Annual International Conference) where we have assumed the technical lines and innovative features of the software/hardware that they might be really useful to a conscious use of language communication, through facilitators for the acquisition also foreign language skills, implementing procedural tools for technology needs in the process of functional autonomy of the person with difficulty permanent/semi-permanent; through "Work in Progress" - Designing the Dis(ease)Ability with functional autonomy App (10th Annual International Conference) project evolutionary experiment with the adoption of SMART information technologies in teaching and the use of technologically advanced software platforms for the integration of pupils with various intellectual disabilities, we aim with this latest effort to view the world of educational research, relying not just a product of thought but also the sharing of our successes experiencing. Started with innovative ideas about the use of certain technologies as strategic tools solutions in communication with certain serious disabling diseases, we have come to verify the validity of the same application, proposing and disseminating original models of instructional use not only of the most common technological tools (pc, workstations and related systems), but also and above all, an instrument in particular - the phone or mobile system- placing us in its approach solution communication and information diffusion (learning functional competence), under the guidance of our inspirational educational theory titled: "Dis(ease)Ability".

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Usage of Mobile Devices for Travel Planning and Booking

In the summer of 2012 mobile phones and tablets accounted for over one eighth of total Internet page views. This doubled in one year. Smartphones comprised twice as much usage as tablet devices. Computers still dominate online consumption but their share of Internet page views has declined and is expected to drop in the future. In 2010, the US volume of mobile phone sales surpassed PC sales.

Given the phenomenal shift in the use of technology, this paper explores its impact on the usage of mobile devices for travel related planning and booking purposes. Travel is a mobile-friendly category by its nature. More than two-thirds of passengers now carry smartphones. This is stimulating demand for services such as self-boarding and flight information updates. Since Mobile devices provide flexibility and convenience in travel they can help with bookings, as well as managing itineraries and expenses.

Mobile devices are increasingly being relied on by travelers before, during, and after their trips. Travel marketers are aware of this and are devising multiple ways to enrich and monetize the overall customer experience while meeting multiple goals in revenue management, CRM and brand management. At the same time travel companies are helping today's travelers stay organized by providing them more customized experiences such as alerts, specials, and messaging through the integration of SMS, eMail, and social media.

The research paper also examines consumer motivations for using mobile devices, contemplates how they may be used in the future, and how travel companies will respond with new products and services. Currently, business travelers use mobile devices for post-check-in and checkout hotel services. They also use them to find special offers and discounts, other guest and business services. Consumers use smartphones to find and contact businesses, while tablets are used for research, price comparisons, and reviews.

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Syria, Libya, and the Obama Administration: Press Tactical and Strategic Support

The following research will examine the Obama administration's handling of the 2011-2012Syrian conflict through the prism of Coombs (2006) Situational Crisis Communication Theory and press critiques of the administration message strategies through the prism of Hertog (2000) tactical and strategic criticisms. The paper aims to point out message strategy positioning of the administration, as well as, press interpretation and support of administration policies though an extended Syrian conflict, in which the U.S. has failed to aid rebel forces. The results of this analysis will be compared to a previous analysis of the Obama administrations' handling of a similar crisis in the 2011 Libyan conflict, in which the U.S. was actively involved. In the Libyan conflict the Obama administration used messages strategies to portray Gaddafi as a butcher of men, to focus on the need for immediate action, the importance of NATO and coalition; the strategies resulted ina speedyend to the conflict and allowed the administration to score a political victory and avoid prolonged strategic and tactical press criticism. The success of Obama administrations' handling of the Libya crisis in avoiding press criticisms with their message strategieswill be compared to the strategies used to address the Syrian conflict, and the successes and/or failures of those strategies in terms of press strategic and tactical criticism. The paper also hopes to shed light on the types of strategies administrations use to differentiate seemingly similar political circumstances in outlining foreign policy to the press.

Banu Dagtas
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Implications of Arab Spring on Turkish Media: Columns of Newspapers

The social uprisings took place in the Middle East countries symbolized with the 'Tahrir Plaza' of Mısır is called *'Arab Spring'*. The *Arab Spring* has been very closelly followed by the Turkish public opinion because of geographical nearness and the closeness of Turkish Foreign Policy towards the Middle East. In this paper, the columns of Turkish newspapers were covered during a month after Tahrir uprising in January 25, 2011. The name of covered Turkish newspapers are: *Star, Sabah, Zaman, Taraf, Cumhuriyet* and *Hürriyet.*

In the coverage of newspapers two main discources of columnists are dominant. One discourse like this: *"Turkish democracy should be model for the Arab uprisings"*. This discourse is argued by the columnists of the newspapers who support the existing Turkish government namely *Star, Sabah and Zaman.* In years 2000, with the governments of the AKP, the press in Turkey has been polarized as the supporter of the government and not. Supported argument here is; "Turkey became democratic country, respecting democratic rule, although it is a Islamic country like other Arab countries of Middle East."

The other discourse that dominant in the newspapers Taraf, Cumhuriyet and Hürriyet who do not support government is like this: "Arab societies can not be democratic".

These two discourses were evaluated by applying Ottoman-Turkish modernization process.

At the beginning of the 19th century, modernization process (as a westernization) started first in the Ottoman Army. And during the 19th century military had been transformed into the "Ottoman Bureucracy". At the begining of the 20th century military-Ottoman bureucracy became power and established modern Turkish Republic in 1923. During the process of Ottoman-Turkish modernization, the serious social conflict emerged between the governing elite and most of the population, as result of "Westernization". The social conflict had become a conflict of "Westernization and the Islam" and called as a "center-periphery conflict" by Mardin (1973). After several military interventions, in 2002 "Islamic Party", AKP came into power in Turkey.

To determine the dominant discourses of columns, lexicalization, overlexicalization and quotation patterns were used as an analytical tools of critical discourse analysis.

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General strike through the Social Media looking glass: November 14th strike coverage by Spanish radio networks profiles in Facebook

Social networking sites are nowadays one of the most popular media in Spain, as remarked by the last "Observatorio de Redes Sociales". According to this study, 91% of Spanish Internet users have at least one profile in of these sites. As a general consequence of this situation, social media have become an agora for postmodern democracy as authors like Berlanga (2012) have stated before. Social networking sites play an essential role in the public sphere nowadays.

The "Observatorio" also reveals that Facebook is the most important social network site, because 85% of Internet users have an account on this site. So, in this study, we analyze the presence of the main Spanish media (newspapers, radio and television networks) in Facebook, focusing on the coverage of these media regarding one particular and controvertial issue: the general strike which took place on November 14th, 2012 in Spain.

In order to do so, the messages posted by the main Spanish media have been analyzed as well as the reaction of the Internet users, by boarding their comments on the 'Facebook biographies' of these networks. The number of 'likes' and 'shares' reached by every publication has also been considered.

In this sense, we try to study what kind of contents these newspapers, television and radio networks publish through this channel. We also want to find out what types of content cause the most sharing and engagement and if Facebook has really contributed to create a more active communication between media and their audience. Therefore, one of our main objectives is to identify which are the different strategies these newspapers, television and radio networks use in Facebook.

