2014

Communication & Mass Media Abstracts

Twelfth Annual International Conference on Communication and Mass Media 12-15 May 2014, Athens, Greece

Edited by Gregory T. Papanikos

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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface

This abstract book includes all the abstracts of the papers presented at the *12th Annual International Conference on Communication and Mass Media, 12-15 May 2014*, organized by the Athens Institute for Education and Research. In total there were 66 papers and 78 presenters, coming from 31 different countries (Australia, Brazil, Croatia, Cyprus, Egypt, Estonia, Finland, France, Germany, Hong Kong, India, Italy, Japan, Jordan, Korea, Kuwait, Latvia, Malaysia, Mexico, Nigeria, Norway, Philippines, Qatar, Russia, Spain, Sweden, Taiwan, Turkey, UK, USA). The conference was organized into XVI sessions that included areas of Media, Social Media, Television, Advertising, Communication, Branding 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
12th Annual International Conference on Communication and Mass Media 12-15 May 2014, Athens, Greece
PROGRAM
Conference Venue: Titania Hotel (52 Panepistimiou Avenue)
ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr. Gregory T. Papanikos, President, ATINER.
2. Dr. Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.
3. Dr. 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 of Academic Affairs, 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. Mr. Mihalis Kuyucu, Assistant Professor, Istanbul Aydın University, Turkey
10. Dr. Suzanne Buck, Professor, University Houston, USA.
11. Dr. Patrick Vyncke, Professor, Ghent University, Belgium.
12. Dr. Erol Nezih Orhon, Associate Professor, Anadolu University, Turkey.
13. Dr. Matthew D. Matsaganis, Assistant Professor, State University of New York (SUNY), USA.
14. Dr. Bellarmine Ezumah, Assistant Professor, Murray State University, USA.
15. Dr. Anya Luscombe, Assistant Professor, Univversity College Roosevelt Academy Middelburg, The Netherlands.
16. Dr. Azlizam Aziz, Senior Lecturer, Putra Malaysia University, Malaysia.
17. Dr. Paul Ryder, Lecturer, Western Sydney University, Australia.
18. Dr. Oana-Camelia Stroescu, Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.
19. Dr. Rodanthi Tzanelli, Lecturer, University of Leeds, U.K.
20. Dr. Emad Al Haroon, Head of Office Training Department, College of Business Studies, Kuwait.
21. Ms. Sapora Bradley, Ph.D. Student, Pepperdine University, USA.
22. Mr. Benjamin Silverstone, Ph.D. Student, Swansea Metropolitan University, UK.
23. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Stirling, U.K.

Administration

Fani Balaska, Stavroula Kiritsi, Konstantinos Manolidis, Katerina Maraki, Celia Sakka, Konstantinos Spiropoulos & Ioanna Trafali

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)

<u>**Monday 12 May 2014**</u>

08:00-08:30 Registration

08:30-09:00 Welcome and Opening Remarks

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

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

1. <u>Inta Brikse</u>, Professor, University Of Latvia, Latvia & Guna Apurava, PhD Student, University Of Latvia, Latvia. New Technologies – New Divides? Case Study of Students Media Use in Latvia.
2. *<u>Renaud De La Brosse,</u> Professor, Linnaeus University, Sweden & Nouri Lajmi, Professor, Press & Information Sciences Institute, Sweden. Post Revolution Tunisia: The Rise of Hatred Messages in Traditional and Social Media.
3. *<u>Kristoffer Holt</u>, Senior Lecturer, Linnaeus University, Sweden & <u>Mikael Rinaldo</u>, Lecturer, Linnaeus University, Sweden. "Exploring the Dark Side of Participatory Online Media. A Case Study of Metapedia(Dot)Org."
4. Natcha Krisneepaiboon, PhD Student, Griffith University, Australia. The Role of New Media in Multicultural Australia: A Study of Thai, Rohingya and Hmong Communities.

11:00-12:30 Session II (Room A): Public Relations **Chair:** <u>Renaud De La Brosse,</u> Professor, Linnaeus University, Sweden	**11:00-12:30 Session III (Room B): Television Studies** **Chair:** *<u>Kristoffer Holt</u>, Senior Lecturer, Linnaeus University, Sweden
1. Liudmila Starostova, Associate Professor, Ural Federal University, Russia. Biennale as a Tool of Broadcast the Historic Identity of the City: The Experience of Yekaterinburg. 2. Skye Cooley, Assistant Professor, Mississippi State University, USA & Mark Goodman, Professor, Mississippi State University, USA. Propaganda as Public Policy in U.S. and DKPR Relations. 3. Pisapat Youkongpun, PhD Student, Griffith University, Australia. The Role of Alternative Media in Strengthening, Preserving, and Promoting Identity and Culture: A Case Study in Eastern Thailand. 4. Hui-Jung Chang, Professor, Fu-Jen Catholic University, Taiwan. Facebook Uses, Boundary Spanning Activities and Social Capital.	1. Peter Robson, Professor, University of Strathclyde, UK. Women TV Lawyers in the 21st Century. 2. Marcia Perencin Tondato, Teacher, Escola Superior of Propaganda, Brazil. Consumption and Citizenship Media Consteruction in Fictional Television Discourses. 3. Roslina Abdul Latif, Lecturer, Taylors University Lakeside Campus, Malaysia. A Study on the Decision Making Process in Public and Private Broadcast Newsrooms in Malaysia. 4. Sarah El Mokadem, Teaching Assistant, Misr International University, Egypt. Media and Political Tolerance in Egypt: Content Analysis of TV News Programs. 5. Eucharia Ogechi Okwumba, Lecturer, Institute of Management and Technology, Nigeria. The Role of Mass Media as Agents of Mobilization for Community Development in Nigeria.

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

13:30-15:00 Session IV (Room A): Advertising & Consumer Studies Chair: Mihalis Kuyucu, Assist. Prof., Istanbul Aydın University, Turkey	13:30-15:00 Session V (Room B): Communication Studies I Chair: Peter Robson, Professor, University of Strathclyde, UK.
1. *Ye Hao, Assistant Professor, Shanghai Jiao Tong U., China. Sexual Contents in Chinese and British Television Commercials: A Cross-Cultural Comparison. 2. Kawakib Al-Momani, Associate Professor, Jordan University Of Science And Technology, Jordan, Fathi Migdadi, Associate Professor, Jordan University Of Science And Technology, Jordan & Mohammad Badarneh, Associate Professor, Jordan University Of Science And Technology, Jordan. Intergeneric Borrowings in Arabic Print Advertisement. 3. *Jan Richard Baerug, PhD Student, University of Tartu, Estonia. Journalism or Advertising-Soon no Difference Anymore? The Widespread Hybridisation between Advertising and Journalism in Newspapers and Magazines in Northern Europe. 4. Young-Sung Kwon, Doctorate Course, Sungkyunkwan U., Korea. The Role of Opinion Leaders in Influencing Consumer Behaviors With a Focus on Market Mavens: Ameta-Analysis.	1. Yun-Tsai Chou, Associate Professor, Yuan Ze University, China. The Stalemate of Cable Digital Switchover: A Study of Competition Effects and Deregulation. 2. Zhou He, Associate Professor, City University Of Hong Kong, China. The Interplay of Politics and Economics in the Development of Television 2.0 in China: A Model of Player/Referee Oligopolistic Competition. 3. Agnes Nepomuceno, Associate Professor, Bicol University, Philippines & Alex Nepomuceno, Associate Professor, Bicol University, Philippines. THE WE-Mens' FORUM: The Voice of the Voiceless, Hitting the 2015 Millennium Development Goal on Gender Equality. (Monday, 12 May 2014) 4. Francis Haran, Lecturer, BI Norwegian Business School, Norway. The Greek Financial Crisis: Who Is Responsible? 5. Soheir Osman Abdel Haleem, Lecturer, Cairo University, Egypt. How Can the Egyptian News Organizations get Benefits from the Readership Researches, After the 30 June 2013 Events?

15:00-16:30 Session VI (Room A): Journalism & Journalists Chair: *Ye Hao, Assistant Professor, Shanghai Jiao Tong U., China	15:00-16:30 Session VII (Room B): Branding Chair: Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer, University of Glasgow, U.K..
1. Tsan-Kuo Chang, Professor, City University of Hong Kong, Hong Kong. Professional Journalism on Citizen Journalism: Journalistic Discourse in China, Hong Kong and Taiwan. 2. Mei Fung Meily Cheung, Assistant Professor, Hang Seng Management College, Hong Kong & Tin Chi Wong, Senior Lecturer, Hong Kong Baptist University, Hong Kong. Information Spinning and the Change in News Sources in Hong Kong Policy News Coverage. 3. *Lida Tsene, Doctor, Open University of Cyprus, Cyprus & Sofia Iordanidou, Assistant Professor, Open University of Cyprus, Cyprus. The Role of Distance Learning Institutions in the Hybridization of the News-Making Process with the Web-Based Technologies: A Qualitative Analysis pf Journalists' Perspectives: Preliminary Findings. 4. James Garrison, Student, Missouri Western State University, St. Joseph, MO, United States & Daniel Cobb, Student, Missouri Western State University, St. Joseph, MO, United States. Is America Really Internationally Divorced from News?	1. Andreas Baetzgen, Professor, Stuttgart Media University, Germany & Joerg Tropp, Professor, Pforzheim University, Germany. The New Era of Owned Media in Brand Communications. (Monday 12 May 2014, Evening). 2. Valentina Pitardi, PhD Candidate, Sapienza University Of Rome, Italy & Andrea Rea, Professor, SDA Bocconi School Of Management, Italy. Drivers of Consumer Brand Engagement in Social Media Sites. An Explorative Analysis. 3. Anna Llacher, PhD Student, Ramon Llull University, Spain & Sue Aran-Ramspott, Professor, Ramon Llull University, Spain. Brand Content and Social Media in Spain: The Case of "Etiquetats/Taggs. 4. John Pavlik, Professor, Rutgers University, USA. Transformation: Examining the Implications of Emerging Technology for Journalism, Media and Society 5. Maria Lombard, Assistant Professor in Residence, Northwestern University in Qatar, Qatar. Too Risky to Travel? Communication and Brand Preservation for Tourist Destinations in Crisis.

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

1. Mihalis Kuyucu, Assist. Prof., Istanbul Aydın University, Turkey. Use of Twitter As a Tool of Dialogical Communication for Politicians in 2014 Local Elections in Turkey.
2. Christian Schnee, Lecturer, University Of Worcester, UK. A Malign and Evil Force – A Historical Exploration of Political Spin Doctoring's Poor Image.
3. Maja Simunjak, Researcher, University Of East Anglia, UK. From Leader-Centered to Party-Centered Democracy? The Croatian Case.

21:00–23:00 Greek Night (Details during registration)

Tuesday 13 May 2014

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

1. Robert G. Nulph, Assistant Professor, Missouri Western State University, USA. Editing Through the Lens: Before Photoshop.
2. Julia Bello-Bravo, Assistant Director, University of Illinois, USA. Scientific Animations without Borders: The Potential for Crowd Sourcing in Disaster Relief.
3. Chidinma Henrietta Onwubere, Lecturer, National Open University of Nigeria, Nigeria. Nigerian Children's Exposure to Videos and their Perception of Social Relations.
4. Murad Ozdemir, Researcher, Galatasaray University, Turkey. A Brave New World Music: An Ethnographic Study on Music and Cross Cultural Communication.
5. *Sarah Sparke, Researcher, University of the West of England, UK. Digital Cinematography: The Medium is the Message?