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Thumbs Up!: Community Media and the Opportunities of Crises

At the moment media are facing multiple crises. Print media are trying to find ways to survive in the constant movement towards the digitalisation of news. This makes that classic media such as newspapers and magazines constantly need to reinvent themselves in order to be read, listened or viewed. In parallel time media are experiencing the consequences of the financial crisis. State funding of public broadcasters in the Netherlands is for instance reduced and commercial radio and television stations have to deal with decreasing advertisement revenues.

At the same time, the ever changing media landscape and financial crises offers opportunities for others. Or to put in in the words of John F. Kennedy: 'when written in Chinese, the word crisis is composed of two characters. One represents danger and the other represents opportunity.'

For (online) community media, this time of crisis is a time of opportunity. While mass media can only adapt slowly to the new circumstaces due to their size. Community media seems to be less dependent on funding and tend to embrace the possibilities that social media offer to broadcast content faster. This is illustrated best by the fact that in the Netherlands, based on the number of likes, some online community news media are bigger in than most of the national mass media (both newspapers, magazines and audiovisual media).

This paper aims to analyse how these online community media adapt their strategies to the constant changing economic and media landscape. We will do this by comparing the strategies of two Dutch language online community news media, the dutch-turkish lokum.nl and the dutch-indonesian indoweb.nl with the strategies of two Dutch national newspapers. It will answer questions such as: what role does social media play in their strategy and how do they manage to deal with the challenges the economical crisis confronts them with? What alliances do thet make to reach new audiences or keep their current ones?

Ufuk Eris
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Hackers in Turkish Newspapers

Hacker is a controversial concept. As all other new technology related concepts, it is used in many areas and, by many social agents for different meanings and in various manners flexibly. Their place in social reality can be observed in their doings, actions, achievements, their notes left on websites they hacked, the open source technologies and programs they produced, in movies they take part as a character, and in news stories. Hackers have always taken part in the social agenda as a discussion topic. It is still not decided whether they are technology fascinated people who choose to be a part of a dissident underground subculture or just criminals commit crime using new technologies.

Even though half a century has passed since the initial years of hackerdom, it is still sensible that original hacker ethic is still alive. On the other hand, new technology has unleashed many criminal possibilities. From another point of view hacker subculture has evaluated as a new social movement in many researches. It is becoming important how they are represented in media since people perceive social reality in mediation of mass media. There is not many researches on this issue in Turkey. Adding to this there is not much attention directed towards Turkish hackers in literature of cyber studies. However, actions and doings of hackers occupy gradually more and more place in media day by day. It is important to understand at least the point of view of newspapers to the issue since most of the Turkish public perceive the topic through media news. It has an effect on the image of hackers in Turkish people's minds.

In this research 5 most read newspapers' online editions are searched in one year period for understanding the representation of hackers. Those 5 newspapers reach at least 3 million readers. A content analysis is applied to the news related with hackers in those newspapers' online editions. Research unit is every one of news stories that contains words like hacker, hackerdom and hacking. Three coders (judges) coded the %10 of all population. Inter coder reliability is calculated with fleiss kappa. After that all population is coded by judges and quantified by SPSS program.

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The Progress of the Multi-Theoretical Scheme of Uses and Gratifications and the Experience on the Model of Values of Media Gratification

The Uses and Gratifications approach has an influential tradition in research about the audience, having as a focus of study, the reasons that leads the viewer to select and expose himself to different media and content. The basic assumption of this proposition is that, through the experiences and reflections of media and content, the audience members relate which of these are most satisfying, proceeding subsequently, exposure to the media. In fact, the U&G paradigm has expanded in such way that no one can talk about the theory of U&G, but, in a multi-theoretical model. The purpose of this article is to establish the "state of the art" of this important approach, demonstrating its major landmarks. Additionally, along with the description of the main stages that mark the six most prominent categories of U&G; (1) The origins of the social and psychological media gratifications, (2) The expectation value approach, (3) The audience activity, (4) Gratifications and consumption of media, (5) Gratifications sought and obtained and 6) Gratifications and effects; I highlight one research (qualitative-interpretive) published in 2011, addressed according to the methodology of "grounded theory" that aligns its results to " The expectation value of the gratifications" one of the most important theoretical strategies integrated to U&G.

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The Juvenile Offenders Audience Preferences

As all types of arts and communication, without audiences, it seems that all performed its wasted. That is one part of the story, the other one is to discover what are the audience' preferences. Measuring audience preferences in Albania, perhaps like in many other countries, it's a real challenge. Various media institutions, agencies, or scholars have conducted several studies on general audience preferences, but there is no study focused on juvenile offenders' audience.

This paper will be focused on the juvenile offenders' audience preferences that are treated within the Albanian Penitentiary System. Through the use of communication research methods, this study will address the following questions:

1. What are the characteristics of the juvenile offenders' audience?
2. What are the psychographic and life style of juvenile offenders?

Using communication methodologies, combining three elements that of theoretical, analytical, intertwined with empirical data via anthropological elements like conducting interviews, some of the characteristics of the juvenile offender's audience, and the importance of determination of communication for specific audiences will be revealed. Of course that will be viewed with interest to discover whether media, especially TV, has affected or promoted delinquent and aggressive behaviors to juvenile offenders. Through the case study of juvenile offenders' in Albania, this paper will outline the various ways media serve as a relationship building function, without considering its audiences. As media agencies face increasingly complex situations, is central to see how various programs are negatively affecting potential audiences. The increasing interdependence of juvenile offenders and the growing demands on cable and digital platforms within the prisons' cell, raise the question if audience preferences are previously settled or modified.

Statistics that will be presented in the paper, but that would constitute an essential part of it include: a) percentage of juveniles offenders placed in prisons; b) number of media and digital platforms in prisons; c) number of media and types of the programs in the Albanian broadcasts.

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The Contemporary Communicator a 21st Century Rhetor

A new challenge in the study of communication processes on the Internet is the actual presence of elements classical rhetoric science . By these we mean persuasion strategies (ethos, pathos and logos), as well as the abundant use of rhetorical operations and figures by communications agents. Our research states that there is a convergence between classical rhetoric and communication over the Internet. Both realities share and mutually feed each other with resources in order to achieve more persuasive and creative communications. Therefore, the network user may be designated as the new XXI century *rhetor*. In order to support this statement, the paper will review main authors and publications that have already established links between the Greek agora --original rhetorical environment-- and the Internet. The review will also cover implications of classical Rhetoric science in the hypertext, in network configuration or in cyber-journalism. The paper will tackle explanatory features of Internet communications, taking into account the intersection of the Greek agora and the type of discourse coming out from the Net, (*Computer Mediated Communication*). Discourse features are shared by oral and written discourses, such as persuasive characteristics of conversational language usage, in interpersonal communications. In conclusion, Internet communications becomes a mediated communication through technological devices, leading to a critical review of present study models. The paper will try to show the link between Rhetoric and our actual communicational environment.

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Peer Reviewed Journals and the Challenges of Open Publishing

Scientific journals appeared in the 17th century, out of the information overload printed books were laying on academic communities. The massification of science, and the appearance of the first scientific societies allowed for the appearance of these first journals, which were mainly digests of books. Over time, and mostly in hard sciences, publication cultures shifted from books to scientific journals - that turned from digests to presenting new scientific discoveries - and, as a way to insure relevance and quality, to peer reviewed publications, maintained by societies or academics themselves.

Solla Price's law which states that the growth of science is exponential, and that the sheer volume of science, measured either in manpower or publications, doubles every 10 to 15 years, means that again, over time, the proliferation of scientific journals placed new strains on information management. From a system based on renowned academic publishers wich offered printed paid versions of scientific articles, by the early nineties of the 20th century the world wide web brought into play the concept of Open Access, and challenged traditional publishers business model.

Open Access is understood, in the line of Bo-Christer Björk and Patrik Paetau, as «free unrestricted access to scientific publications», and poses specific questions such as the status of such knowledge in that «scientific knowledge is a public good produced mainly with public funding and that the authors who produce scientific information usually do not get any monetary rewards in the form of sales royalties» making them interested in «as wide a dissemination of the articles as possible».

The purpose of this paper is to discuss the arguments that are fueling the debate OA versus traditional, paid content journals, and that are connected with questions such as peer reviewing processes, business model (for even OA demands means for its production), ethical challenges, information management, publication indexing, data retrieving, and possible future trends. The paper also examines the main arguments against the possibilities and desirability of a publishing culture of scientific journals relying mainly in Open Access.

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Facebook as a Tool for Political Engagement amongst the Youth: A Case Study of MediaWorksZA

It is an unfortunate fact that around the world, the youth are often slow to become politically engaged and often demonstrate apathy for political processes. In order to enthuse this group, activists and political parties have started to use social networking sites as participatory tools to provide a channel for members of the public to engage politically with each other and their government. This study investigates to what extent social networking sites, specifically Facebook, can be used to engage youth in political debate with a view to building an informed citizenry. It draws on the use and potential of a Facebook site, MediaWorksZA, as a media literacy course for postgraduate students in Communication Studies. MediaWorksZA was established by Media Monitoring Africa, a non-profit non-governmental organization, in 2012 with a view to creating debate amongst the youth about the role of the media and the political sphere in South Africa. Facebook was chosen intentionally as within the scope of online social media, Facebook serves as an indication of the phenomenal growth of social network sites in recent years (Kushin and Kitchener, 2009). South Africa is ranked at 31 on the global scale of Facebook users (Socialbakers, 2012), and is ranked at 2 in Africa, just behind Egypt (OAfrica, 2010). Facebook is the second most popular social media network in South Africa – with 5 365 460 users (Socialbakers, 2012). Even though only 10% of the population is online, raising concerns around access, it is interesting to note that of those who do have access, 101.24% have Facebook accounts (Socialbakers, 2012). This gives impetus to the possibilities Facebook may offer as an information sharing forum. The study provides a content analysis of comments posted on MediaWorksZA, and considers the benefits and limitations of using Facebook as a tool for political engagement.

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An Evaluation of the Effectiveness of Sports Sponsorship among Football Fans in Egypt

Statement of problem

Sport sponsorship in Egypt is growing .thus, there is an urgent need to be interested in this area. One of the aims of companies is to increase its investment in sport. Nowadays, most of the companies want to evaluate the effectiveness of their communication effectiveness to make better decisions .There is a lack of researches in this area in Egypt. Sponsorship awareness, corporate image and purchase intention need to be measured in the context of sponsorship effectiveness. Egyptian companies want to support sports events but there is only one study that tackled how these activities influence target market and how to measure the sports sponsorship effectiveness (Ibrahim,Labiba, 2011)

Therefore, the main question of this research: are there any relationships between key variables (sponsor awareness, corporate image and future purchase intention) among football fans in Egypt?

The objectives of this study are:

1. to investigate the factors of measuring the effectiveness of sports sponsorship.

2. to recognize how sponsorship works in the minds of consumers

3. to test the relationships between variables of sport sponsorship effectiveness (sponsor awareness, corporate image and future purchase intention.

4. to offer a framework to those who are responsible for sponsorship in the Egyptian companies so that they can evaluate the activities of sport sponsorship via that.

Hypothesis:

1. sponsorship awareness has a direct positive effect on corporate image.

2. sponsorship awareness has a direct positive effect on intention to purchase sponsor's products.

3. corporate image has a direct positive effect on the intention to purchase the sponsor's products.

Research methodology:

This study is based on a survey that will be applied on 400 random sample of Egyptian football fans. The questionnaire will be sent electronically to them .The first section of the questionnaire is related to brand a awareness items. The second section about corporate image items .the third section about purchase intention items. Finally, the last section is about the demographic of the respondents.

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Nation Images of African Countries in the Greek and Cypriot Press: Newsvalues, Proximity and Framing

Nation image is defined as the cognitive representation of a given country (Kunczik, 1997). It is comprised of two differentiated elements: image-projected, i.e. the image as an attribute of the message; and image-perceived, the image as a cognitive structure i.e. the image formulated in the minds of the audience (Hacker 1995). Sociology of News focuses on a particular form of projected nation-image: that in the media, which is produced by the combined operation of the international news making process, the strategies of actors and domestic and international events . The impact of news media upon the construction of image-perceived is related to their capacity to make particular topics (agenda-setting) or aspect of these topics (framing) more accessible to the audience (Iyengar, 1991). Aim of this paper is to examine the projected in the news media nation image of African countries. Image Theory from the field of International Relations and Frame Theory from the field of Media Studies are combined to construct the theoretical framework. Frames and framing are notoriously underemployed in the analysis of nation images (Dell'Orto, Dong, Moore, and Scheeweis, 2004) and international relations (Samaras 2002). This study integrates framing in the nation image analysis.

Quantitative content analysis is employed. The analysis includes all news-items that contain any reference, direct or indirect, on anyone of the African countries in the press of Cyprus and Greece. The comparative intercultural analysis allows to examine the impact of media ethnocentrism (Gans 1978) and the operation of the domestication processes (Nossek 2004). Thus the formation of each nation image is examined as part of the dialectic between international events and local angles which stands at the center of the glocalization process.

The codebook includes type, frequency and placement of reference of each country, the evaluative aspect of image, frames contributing to image formulation, as well as attribution of blame. The impact of news

events and of news values upon the image of the African countries is assessed. This paper is part of a wider research project on "State Mapping in the News" project of the Open University of Cyprus. Its aim is to integrate frame theory into the analysis of nation image and to examine the effects of the transformation of political and economic power upon the projected nation image.

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Does East Meet West? Comparing Crisis Communication Strategies used by Indian and Western Companies

Crisis communication is of significant importance as it differentially impacts the perception of internal and external stakeholders and determines, to a large extent, the reputation of a company and its market share. There has been considerable research on direct relation between efficient communication in times of crisis and image building and restoration. However few scholars have analyzed the response patterns of Asian and Western countries in crisis situations for short term and long term business gains.

For this paper, we have selected two companies each in the Automobile and FMCG sector. In both these sectors we have selected and compared one company of Indian origin (Tata) and one with Indian operations (Cadbury's) with two Western companies (Toyota and Coke). Secondary data comprising newspaper articles and company press releases is analyzed to determine the type and sequence of image repair strategies used by each company.

Our findings indicate that the response patterns by companies embroiled in the crisis were varied. While the Asian companies proceeded to remedy and subvert the impact of the crisis, the non-Asian companies resorted to strategies of defence and attack. In this paper we posit that while impact of crisis on revenues is globally the same, the response is varied. We argue that cultural differences prevalent in the country of operation impact the choice of strategies used for post-crisis image repair.