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

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

Session X:

1. Hajime Sato, Director, National Institute of Public Health, Japan & Rose Campbell, Associate Professor, Butler University, USA. Newspaper Reports on BSE Around the Time of the Japan - US Trade Conflicts: Content Analysis of Japanese and US Dailies from 2002 to 2006.
2. *Catherine Ann Collins, Professor, Willamette University, USA. Nuclear Threat Narratives: Preconditions to War.
3. *Jeanne Clark, Associate Professor, Willamette University, USA. Ethics and the Framing of the Boycott, Divestment, and Sanctions Movement.
4. Sara Elkamel, PhD Student, American University in Cairo, Egypt. Objectivity in the Shadows of Political Turmoil: A Comparative Content Analysis of News Framing in Post-Revolution Egypt's Press.

Session XI:

1. Murat Mengu, Assistant Professor, Istanbul Arel University, Turkey & Seda Mengu, Professor, Istanbul University, Turkey. Violence and Social Media.
2. Meron Wondemaghen, Lecturer, University of New England, Australia. Reporting on Mental Illness & Violence: Courts as Significant News Sources.
3. Wanchen Cao, PhD Student, Wuhan University, China & Yan Yan, Lecturer, Wuhan University, China. Incompleteness Is Still Beauty: Visual Representations of Breast Cancer in Chinese Microblog Posts.
4. Dan Albertson, Associate Professor, University of Alabama, USA. Using a Video Information Resource to Support Personalized Health Communications and Patient Care.

11:30-13:00 Session XII (Room A): Web/Internet Studies Chair: *Jeanne Clark, Associate Professor,Willamette University, USA.	11:30-13:00 Session XIII (Room B): Health & Science Studies Chair: *Christopher Bond, Professor, Missouri Western State University, USA
1. Orayb Najjar, Professor, Northern Illinois University, USA. Internet Laws in the Arab World: A Copy of Regulations of Print Media or a New Beginning? 2. Ali Dashti, Assistant Professor, Gulf University for Science and Technology, Kuwait & Ali Al-Kandari, Associate Professor, Gulf University For Science and Technology, Kuwait. Fatwa and the Internet: A Study of the Influence of Muslim Religious Scholars on the Diffusion of the Internet in Saudi Arabia. 3. Erika D' Amico, Researcher, University of Urbino, Italy. Web Series as a Heterotopic Space. An Analysis about Black Mirror and the Italian Web Series Lost in Google. 4. *Viktorija Car, Assistant Professor, University Of Zagreb, Croatia. Nationalism and Digital Activism in Croatia: The Case of Croatian Wikipedia.	1. Fatma Ucar, Researcher, Anadolu University, Turkey, Erkan Yüksel, Professor, Anadolu University, Turkey, A. Yalçın Kaya, Professor, Selçuk University, Turkey, Abdullah Koçak, Professor, Selçuk University, Turkey & Sinan Aydin, Associate Professor, Anadolu University, Turkey. How Do Turkish People Use the Media Content of the Health Issues? 2. Kelsey Guthery, Missouri Western State University, Missouri Western State University & Abbey McKern, Missouri Western State University, United States of America. The Westboro Baptist Church Anomaly: A Content Analysis of the Effects of the Media on a Religious Extremist Group's Public Relations Efforts. 3. Stephen Solomon, Student, Missouri Western State University, United States of America, Christopher Bond, Professor, Missouri Western State University, United States of America, Jodi Stamback, Student, Missouri Western State University, United States of America & Kaleigh Frazier, Student, Missouri Western State University, United States of America. Communicating the Communicable: How Health Risks Associated with Tick Borne Illnesses Reach Mass Audiences. 4. Jean-Philippe De Oliveira, Researcher, Sup'Biotech Paris – Higher School of Experts in Biotechnology, France. Science Being Done: The French Medias Implication about Biotechnology.

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

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

1. Varadesh Hiregange, Director, Manipal University, India. Communication Theory: Communicating from East to West.
2. Baris Coban, Head of Communication Sciences Department, Dogus University, Turkey. Trade Unions, Communication Policies and Alternative Media.
3. Arulchelvan, Sriram, Assistant Professor, Anna University, India. Developmental Journalism in Tamil Television Channels: Changing Scenario.
4. Aybike Pelenk Ozel, Assistant Professor, Kocaeli University, Turkey. Gezi Park Protests in the Context of Activism/Digital Activism and "Disproportionate" Use of Humor.

15:30-17:00 Session XV (Room A): Communication Studies III
Chair: Baris Coban, Head of Communication Sciences Department, Dogus University, Turkey.

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

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

1. Mark Hayes, Senior Lecturer, Solent University Southampton, UK. The British Media and Internment in Northern Ireland: Testing the Parameters of Pluralist Theory.
2. Luis Roberto Valero, Researcher, Universidad Autonoma De Baja California, Mexico & Rey David Roman, Researcher, Universidad Autonoma De Baja California, Mexico. Social Networking, Elections and Their Impact on Mexico: Old Media Versus New Media.
3. Euripides Antoniades, Special Teaching Staff, Cyprus University, Cyprus. The Liberation Struggle in Cyprus and the Greek Cypriot Press: The Positions of the Newspapers Eleftheria, Fileleleftheros and Xaravgi in (1955-1960).