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Information or Promotino? Medication Coverage in the Israeli Press

The importance of providing the public with accurate, balanced, and objective information about drugs is reflected in their unique regulatory status. As such, Direct-To-Consumer-Advertising (DTCA) of prescription drugs is banned in most countries because of health risks and side effects audiences lack the expertise to evaluate. Unlike extensive literature on DTCA, only scant literature on media coverage of medications exits. The present study contributes to closing this gap. Embedded marketing – paid inclusion of branded products within media programming – is banned in Israeli broadcast media. The inclusion of commercial content in journalistic texts is considered unethical.

This study assessed the balance between promotional and health frames in medication coverage in three Israeli national newspapers using framing theory. It evaluated the relative prominence of information sources in medication-related journalistic coverage, applying advanced countervailing powers theory. Results showed four times more promotional content than health contents in medication coverage. Despite Israel's prohibition on DTCA of prescription medications, prescription drug citations comprise 75% of total medication coverage. And there are serious breaches of journalistic ethics: 67% of reporter-generated articles cited only one information source; no sources were quoted in about a quarter of the articles. About half the journalistic articles and the vast majority of commercial articles cited information sources perceived to be objective: academic researchers and physicians. Yet such objectivity is questionable given these professionals' dependence on drug companies for research funding.

Arguably, such press coverage is highly biased and functions as embedded marketing, primarily for prescription drugs, and may mislead consumers, being disguised as news. It is suggestive of drug companies' public relations representatives' success in recruiting physicians, academic researchers, and journalists as informal sales

representatives for the pharmaceutical industry. The limited information about potential negative effects may encourage consumption, lead to over-use or abuse and a lack of awareness about the side-effects and risks, especially of prescription drugs.

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Intercultural Communication and Modern Media Education

Today the mass media are directly involved in globalization process. The using of the Internet and other media, referred to as Information Communication Technologies (ICTs) plays an important role in spreading and exchanging information between cultures and nations. The new communication and information technologies bring new possibilities for developing media. With the advancements in technology and telecommunications, it became possible for the great amount of information to be transferred to the other end of the world in seconds, which made a huge impact on people's thinking, behavior and activities.

That's why the problems of multicultural understanding play an important role and the questions of teaching intercultural communication in the institutes and faculties of journalism take on special significance.

Through intercultural communication future journalists can learn a tremendous amount about other peoples and cultures, and moreover, learning about others they can learn something new about themselves. Intercultural communication refers to both an academic and applied field of study. The course 'Intercultural communication' incorporates cross-cultural trainings of intercultural competence and cultural intelligence, tolerance and assertiveness which can help the students to foresee communicative barriers, understand the causes of intercultural conflicts and adapt to different cultural settings.

What are the most popular methods of teaching intercultural communication to the students learning journalism – academic lectures or practical seminars?

According to the results of the poll which has been carried out among the students the most effective method of teaching and learning intercultural communication is combination of academic lectures and seminars-trainings at which the participants come to understanding not only the values of other cultures, but to deeper awareness of their native cultures.

Nowadays development of basic components of intercultural communication such as intercultural competence and cultural intelligence is as important as development of media literacy and critical thinking.

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The Problems of the Minority's Media: Sample of the Greek Minority Media in Istanbul

The Greek's of Istanbul who entered to minority statues with the conquest of Istanbul by Fatih Sultan Mehmet which has resulted with the beginning of a new historical period, continued their existence from 1453 to modern-days despite the decreasing of their population.

With lessening numbers just below 2000, Greek minority is stil able to live and carry out the legacy of Byzantine Empire which survived in Istanbul which has turned out to be an Ottoman city on 1453.

Although Republic of Turkey's and Ottoman government's tolerations, minority Greeks who had to abondened the place which they born for different historical reasons are one of the most colorful cultural items of İstanbul.

Minority Greeks of Istanbul where they found a chance to live their religion and culture freely, also established freely their communication ways. During the reign of Ottoman Empire and later, the Greeks who have lived as a minority in Republich of Turkey, have made commercial activities throughout printed media channels as well.

This study will be focusing on Istanbulite Greek minority's work on media, which had started with printed media and shaped today by internet media. With the result of this work on researhes about newspapers and magazines, that were published by Greeks in Turkey, who stepped into the printed media market, there will be analysis' presentations about modern-day's. The still surviving and functioning two Greek minority newspapers named as "Apogevmatini" and "Iho", and the first internet radio and news portal of Greek community "Iho tis polis" will be analysed in details.

In this study, with the economic problems, experienced by minority Greeks who acted as media bosses and social, economic and political problems of minority media will be approached. The data will be collected with history research, literary works and the methods of interview. In interviews to collect data, the thoughts of Greek capital owner media bosses and thoughts of a politician, bureaucrotic figure that represents the Republic of Turkey will be taken.

At the end of the study, while the analysis of Istanbulite Greeks, who has lived as a minority for 560 years, activities on media area are given a place, with this example in the world, problems of minority media will be discussed and solutions will be suggested.

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On Public Relations and Ethics in Information Age

According to Asymmetric Information Theory, enterprises which enjoyed discourse power before the information age was obviously in an advantageous position of information in contrast to the public who was weak in getting information. However, the coming of information age has changed not only the social information transmission system, but the power pattern of enterprises and the public in terms of information resources as well. The public is no longer the "Silent Majority". The thesis aims to explore the answer to the question how we conduct public relations in the day when information has become productive force from the perspective of the social responsibility of enterprises and the effect the informative society has on the public and enterprises so as to provide a wide perspective for the research and the work of public relations.

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Creativity, Connectivity and National Identity in the Brave New World of Global Brands

Today's game-changing technology has redefined the concept of the global brand. Any company, artist or advocate can now walk the boards of the world stage, from any number of entrances and exits. But what should they take from their cultures on this journey into the brave new world, and what should they abandon? This paper examines issues of universality and diversity in a global marketplace. What it means to be ethnic. What it means to be place-less. What it means to be global. It showcases and examines examples of advertising creativity that borrow on national identity and even serve to create that identity. It asks: How should a brand with global ambitions situate itself in its own culture? And how best can global brands identify with the national identity of local markets and individuals and niches within those markets? These questions are examined within the broader framework of theories on the nature of creativity and its ability to transcend national boundaries.

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Blurring Boundaries and Shifting Tactics: A Reassessment of Chinese Language Media in Canada

Due to continual inflows of immigration and media content produced elsewhere into Canada, the Chinese language media sphere in this country has expanded considerably in the past two decades. Growth and intensified competition have led to changes in both ownership and organizational tactics. A new development is that mainstream media corporations began to acquire Chinese language media outlets because of their economic success and the growing size of their audience/readership. This blurs the line between mainstream media and ethnic media, which are often perceived as being in opposition to each other. Canadian sociological accounts of media diversity tend to criticize mainstream media for failing to represent minority groups accurately and positively. Ethnic media are seen as offering alternative frames and oppositional interpretations. The paper examines whether a change of ownership affects how the Chinese media outlets operate, especially in terms of their self-positioning and coverage of current affairs. Furthermore, using the data collected in recent months it attempts to show the diversity existing within the Chinese language media sphere itself.

Christo Lombaard
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Getting Texts to Talk. A Critical Analysis of Attempts at Eliciting Modern Messages from Ancient Holy Books as Exercises in Religious Communication

Religious Communication as academic discipline analyses the ways in which the spiritual commitments of humanity find expression in and through communicative acts. Diverse and multi-disciplinary as this discipline is, one of the aspects Religious Communication studies, is the problematic religiously inclined people experience in eliciting a meaningful message, relevant to modern times, from holy texts (such as the Bible) that stem from ancient times, dissimilar cultures, and far-removed communicative contexts. Within Christianity such problematics, *inter alia*, have given rise to the institution of the university, and within it, in the modern period, to exegesis as an expert methodology with which to practice the science and art of both understanding the texts within their ancient contexts and eliciting valid messages from them for current times. In such endeavours, Communication and Theology mix in a unique way as an expression of Religious Communication. In this paper, the author builds forth on previous publications of his in Religious Communication and in Exegesis, to discuss here the major modern attempts in this regard. The pre-modern allegorical use of biblical texts were through the rise of historical consciousness, as part of the Enlightenment, replaced by historical-critical interpretations of the holy texts, which then dominated the exegetical scene for about two centuries. During the past half century, however, different other methodologies have been proposed: narratological, structuralist, semiotic, genitive-theological, socio-scientific and, most recently, mystagogical. In this paper, the *communicative intent* with each of these exegetical methodologies are described and compared critically.

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&
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When Stories Meet Systems Meet Schemas: A Meso-Level Model of the Functional Role of Narration in Organizations and Organizational Communication

The functionality of narrations in organizations has been known for decades and consultants have been working with "storytelling methods" just as long. However, a scientific framework synthesizing an overall model of the functionality of narration in organizations with the underlying cognitive mechanisms of the individual in processing narration has not yet been presented. To bring together the macro- and micro-level perspective of the narrations` role in the construction and transmission of organizational culture, we developed a model for the impact and function of narration in organizations combining social system theory (Luhmann), social identity theory (Tajfel & Turner) and structuralization theory (Giddens) with cognitive approaches on narrative reception and schema processing. We propose that narrations help to understand the world by generating, activating and organizing knowledge structures and mental models. They act as information processing templates and thereby guide sensemaking activities on an individual and, through social information sharing, on an organizational level. By combining theoretical and empirical approaches to organizational narratives, our model allows to analyse, define and explain the principal functionality of narration in organizational contexts, its impact on cognitive processes of organizational members and its influence on organizational culture as a means to construct and communicate a common reality and patterns of shared meaning. Based on this framework, areas of application for organizational communication aiming at changing, transforming and/or stabilising organizational culture can be deducted.

Hussni Nasr
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From Online to Offline Revolution: The Role of Online Social Networks in the 25th January Revolution in Egypt

This paper analyzes the role of the online social networks media especially Facebook during the revolution erupted in Egypt in January 2011.

Using depth interviews and a content analysis of Facebook posts and comments, this study explored how Facebook pages mobilized an online revolution in Egypt in January 2011 that, because of the way posts and comments were framed and the way Facebook's interactive features helped create a sense of community, moved offline to the streets of Egypt.

The analysis shows that during the revolution, the social media functioned as an political organizer and alternative mass medium for citizen communication or participatory journalism. In this article, I argue that the social media generated an alternative public Sphere for Egyptian activists, which widened the perspectives about the revolution and enabled new kinds of citizen participation in discussing the situation. The success of the revolution in Egypt also showed the significance of the social media as a horizontal form for information sharing. The study concludes that the experience of using social media networks to wage and support the political revolution has important implications for the process of democratization in Egypt.

This study adds to an understanding of the recent phenomenon of online social media and social movements. While previous literature has focused on how the internet facilitates existing movements, this research shows how the internet was used to create offline activism.

The study suggests that the internet has the capacity for actually creating – not just enhancing – political activism in Arab World. This was not a movement organized offline where the internet served merely as a tool to facilitate mobilization. Instead, the interviews and content analysis demonstrated that it was via the union of hundreds of thousands of Egyptians on Facebook that a justice and reform movement was born online and then moved offline. Collective action and thematic frames, the inclusion of links, interactivity among users via Facebook features such as the ability to 'like' a comment or respond to another's comment, and the use of Facebook for posting citizen journalism accounts all seem to have contributed to the transition of the Egyptian movement from the online, virtual realm to the offline, real world.

Luke Nichter
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Anchor in the Oval Office: Presidential Recordings and the Bully Pulpit

Since President Theodore Roosevelt first coined the term "bully pulpit," referring to the public platform to advocate for a political agenda that the presidency endows its office holder, presidents have increasing become their own spokesperson. The advent of technology such as the radio in the 1920s, and later television from the 1940s, meant that presidents could reach more voters than ever before. But, they did not curtail their influence there. They yearned still for a way to advance their agenda—and their legacy— even after their presidency, and even their lifespan.

Between 1940 and 1973, six American presidents from Franklin D. Roosevelt to Richard Nixon made nearly 5,000 hours of secret recordings of their telephone calls and meetings. Public knowledge of these recordings began only after disclosure of the Nixon White House taping system in the aftermath of the Watergate scandal. One-by-one, we gradually learned that these earlier presidents taped, though at 3,700 hours Richard Nixon taped far more than any other. The disclosure of these recordings caused a shockwave, changed the way people thought about these leaders—who were captured speaking in sometimes crude and uncharitable language, resulted in several significant new statutes to govern the handling of these materials, and gave scholars a wealth of new opportunities to evaluate these leaders, their policies, and their discourse.

Why did they do it? Have they done it since? The first question is easier to answer than the second. Finally, why have scholars generally not utilized these recordings to a large extent? While these presidents left us these recordings largely as a means to continue to shape their legacies long after their lifetimes, apart from subjects related to Watergate they have not been successful. This is largely because of the legal and ethical issues which have prevented wider dissemination of these recordings to scholars and the general public. For example, the National Archives had consistently argued that the act of providing a transcript of these recordings—something, in searchable form, that would make research much easier—is in itself an act of interpretation. The Archives argues that is does not do interpretation, only access. However, in this case, not taking some small risk at interpretation has meant a great reduction in access. Which is more important? This paper will focus on those scholars and thinkers who have been able to successfully integrate the presidential recordings in their research, and proposals for making their existence more widely known and disseminated.

Ewa Nowak

Assistant Professor, Maria Curie University, Poland

The News Effect – Shifting Salience between Media and Policy Agenda

Reporting political news is, at present, undoubtedly a political process. The role of journalists as political actors in the process is constantly growing. "What they choose to cover, what they ignore, and how they frame political stories influences the perception of elite and mass audiences. In consequence, these perceptions affect political priorities and actions" (Graber, McQuail 2008, p. 1). Reporting news about politics is a part of making politics, and the media became a kind of political institution. Contemporary media and political studies produced huge amount of books, articles and analyses about the influence media have upon politics, however there are relatively few works devoted to these specific issues: which way, to what extent, and with what result can media coverage influence particular policies and political decision making. The proposed study combines the theoretical basis of the agenda-setting theory, that is the interrelationships between media and policy agendas, and empirical seeking which uses statistical and qualitative content analysis. The main assumption is grounded on the opinion that previous model, in which media agenda generally follows policy agenda, is changing towards the growing role of media in making politics. The detailed hypothesis, which is going to be proved in the study, implies that media coverage should be considered as significant factor within the political decision-making environment. The impact of media coverage on policy making can be described as the 'news effect', since some political/policy decision are taken in response to the news exposure. The study is justified mainly because of the progressive mediatization of political life and policy making.