17:30-20:30 Urban Walk (Details during registration)
21:00-22:00 Dinner (Details during registration)
Wednesday 14 May 2014
Cruise: (Details during registration)
Thursday 15 May 2014
Delphi Visit: (Details during registration)

Aysun Akan
Lecturer, Izmir University, Turkey
&
Zafer Fehmi Yoruk
Lecturer, Izmir University, Turkey

Studies in a Dying Culture": A Survey of the Kemalist Responses to the Kurdish Solution Process

Secularism and Turkism, two primary pillars of Kemalism, the ultimate discursive horizon of the modern Turkish republic, have been tangibly challenged by two political movements since the 1980s: political Islam and the Kurdish movement. The pro-Islamist tendency, after going through a series of modifications, ascended to power under the banner of Justice and Development Party (AKP). As a result, the secular republic has been governed by its logical opponent since 2002. The challenge of the Kurdish movement, on the other side, took the form of a military conflict led by the rebel Kurdistan Workers Party (PKK) and the violence escalated in the 1990s around the country. The Kurdish movement also generated its civilian political wing, in defiance of systematic pressure from the unitarian State apparatuses. Currently, the pro-Kurdish Peace and Democracy Party (BDP), along with its sister group, Peoples' Democracy Party (HDP), have 36 deputies in the Turkish Parliament.

As expected, one of the priorities of the AKP-led government has been a comprehensive liquidation of the Kemalist establishment through judicial operations. The Ergenekon and Balyoz trials resulted in long prison sentences for hundreds of military top officers, including a former Chief of Staff, top bureaucrats, journalists, businessmen and opinion leaders, for charges of 'conspiring against the Constitutional government'. This liquidation has been crowned with a series of legislation aiming "de-secularisation" or "re-Islamisation" of society from the restructuration of the education system to the lifting of the ban on wearing headscarves for female civil servants and from there to restrictions on alcohol consumption. The symbolic expressions of the AKP policies include the low-key (if any) ceremonies of the National Days and a tangible decrease in the use of Atatürk images in public.

Secularism, and along with it the goals of Westernisation and modernisation of Turkish state and society have certainly been peculiar features of the Kemalist ideology. However, another major axis of the modern republican entity and its Kemalist ideology has been the violent denial of Kurdish identity. Turkish nation building under the leadership of Atatürk involved coercive policies of homogenisation of

an ethnically and religiously diverse population. The Kurds, the largest Muslim ethnicity of Turkish society, have resisted since 1920s to this Kemalist Turkification project. While the expressions of this Kurdish resistance systematically supressed through state violence, economic, political, cultural and linguistic restrictions on Kurdish existence have been sustained throughout the 20th Century. If the denial of Kurdish identity is grasped as the constitutive grounds of the Kemalist philosophy and practice, then the seriousness of the challenge that the recent tendency towards the recognition of the Kurdish identity by the Turkish establishment would become clear.

The 'peace process' that the AKP-led government launched in 2000s has been primarily motivated by the intention of ending the ongoing Kurdish conflict. The process began with the commencement of negotiations between the government officials and Kurdish political representatives, including the jailed leader of the PKK, Abdullah Öcalan, the active leadership of the PKK in both Northern Iraq and Europe, and the pro-Kurdish Peace and Democracy Party (BDP) deputies. The peace initiative gained momentum in 2013 with an agreement on the withdrawal of the PKK units from Turkey to Northern Iraq. In turn, the government relaxed cultural and political restrictions on Kurdish identity, which implies the official recognition of Kurdish existence by the new Turkish establishment, as opposed to its systematic denial by the conventional Kemalist establishment.

This transformation, however, does not evolve smoothly. In its origins, Kemalism was a pro-Western project confined to a section of the military bureaucratic elites of the fallen Empire, but in nine decades that followed it has generated a popular base in society. In contemporary Turkey, particularly the modernised urban middle classes, who feel threatened by the ongoing pro-Islamist transformations, extensively resort to Kemalism in increasing degrees. Kemalist masses gather periodically to celebrate National Days in town squares, which cause disturbances with the police, and each year the number of visitors to Ataturk's mausoleum in Ankara increase in hundreds of thousands. Kemalist press and media criticise systematically the government policies and the anti-Kemalist judicial practices, where certain Kemalist opinion leaders are employed as columnists. What is more is that the Kemalist discourse does not merely criticise the de-Kemalisation of the Turkish establishment and de-secularisation of society but it links these developments with the Kurdish peace process.

Our case study focuses on a number of Kemalist columnists' discourse on the Kurdish peace process. Our sample consists of columns and opinion pieces by Yılmaz Özdil (Hürriyet), Emin Çölaşan

(Sözcü) and Bekir Coşkun (Cumhuriyet) all of whom are known with their Kemalist credentials.

The analysis covers the period between 15 March and 30 March 2013. This period is particularly important because on 21 March 2013, the jailed leader of the PKK, Abdullah Öcalan, sent a letter to his supporters to be read at the Kurdish New Year (Newroz) celebrations in Diyarbakır. In this letter, Öcalan declared the end of armed struggle and the beginning of peace with the Turkish government. The 'letter affair' as it was called then, was the beginning of a heated debate about the possible peace deal between the Turkish government and the PKK and its ramifications for the future of Turkey. We shall therefore take our sample writers' pieces from this period to derive some generalisations regarding the Kemalist perception of the Kurdish peace process.

We observe that the writers agree on opposing the peace process for they all see it as a conspiracy for the dissolution of Turkey as a nation-state initiated by the "Great Powers" and implemented by the indigenous reactionary enemies of Kemalism (i.e. the AKP). They also agree on dismissing the Kurdish demands of identity and recognition as illegitimate secessionism. Furthermore, all writers perceive the peace process as an integral component of a larger conspiracy of de-Kemalisation and the consequent dissolution of modern Turkish national identity.