Atilim Onay
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Business School Students' Perception of Internet Advertising

Internet as a best known and most important event of our century, has developed also in Turkey dramatically in recent years. In 2000 the number of Internet users in Turkey was 1.785 million, but by 2005 that the number exceeded 12 million. The number of Internet users reached 35 million in 2011. Many researchers claim that this dramatic growth of Internet use in Turkey relies heavily on Turkey's big youth population. Internet advertisers in Turkey strive for keeping up with this fast development. Just before beginning any research on the effects and value of Internet advertising, one must keep this in mind that primary concern must be the attitudes of Internet users towards Internet advertising. Besides, attitudes of Internet users for Internet advertising are still an untouched but important topic for Turkey.

The aim of this research is to find out how Internet users perceive of Internet advertising. Population of research is, for representing Turkey's general population that consists of young people mostly, Anadolu University Business School students. As a method, survey research is decided and the scale used in the survey is the adaptation of An and Kim's scale which is used in their research at 2007. In the scale the factors that has an effect on attitudes towards Internet advertising gathered around 4 camps: Information, entertainment, trustworthiness and irritation. An and Kim, in their research compares Korean and American Internet users on the topic. To use the same scale would help to compare the attitudes of American and Korean users with Turkish users. Basic research questions of this paper are:

- What are the attitudes of Turkish students about Internet advertising?
- Do the perceptions of Internet advertising significantly differ with regard to information, entertainment, trustworthiness, and irritation?

Adding to this, this research has an importance that it deals with a topic that is untouched so far in Turkey. The results are important both for communication, sociology, social psychology academics and professionals of advertising sector

Oguzhan Tas
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Moral Politics of Journalism in Turkey: Making of Scandals and Journalistic Responsibility in the Age of Media(ted) Politics

The structural transformation of Turkish media in the 1990s also enabled the public visibility of politicians more fluid and multi-faceted. In an increasingly competitive news environment in which competition meant seeking for more audience, interest in sexual-political scandals became prominent since this type of content offered a personalized and highly moralistic character. The prevalence of "sexual-political scandals" in Turkish political life, along with the several cases of secretly filmed videos and audio recordings, have increasingly become widespread in recent years. In this research, I specifically focus on the media coverage of two distinct examples of this phenomenon which had dramatic effect on the general election in 2011. (1) In May 2010 a secretly filmed video showing Deniz Baykal, the leader of the main opposition party CHP, and the MP Nesrin Baytok half-naked in a hotel room was uploaded to metacafe.com and to an Islamist news site habervaktim.com with the title "Deniz Baykal's One Night Stand". (2) In April 2011, this time, secretly filmed images revealing extramarital affairs of the two vice-presidents of the second party in opposition, Nationalist Movement Party (MHP), were posted online at farkliulkuculuk.wordpress.com, a blog run by an undisclosed group identifying itself as the "Different Nationalist" who urged the MHP leadership step down.

The spreading of so called "sex tapes" via Islamist or nationalist news sites and blogs had a dramatic impact on turning them into media(ted) scandals in the pre-election period. In both cases, the two crucial research questions that need further investigation are: (1) in which ways journalistic practices operate in the making of political scandals by rendering politicians' private acts visible and questionable, (2) how media professionals justify/rationalize their news pratices on personal lives by referring to their journalistic responsibilities and ethical duties? This study aims at answering these questions by focusing on the mentioned two recent cases and concludes that journalism ethics could no longer be considered in Turkey as an isolated, intrinsic phenomenon solely concerned with the professional codes and conventions in an age of media(ted) politics. The moral arguments underlying editorial decisions and claims, counter-claims

and assertions embodying abstract notion of "social responsibility" are all crucial for democratic politics.

The time span of the news media coverage selected for the analysis includes the period between 6-16 May 2010 for the case of CHP and 27 April-26 May 2011 for the case of MHP. The content of all news stories, editorials and commentaries selected from nine leading national newspapers representing different political leanings namely pro-Islamist, liberal-leftist and Kemalist as well as news sites and blogs involved in the making of scandals will be examined in this research.

Anelise Rublescki
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Journalism and Convergence: Implications of Multiplatform News distribution in the Contracts of Communication Newsroom-reader in the Brazilian newspaper Zero Hora

The article discusses the factors that alter the contract of communication between informative journalism and readers in the multiplatform distribution. It addresses journalism from the convergence of the content, transmedia and cross-media narrative, always with the focus on multiplatform distribution. It discusses the communication contract between reader and newsrooms in traditional journalism (newspapers, magazines, TV and mass radio) and online journalism. The elements systematized in theoretical discussion are illustrated by empirical observation of the Brazilian newspaper Zero Hora, considering the printed version, the web journal and other platforms such as tablets, mobile phones and social networks Twitter and Facebook, in addition to the news channel of the Portal of RBS Group, owner of the newspaper. Throughout the article, are mapped seven major changes in the contracts of communication between newsroom and reader in a multiplatform scenario. It is highlighted that all seem to be naturally incorporated both by journalists and by the readers: (a) low credibility of online journalism, (b) news as juxtaposition of fragments, (c) transfer of mediation to the interactant him/herself, (d) questioning whether the newspaper is still a "synthesis of what is more relevant happening in 24 hours" (e) the shift of the binomial production-reception for the circulation of news, (f) a differentiated centrality of the reader about what is a relevant news and (g) control C + control V journalism, with homogenization of the news. Methodologically, it is a theoretical and empirical article, developed with literature review and case study.

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Katarina Stanoevsak-Slabeva
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Influence of the Blogosphere on Media Agenda: The Case of Swiss French Journalists Covering International Events

When bloggers are analogous to reporters, some of their working principles can challenge traditional professional standards such as conversation with the audience, transparency in the reporting process or even participation to news production. In other words, the blogosphere has strengthened the belief that the Internet is transforming journalistic practices. In order to contribute to the debate on the influences of weblogs and social media on journalism, this paper focuses on a preliminary understanding of key relationship between Swiss French media covering international news events and the blogosphere. In particular, the study is centered on the impact of the blogosphere on the agenda setting, on the gatekeeper roles and on the information gathering processes when reporting conflicts. In order to obtain a broader view, seven journalists, who are used to report international news events, have been interviewed, representing the three main traditional French Swiss media: print, radio and television. Results highlights that blogs and social media seem to play a greater role in international news events than in other forms of reportage: (1) they are complementary, (2) they add value, (3) they can be source of information, (4) they report uncovered events and (5) they bring back information of past/forgotten conflicts. However, the quality of sources has a determinant role in the use of the blogosphere among journalists. The study also offers suggestions on how journalistic values and practices influence Swiss French media choices of coverage of international news events. Main factors reported by respondents were lack of time and space, as well as the concept of mimicry and proxemics. Conclusions support the idea that new generations of journalists would establish new opportunities for blogs and social media to be integrated in mainstream media routines.

Gabriella Sandstig
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Henriksen and Flora (1999) Revisited –A literature Review on Third-Person Effects and Children

The paper is a literature review on third-person effects (TPE) and the behavioral consequences on children. Two research questions are posed:Q1) How has the body of knowledge evolvedsince the first empirical evidence of TPE amongchildren and Q2) what knowledge gaps remain. The results ontraceable developmentsare three: 1) Compared to the vast amount of articles on TPE in general, the 59 identified on the topic of childrenare few and two thirds actually focus onadolescents/young adultsrather than children.2) The reason put forward for studyingyounger children isthe urge to prevent risky behavior through media literacy programs or pro-social advertisements. 3) The studies have not primarily addressed results to support occurrence of TPE among children. Rather theysupport parental third-person effects or among the adolescents that TPE and reverse TPE occur due to certain kindof media content, mostly on substance abuse and violence or protection of such, but also in relation to commercials and moral values. Other uses weretosupport that TPE increase with increased social distanceandto support motivational factors in the explanation of TPE. The results on knowledge gaps are three:1) Differentiations between self and othersare in psychological studies implied to occur among children between the ages of 3–4 years,yet no studyaddress how children develop TPE. 2) There is a tendency to follow the more general development within TPE research with the renewed interest in behavioral consequences. But theprimary behavioral consequencestudied in TPE in general and within studies of TPE and children issupport for censorship. Few studies address "real" behavioral consequences like parental mediation. 3) There is also a need for more theoretically coherent research on theimportance of social distance.

Christian Schnee
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An Exploration of PR's Historical Dimension or: Why Public Relation is no 20th Century Invention

Public Relations are commonly seen as relatively recent addition to management sub-disciplines. Textbooks and research papers define PR as business' response to challenges posed by an increasingly critical media and demanding stakeholders. The American communications manager Edward Bernays is credited with coining the term and shaping the concept in the first half of the 20th century.

The history of public relations phenomena prior to the 20th century is incipient at best. The few writers who do consider themselves as historians of PR generally refer to communications management prior to the 20th century as proto PR and thus establish a tangible divide between what they see as current fully fledged PR practice on the one hand and communication activities pursued in previous centuries on the other.

This study views communication tools and behavioural patterns as evidence to help us understand if and to what degree political culture in past centuries was conditioned by public relations. It is being clarified that in the pre-industrialised era PR strategy and tactics were mainly pioneered and taken up among contenders in a political rather than a business context.

In this paper I am advocating to take a broader and more inclusive historical view of PR. I develop definitional standards that transcend narrow historical eras and could be used as a framework to analyse practice in a historical context and identify features matching with a modern understanding of PR.

This paper challenges the current discourse that defines the origins of early PR history. This re-definition is grounded in a comparison between good practice in past centuries and concepts of communications management practice that shape the discipline today. The implication of this research for public relations education is a call for the adoption of a wider perspective that allows for historical PR cases to be added to a growing portfolio of current best practice cases. For researchers and practitioners I establish a need to engage with history which informs current PR theory and practice. Ultimately, I argue that learning from history can improve the quality and performance of today' communication manager.

Jinah Seol

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SNS and Social Journalism during the Egyptian Revolution: A Case Study of we are all Khaled Said

The advent of Social Journalism coincided with the rise of social media to create and deliver news information; as a type of civic journalism, social journalism may be characterized as a new form of information gathering and news reporting which is fed by citizens creating news information through their use of social networking services (SNSs). This study analyzed a Facebook page called <We are all Khaled Said; WAKS> to determine how this page was utilized during the onset of the citizen movement for the Egyptian democratic revolution to produce news, to facilitate interaction among the public and to deliver the news under the form of networked journalism. Each post uploaded onto the Facebook page from January 27 till February 2, 2011 was coded in its category, content and the contextual frame of the news. The results of the study showed that during the first week, straight news rather than those with opinions was produced most frequently. The research findings of the current study suggest that in a society of political turmoil, such as in Egypt and other Arabic countries, when the institutionalized media are controlled severely by the government or other forces, SNSs can perform journalistic media roles which create and distribute news information representing facts and reality, and simultaneously facilitate the public's interactions on social and political issues.

Yolandi Slabbert
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Towards An Integrated, Sequential, Organisation-Stakeholder Relationship (SISOSR) Model: A Strategic Perspective for Building Stakeholder Partnerships

Research indicates that the success of organisations today is largely dependent on factors such as how stakeholders perceive the organisation which could be ascribed to the turbulent external organisational environment; pressure on organisations to report on the social and environmental impacts of their organisational activities; prevalence of public activism, globalisation, increasing emergence of organisational issues and crises, and the need for organisations to be regarded as good corporate citizens through ethical and socially responsible behaviour. The dominant focus on organisational stakeholders has provided "added impetus and importance to the role of corporate communication" (Malmelin 2007:298) which emphasises the significance of practicing communication strategically. An environment characterised by active publics and demands for transparency calls for a communication approach that facilitates *dialogue*; an approach that builds understanding and mutually-beneficial relationships which are underlined by *two-way symmetrical communication*. Various theorists recognise the necessity of stakeholder

relationships to contribute towards organisational effectiveness (Grunig & Repper 1992; Marra 1992; Heath 1997; Ulmer 2001; Fearn-Banks 2007; Alpaslan, Green & Mitroff 2009; Rensburg & Cant 2009), but a lack of research indicating how to *build* these relationships is evident (Bridges & Nelson 2000:106; Broom, Casey & Ritchey 2000:6; Ulmer 2001:607; Kim 2007:167). This could be ascribed to the core focus of corporate communication to measure, analyse and influence public opinion, which overshadows stakeholder relationship building (Broom, Casey &

Ritchey 2000:5). Based on recommendations by Freeman, Harrison, Wicks, Parmar and de Colle (2010:117), a need exists to develop models to manage stakeholder relationships more sufficiently, which is addressed within this study through exploring *the lack of OSR building models that emphasise the elements and development of an organisation-stakeholder relationship (OSR) and to highlight the need for a generic, strategic, integrated approach for sustainable OSR to contribute towards organisational effectiveness.* An integrated approach to OSR building will

be proposed by viewing stakeholder identification, OSR building and OSR maintenance as one holistic, sequential process to address the lack of research on how to *build* OSR (Kim 2007:167). This will be done through an exploratory literature review; the development of a theoretical OSR building model of which the principles of the model will further be explored and measured among leading listed South African organisations through a quantitative web-based survey and qualitative one-on-one interviews; and to finally compose an OSR building model that provides guidance on the process of OSR building.

Zhaoxun Song
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Rethinking the History and Defining Characteristics of Online Journalism

It is widely held that online journalism is the mainstream in the future. Many professionals and scholars have devoted a lot of their time and energy into the research of online journalism, as evidenced by the large number of books and papers published so far in this discipline. But a literature review finds very few journal papers and book chapters that deal with the history of online journalism. There is only a short history of online journalism but no consensus on the historical starting point of online journalism.