Dan Albertson

Associate Professor, University of Alabama, USA

Using a Video Information Resource to Support Personalized Health Communications and Patient Care

Personalized health communications can be facilitated through enhanced information sharing that can, in turn, improve health literacy about certain diseases and disorders. Digital video presents a particularly interesting context for potentially enhancing the personalized health communications occurring between physicians and patients (or caregivers), as the visual components of video may yield supplemental details that are helpful in certain situations and contexts. The scope of this examination is not telemedicine, rather the use of stored video to aid health tasks, decision-making, physician / patient education and communication. The first research question inquired: How is video currently used by primary care physicians in the context of patient care? Examining this question was motivated by both the perceived potentials and hindrances of using video for such tasks; for example, video is a rich information resource with multiple channels of information, but it is inefficient and time-based, with use dependent on the critical time of physicians needed for playback. This motivated a more specific research question: How can digital video be delivered to support the understanding of health-related information and communications with patients or caregivers? To examine these research questions, first, a survey was distributed online to primary care physicians through various professional organizations' listservs. Participating physicians were asked about: 1) their demographics, 2) their use of video for job-related tasks, 3) the video resources they use (if any) to help with patient care, 4) their perception of video's potential as an information resource for patient care and interactions, and 5) any other opinions about the supportiveness of video for primary care physicians. Results showed that there is a clear division among physicians' use of video by age; i.e. those under 40 used video resources for their work, while others did not. On the other hand, there was a similarity in the particular video resource used by these younger physicians, which mostly included YouTube. Data also indicated that the physicians who did not directly use video still rated high levels of potential for becoming a useful information resource. Open-ended responses on the survey validated that video, if left unprocessed, is too inefficient to use in the context of patient care. However, responses also included that video could be useful for communicating health information, if created at a patient's level of understanding, particularly

with those patients who are illiterate, uneducated, or non-native language speakers. Preliminary pilot interviews with several local physicians were also conducted, and the resulting trend was whether video would support clinical activities or would any new technology be a hindrance. These findings motivate future research of video delivery mechanisms for clinical tasks and patient care. This work-in-progress is part of a larger study that is prototyping and evaluating video technologies for aiding health literacy and communications.

Kawakib Al-Momani
Associate Professor, Jordan University of Science and Technology,
Jordan
Fathi Migdadi
Associate Professor, Jordan University of Science and Technology,
Jordan
&
Mohammad Badarneh
Associate Professor, Jordan University of Science and Technology,
Jordan

Intergeneric Borrowings in Arabic Print Advertisement

This paper presents a Critical Discourse Analysis of intergeneric borrowings in Arabic print advertisements. It investigates and compares common intergeneric and intra-generic references in print advertisements and their cultural significations. It is argued here that in the commercial race producers use specific advertising techniques to promote their products, and in doing so, they make their ads more ambiguous and attractive, and hence more effective. One of the techniques used is that of including pictorial and verbal captions that belong to different genres and discourses that seem irrelevant to the product. A variety of print advertisements were collected from various parts of the Arab world including Jordan, Saudi Arabia and Dubai. A quantitative/qualitative approach will be used in the analysis of the data. The preliminary analysis has revealed that borrowings from religious discourse, popular culture, and mundane situations are the most common, and that inter-generic and intra-generic borrowings in advertisements reflect specific interpersonal, relational and experiential values derived from the viewers' socio-cultural and ideological repertoire.

Euripides Antoniades
Special Teaching Staff, Cyprus University, Cyprus

The Liberation Struggle in Cyprus and the Greek Cypriot Press: The Positions of the Newspapers Eleftheria, Fileleleftheros and Xaravgi in (1955-1960)

This paper aims to present preliminary findings of a study focusing on the Liberation movement of Cyprus (EOKA) and its representation by the Greek-Cypriot press. The focus period is 1955 to 1960, that is the period that the EOKA movement took place. Based on this content analysis, the study will concludeon the overall role of the press during the liberation movement. The intersections between the anticolonial movements in Cyprus and the role of the newspapers of the Greek-Cypriot community remain an undiscovered research field as no relevant studies have been conducted yet. The lack of prior work on the subject represents a major obstacle and a challenge for new researchers who have no theoretical or empirical basis from which they can start their own study. The archival material required to consider is huge, while at the same time the researcher is set before various problems, such as the choice of methodology and testimonials . In addition to objects of study and investigation, the selected newspapers will be used as historical sources for the period in question. This paper focusing on the positions of three leading Greek Cypriot newspapers in that period, aims to present the positions of each newspaper at the level of policy towards the liberation movement's. This means that each newspaper had its own political approach (agenda – settings), framework (framing) and mediation, Preliminary study results show how the Greek Cypriot press under the colonial regime represented the liberation and "enosis" movement more in its news-articles - reports and less in opinion articles and commentaries. Other findings of the study reveal how the journalist articles were unsigned. This tendency illustrates on the one hand the political explosive situation in Cyprus, and on the other hand how the journalists wanted to avoid identification with the basic leaders of the liberation movement.

Jan Richard Baerug
PhD Student, University of Tartu, Estonia

Journalism or Advertising-Soon no Difference Anymore? The Widespread Hybridisation between Advertising and Journalism in Newspapers and Magazines in Northern Europe

How widespread is the hybridisation between advertising and print journalism in the northern part of Europe? To what degree are both labeled and unlabed advertorials accepted in Northern European newspapers and magazines? In a European context, previous comparative research on these topics are rather limited and has often focused more on labeled than unlabeled advertorials. Advertorials have been listed by the European Union as a misleading commercial practice. When labeled it can be considered an example of moderate hybridisation of advertising and journalism, when not labeled – an example of a complete hybridisation. Journalism in its independent form is often understood as a cornerstone of any democratic society, and the blurring of journalism and advertising might have a wider impact on a society. My paper presents the results of a survey carried out in 2006/2007 involving car magazines, architecture & construction magazines, health & medicine magazines, conference tourism (MICE) magazines as well as newspapers in eight countries in the northern part of Europe; Denmark, Estonia, Finland, Germany, Lithuania, Russia, Sweden and the United Kingdom in terms of acceptance and labeling of advertorials, the link between advertising and more editorial materials, the link between advertising and a guarantee of no negative or critical editorial materials as well as communication between the editorial and advertising departments. The key findings from 691 newspapers and magazines in Northern Europe show that 2/3 of these print publications accept advertorials or disguised advertising and show other signs of journalism being moderately or completely merged with advertising. The level of hybridisation between advertising and journalism is stronger in newspapers than in niche magazines, and the level of hybridisation is the strongest in Lithuania, Estonia and Russia, the weakest in Sweden and Denmark, while countries like Finland, Germany and the United Kingdom are characterised by newspapers and magazines with a moderate level of hybridisation between advertising and journalism. Without explaining hybridisation, we may carefully note that the longer a country in the northern part of Europe has had a nationwide press council, enjoyed press freedom and the

absence of state censorship in the media, then the lower is seemingly the current hybridisation between advertising and journalism in newspapers and magazines. Moreover, findings point to the link that the longer a country in the northern part of Europe has had a nationwide press code of ethics, the lower is seemingly the level of hybridisation between advertising and journalism. The attention paid to the issue of separation of advertising and editorial materials in the national press code seems to be important as well.

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&
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The New Era of Owned Media in Brand Communications

There are signs that the boundaries between brand and media management are disintegrating. Brands are being equipped with a media function, which means that they are taking over typical media activities and services such as entertainment, information or social networking. The result is a new phase of brand communication, often referred to as 'owned media'. The most prominent example is Red Bull. With Red Bull Media House, Red Bull operates its own TV stations and TV windows, online forums, cellular mobile offerings and magazines ("The Red Bulletin", "Servus") and has developed a cross-linked product offering of events, films, documentations, serial soaps, games and music, all apparently constituting a new business segment for the brand that is actively brought to market (www.redbullmediahouse.com, www.redbullcontentpool.com).

Against this background, we introduce the working hypothesis that with owned media, brands disconnect very clearly from the classic central functions of communication instruments such as image building, selling services and products or establishing a dialogue with stakeholders. Instead, their communication functionally is one of professional media organizations.

For the explorative analysis, a two-phase online Delphi study with 26 professionals (senior management) and academics in the field of brand and media management was conducted. Using a grounded theory approach (Glaser/Strauss 1999, Goulding 2005) the study identifies the main categories (causes, contexts, consequences, conditions) for a theory of owned media across all disciplines including print, TV, mobile and online. The results show that 'owned media' is more than just a buzzword of the digital era. Our study demonstrates that owned media is the result of a continuous mediatization and economization of modern societies in which brands and media are increasingly linked to and dependent on each other. According to the experts, there is evidence of a fundamental innovation in brand management in the form of a general extension of brand functions by a media function, which is implemented as brand-owned media. Therefore, the value of a brand will depend substantially on its value as a medium. This requires a fundamental paradigm shift in brand and media management.

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Scientific Animations without Borders: The Potential for Crowd Sourcing in Disaster Relief

With the advent of the Internet, cell phones and other such electronic communication technologies, We now truly live in the "Global Village" first predicted by Marshall McLuhan in his 1962 landmark book The Gutenberg Galaxy: The Making of Typographic Man. However, we live in a world where there exists a digital divide in many if not most countries – with different social and economic groups having varying levels of access to such online information. Technology, or lack of access to it, is not the only limitation. Other barriers include language, literacy, and the politics and economics of what groups are catered to in terms of making important knowledge accessible. However, the past two decades have technological massive shifts in the way we can create knowledge and share information. It also raises important questions of who should and can be involved in knowledge creation. How this impact traditional institutional structure? What type of control those structures have over the target audience who can benefit from that knowledge? For example, the development of educational content for extension and outreach purposes has often been the prerogative of local, regional or national government agencies. In many countries there is at least an attempt, or the acknowledged need, to make educational materials available to the major (or minority) language groups. However, one might ponder what happens in situations where the local, regional or national governments are not supportive of a given language group? What happens when a major catastrophe occurs and the authorities are either unable or unwilling to respond to these events due to limitations or political agendas? What type of reactions might arise if such materials are created and delivered through a "neutral" third party groups that are removed from local, regional or national political agendas? Scientific Animations Without Borders (SAWBO) creates educational animations and dubbed them in various languages from around the world, relying upon volunteers who speak those languages. The resultant animations are given out freely to anyone who wants to use them in their educational programs – thus relying on the potential of crowd sourcing. SAWBO's model is to be a neutral third party, such that others can deploy educational content into regions and cultural and language groups that have been overlooked or even persecuted by their governments. On August 11, 2012, a 6.2 magnitude earthquake hit several cities in Azerbaijan

province, Iran. Lack of clean drinking water in such catastrophes can lead to cholera outbreaks. SAWBO was contacted by Iranian expatriates wishing to get knowledge on how to treat water into the zone hardest hit by the earthquake. We will discuss this case study along with another case at the intersection of politics, language groups and health crisis management. The outcomes suggest tremendous potential, and challenges that need to be addressed, for crowd sourced survival knowledge deployment into natural disaster zones – especially to minority language groups not supported by local, regional, or national government systems.