This paper, based on a thorough literature review, identifies three major versions of online journalism history. The 1969 version suggests that online journalism started with the operation of Arpanet and its development since then can be divided into four stages: teletex, videotext, consumer online services and World Wide Web. The 1993 version argues that online journalism came into being in 1993 when the National Center for Supercomputing Applications at the University of Illinois released a beta version of its web browser Mosaic and the University of Florida's journalism school launched what is believed to be the first journalism site on the internet. The 1952 version claims that the first introduction of computers into the newsrooms should be regarded as the starting point of online history. This paper considers the 1952 version of online journalism history as the most rational one and proposes that November 4, 1952, the day when computers were first introduced into the newsrooms be regarded as the historical starting point of online journalism.

The focus on the history of online journalism in this paper logically leads to a discussion on the more confusing and ill-defined term: new media, used sometimes interchangeably with online journalism. Then the defining characteristics of online journalism, such as digitalization, interactivity, personalization, convergence, immediacy are addressed accordingly as so to distinguish online journalism from other traditional journalism.

Paulo Teles

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Video and Radio Narratives in the Classroom: Practices in Brazilian's Public Schools

This manuscript aims to examine and reflect about the experiences of narrative construction on Media Education program, target to Sao Paulo elementary city school's teacher training.

The reported experiences took place recently through the "Nas Ondas do Radio" teaching program. This is an initiative of the municipal governement of that city. It adopts practices of media production at the schools in order to effectively integrate digital technologies as educational media.

The point highlighted here is the elaboration of the radio, video and multimedia narratives as a pedagogical strategy for the improvement of audiovisual communication language in the context of basic education media literacy.

The authors of this paper were directly engaged in these processes, and, from that experience, they drew important issues for discussion of the role of media in emerging and consolidated formal education.

Vitalis Torwel
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The Press, the 2002 Miss World Protests in Nigeria and Counter-Discourses of Globalization

Given the pervasiveness of religious conflicts in Nigeria, the protests that marred Nigeria's hosting the 2002 Miss World contest quietly passed as one of the numerous Muslim-Christian conflicts in Northern Nigeria. But considering that cultural factors were responsible for the protesters' strong reservations with Nigeria hosting the event, a closer examination of the coverage of the protests in the press reveals a wider cultural and global significance. The question as to why Muslims in Nigeria as well as their non-Muslim cultural groups vehemently opposed the idea of Nigeria hosting Miss World beauty contest raised an important question for cultural globalization. This study, conducted using critical discourse analysis, found that the articulation of the reasons for the protests in the Nigerian press was a construction of counter-hegemony to the dominant globalization discourses. By giving voice to the protesters, the Nigerian press contributed to discourses on globalization from a non-Western perspective and provided insight into some of the practical and cultural issues involved in the process of globalization, which are not accounted for adequately by "abstract or totalizing narratives."

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The Influences of Advertising and other Promotional Activities on the Market Value of Firms

The literature on value relevance of advertising expenditure is so rich and diverse that it is often difficult to decide whether one has fared well enough with the task of reviewing the relevant literature. On the one hand, advertising managers, for instance, are concerned about the role of advertising in increasing sales or market share and, ultimately, the profitability of the firm. People involved in accounting activities, on the other hand, are increased in addressing the issues of the effect of advertising on profits and firm values. The current dominant accounting practice is to treat advertising as a current period expense. There has been growing argument among advertising practitioners, however, to suggest that advertising and other promotional activities should be viewed as an investment in long-term brand equity. Since market value captures both the current and future profitability effects of advertising and other promotional activities, valuation models are often seen as a better alternative in exploring the intangible nature of advertising and other promotional expenditures. Thus, there has been a recent shift to the use of valuation models in exploring the nature of advertising and other promotional expenditure. This paper empirically investigates the relationships among the expenditures of advertising and other promotional activities and market value of firms using a valuation model and a sample of South Korea firms for the decade of 1999 – 2008. The research findings indicate that advertising and other promotional expenditures are significantly associated with increases in market value, suggesting that capitalizing advertising and other promotional expenditures is appropriate. The results bridge research interests across advertising, corporate communication, and accounting disciplines. As a consequence, this study should help to improve our understanding of the role that advertising and other promotional investments play in firm valuation in the South Korea market.

Hsiao-Yung Wang

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Media Event as Rhetorical Resources for the Mobilization of Social Movement in Taiwan

Social movement or its media representation has already been discussed in the field of mass communication, sociology and political science. However, the topic of media event as rhetorical resources for the mobilization of social movement has not yet been a research concern with adequate clarity, and in fact the macro or socio-political approach might fail to elaborate the dynamic and detailed specificity it involved. Drawing on Mikhail Bakhtin and his followers' "reconceptualization rhetoric", this paper aims to explore how media discourse is appropriated by the specific group of the White Rose Movement (WRM) in Taiwan, and why this appropriation could be reference to the mobilization of the WRM.

The WRM emerged out of public fury stirred by the recent acquittals and light sentences given to people accused of molesting children because the judge's rules that prosecutors failed to prove the victim, a six-year-old girl, had "put up enough of a fight." Activists, who used the white rose as a symbol, call on the legislature to revise laws to better protect children from sexual predators and revoke the incompetent judges. According to my observations, the WRM originated as the "media event" and it attracted the public attention by the reporting of the *Apple Daily*. Then, it attempts to appropriate the media discourses and utterances of different social elites to become a "life event", by which to signify the judiciary as "the Other" and call for wider support. Finally, the WRM has mobilized thousands of demonstrators. The president also urged swift passage of the draft Judge Act.

This paper is a discourse analysis on the reconceptualzation rhetoric of the WRM. The purposes of this paper are: 1) to clarify the reconceptualization rhetoric deployed by the WRM; 2) to elaborate and evaluate its appropriation of media event for constructing the legitimatization of mobilization.

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Quest for Identity:Representation of Ottoman Images in the Turkish Mass Media

Turkey has had a unique identity transformation throughout the early 20th century. Although Turkish modernization began during the last decades of the Ottoman Empire major transformations only took place in the 1920's and 30's. While the majority embraced the new Turkish identity, some rather remained loyal to the Ottoman heritage. Modern Turkish republic sought a distinct secular and modern identity abandoning almost all visible elements reminding the long lost empire. This resulted in the isolation of those political fragmentations that were against elements of modernization as well as the creation of a repressed collective memory of the trauma pertaining to the collapse of the Ottoman Empire. Top-down modernization efforts and attempts to dismember the historical ties between the Ottomans and modern Turks has created a gap in the Turkish identity. Hence, the Turkish quest for identity still remains to be unresolved.

The search for identity remains one of the most vital debates in Turkey where everything relevant to the Ottoman Empire is brought up more than ever. The ruling Justice and Development Party (JDP, AK Parti) possibly has triggered the sense of displacement and search for identity. The preoccupation with the past is demonstrated in recent Turkish television series, movies, books an even furniture. More importantly it is represented in the political discourse mostly regarding the Middle East. Such a pretentious foreign policy rhetoric, which is at times criticized as neo-Ottomanism, together with overflow of media images regarding the glorious past has the possibility to resolve the Turkish quest for identity or more possibly generate a grandiose identity preoccupied with past glories.

This proposed paper will argue the psycho-political outcomes of the Turkish modernization, the preoccupation with the glorious past in relation to symbols in current political discourses and the search for a glorious identity. In doing so, Ottoman images of most recent television series and movies will also be analyzed. It will be argued that the media images and political rhetoric have a framing effect in how the mass society perceives Turkish foreign policy and re-creates the Turkish identity with elements from the past.