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&
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From a Twitterstorm to Twitterterrorism: How Social Media and Public Relations Strategies Combined for Justice in Small Town America

In October 2013, an online protest on Twitter over the controversial case of an alleged rapist of a then-14-year-old girl in Maryville, Missouri, became both a national and International phenomenon within a matter of hours after an extensive expose news article was published in the Kansas City Star newspaper. Within hours, a Twitterstorm started by the Twitter account @Anonymous ensued and created negative publicity for the small town in Northwest Missouri, including attacks on individuals, alleged victims and accusers, local businesses and the universities where the alleged rapists attended. The @Anonymous twitter account, an international network of hackers and activists, is internationally known to conduct cyberattacks on various organizations and government entities including seeking justice for other rape victims within other towns. The Twitterstorm was created to bring attention to the justice needed for the alleged rape victim, Daisy Coleman. At the date of this submission the aftermath of what is now termed TwitterTerrorism is still prevalent as the businesses and citizens of Maryville try to repair the negative publicity that was created on social media sites including Twitter, Facebook and Instagram but also on business review sites such as Yelp, FourSquare and Yahoo Reviews.

Through an extensive multi-methodological approach including a content analysis, focus group interviews and surveys, this project examines the beginning, middle and end of a public relations crisis for Maryville, MO, that was created from a Twitterstorm from the account @Anonymous. Maryville is 40 miles from our university, creating an unusual opportunity to research the new social media phenomenon of a Twitterstorm and how it affected both traditional and social media coverage and perceptions of the town, businesses and individuals. Using a research story approach, the presenters will discuss how each stage and type of research worked together to unfold a larger social media and public relations strategy to bring justice to the victim by

showcasing the alleged corruption of the town. Specifically, the research will detail how various social media uses contributed to the #JusticeforDaisy (the alleged victim) and #OpMaryville hashtags and the subsequent negative publicity for the town's citizens and businesses both before, during and after the highly publicized verdict causing a new phenomenon, Twitterterrorism.

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New Technologies – New Divides?
Case Study of Students Media Use in Latvia

Theoretical and empirical research sustains comprehensive debate about what and how influences the characteristic features of media use under the impact of Internet and whether it is possible to identify any marked differences among the media consumption generations depending on their media use experience (Tapscott (1998) – Net Generation, Howe & Strauss (2000) – Millenials, Prensky (2001) – Digital Natives, Digital Immigrants, Hartmann (2003) – Webgeneration, Dutton&Blank (Oxford Internet Survey, 2011) – first and next generation users etc.). Accordingly wide is also the time frame – Prensky from 1980s, Tapscott – 1983-1997, D. & J. Oblinger – 1982-1991 etc.).

The aim of the present study has been to identify:

(1) whether there are any and what are features characterizing students who were born from 1991 till 1995 as media users;
(2) whether and how the habits of media users in Latvia correlate with those characteristic features that have been identified in the studies performed in other countries.

To collect data a survey polls were done in May 2012 and 2013 (812 and 832 students from different higher learning establishments) in Latvia. Students as respondents were chosen for two reasons: (1) in order to avoid the traditional perception of digital divide between the users and non-users of internet and (2) in order to make it possible forecasting of Internet use among the potential elite of the nation. For data processing cluster analysis method was used examining the data within various demographic segments.

The study results:

Even within such a comparatively narrow media users' group as students, significant Internet use differences were identified for representatives of different demographic sub-groups (gender, type of the place of residence);

Divides influenced by the technologies the students use (mobile phone, smart phone, computer, laptop computers, and tablets) have

been identified. Students of Latvia reflect the characteristics of divide between the first and next generation of Internet users (first generation of Internet users – access to Internet from stationary and portable computer, while the next generation use internet not only in the computer but also in smart phone or tablet). Essential differences were identified between both the groups in their use of social networks and in the consumption of news media. Next generation users are more intensive both in the consumption of news media, as well as of social networks (in particular of Twitter). They are also socially more active by expressing in Internet their opinions about various issues (politics, culture, health and so on). Next generation provide a higher self-evaluation about their rate of awareness about the events of the local and global scale;

he opportunities of using Internet in mobile devices, as one may presume, can cause a new and more explicit divide than the divides observed before since it can polarize the educated groups of population by (1) their social activity in participating in decision making about issues significant for society and (2) by their sense of belonging to global-national-local dimensions.

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&
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Incompleteness Is Still Beauty:
Visual Representations of Breast Cancer in Chinese Microblog Posts

For breast cancer awareness month in October 2003, Trend Heath magazine asked three top Chinese film stars to shoot nude cover page pictures to raise public attentions about breast cancer. This was very shocking because nude photos of women violated conservative cultural traditions, particularly conservative attitude toward women's bodies.

Over the past ten years, breast cancer has drawn public attention in China. There are more than 1,000 microblog accounts with over 1 million breast cancer-related posts on Sina Weibo, most of which launched from 2009 or 2010. The current research used content analysis to examine Sina Weibo posts which (1) use #BreastCancer# and #PinkRibbon#, (2) contain both textual and visual information, (3) were posted in the month of October from the year 2010 to 2013. A total of 222 valid posts were analyzed.

Genetic health organizations (26.1%), hospitals/health centers (18.1%) and mass media (13.8%) were the primary sources. Prevention and health care (14.4%), pathogen (14.0%), and genetic information about breast cancer (13.6%) were the most popular topics. Both sources ($\chi2 = 90.74$, $p < .001$) and contents of textual information ($\chi2 = 82.95$, $p < .001$) changed over time. The primary sources of breast cancer-related posts changed from mass media/health communication websites in 2010 to experts in 2011, then shifted to genetic health organizations in 2012, and then to hospitals/health centers in 2013. Correspondingly, the primary content changed from genetic public heath activities in 2010 to prevention and pathogen information in 2011, then to pathogen and detection information in 2012, and reached a relatively balanced distribution of all topic categories in 2013. A chi-square analysis confirmed that sources and content were highly related ($\chi2 = 121.67$, $p < .001$). The changing sources and content reflected the reality that breast cancer in China has changed from a media topic to a public topic and has drawn wide attention and involvement from individual experts and professional institutions such as health organizations and hospitals/health centers.

Nearly 60% of the posts used female images, among which 85.5% were young women. Middle-aged (9.4%) and elderly women (1.4%) were rarely presented despite the fact that middle-aged women are the main population of breast cancer patients. This suggested a preference to associate breast cancer with young women, particularly young celebrities and models who are healthy, beautiful and positive. Such strategies might, in turn, promote a positive public perception of breast cancer.

Facial expressions of laughing/smiling (25.7%) were most frequently used, followed by neutral (15.9%) and determined expressions (13.8%); frowning (2.2%) and sadness (0.2%) were rarely depicted. A further analysis indicated that model selections and model posts might both result from a purposive public-relations strategy because facial expressions were strongly influenced by the model's identity ($\chi 2 = 44.13$, $p < .001$). Frowning expressions were found only on the faces of ordinary people and patients, whereas celebrities, models, and cartoon figures, which are more controllable by the updaters, were overwhelmingly depicted with laughing/smiling and determined looks.

Unlike other diseases, breast cancer was rarely portrayed terribly in microblog posts. Instead, microblog posts try to shape a positive image of breast cancer by selecting beautiful young females with smiling faces or determined eyes so as to imply that breast cancer is not horrible, and that breast cancer patients can still be beautiful.

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Nationalism and Digital Activism in Croatia: The Case of Croatian Wikipedia

The idea that internet and digital media democratize the society (Jenkins and Thorburn, 2003) has been questioned many times from different angles. Henry Jenkins argues that convergence culture, based on the new media technology, helps consumers envision a liberated public sphere, free of network controls, in a decentralized media environment. Sometimes corporate and grassroots efforts reinforce each other, creating closer, more rewarding relations between media producers and consumers, sometimes these two forces are at war (Jenkins, 2006). The question to argue is if the new technologies endanger democratic political culture or they promise civic renewal.

It is true that the internet age and Web 2.0 technology has enabled the shift from one-to-many to many-to-many communication, which provides support for the heterogeneity of communicational content and activities. It brings the advent of more multidirectional forms of participation as well, which is very important for democratic societies. But, what happens when technology is used for digital activism which final goal is not democratic, when it violates human rights, when it promotes national or ethnic exclusiveness? What happens when digital platforms like Wikipedia.org or Metapedia.org are used to spread propaganda?

We define digital activism as the practice of using digital technology for political and social change, for promotion of different ideologies, for social mobilization towards promotion of democracy and tolerance, or exclusiveness and hate.

This presentation focuses on how administrators of Croatian Wikipedia are taking the opportunities offered by new media for digital (civil and political) activism, to promote ideology of Croatian nationalism.

Hui-Jung Chang
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Facebook Uses, Boundary Spanning Activities and Social Capital

Boundary spanning activities (BSA), which involve organizational members' communication with external environments, are crucial for modern organizations to perform effectively. The goal of this paper is to examine whether the use of Facebook in the workplace impacts on employees' BSA and social capital. Two types of social capital are examined: bonding and bridging. The sample consisted of 399 full-time white-collar workers in Taiwan. A snowball sampling technique was used to recruit participants to complete an online survey by sending emails to personal contacts and to graduates students who have taken or are taking organizational communication classes taught by the author of the study. To qualify for the study, participants need to be Facebook users who are employed full-time, and who spent at least 50% of their work time in the office. This way of collecting data via snowball sampling was employed by other scholars who have also studied media uses in organizations. The t-test results indicated Facebook user group has higher level of Facebook intensity than the non-user group ($t=3.44$, $p<.01$), has more Facebook friends ($t=3.30$, $p<.01$) , and spent more time per day on Facebook ($t=4.19$, $p<.001$). However, the t-test results indicated that Facebook user group did not have higher level of overall BSA than the non-user group ($t=0.52$, $p>.05$). In terms of the associations between Facebook uses and social capital, the t-test results indicated that facebook user group did not have higher level of bonding social capital than non-user group ($t=1.32$, $p>.05$), but they have higher level of bridging social capital than non-user group ($t=2.44$, $p<.05$). In terms of the associations between BSA and social capital, the correlation results indicated positive significant relations between BSA and bonding social capital ($r = .14$, $p<.05$), and between BSA and bridging social capital ($r = .29$, $p < .05$).

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Professional Journalism and Citizen Journalism: Comparing Journalistic Discourse across National Borders

Since the advent of the Internet and social media in the mid-1990s, ordinary citizens in countries around the world have been empowered to report or comment on what they have observed in their everyday life, especially in areas of political and social issues. One significant phenomenon has been the increasing appearance of citizen qua journalist who has challenged the jurisdiction of professional journalism in news reporting. Citizen journalism is not necessarily new. In his thought-provoking volume, The Age of Extremes: A History of the World, 1914-1991, historian Eric Hobsbawm (1994, p. 192, emphasis added) argued compellingly that the twentieth century "was the century of the common people, and dominated by the arts produced by and for them. And two linked instruments made the world of the common man visible as never before and capable of documentation: reportage and the camera." Although he did not use the term citizen journalist to describe what the common people have produced by and for them in the realm of news, he had remarkably anticipated the definition of citizen journalism by Dan Gillmor (2004) a decade later. As the subtitle of Gillmor's pioneering work entitled We the Media: Grassroots Journalism by the People, for the People shows, citizen journalism has to a large extent become a form of news practice produced by and for the ordinary citizens in the 21st century.

Although the work of citizen journalism may be questioned by professional journalists as amateur, it is difficult to deny that such journalistic practice does not represent, to quote Hobsbawm (1994, p. 332), "public announcements of private feelings and desires." Hobsbawm's book was published in 1994, before the World Wide Web was made popular by Sir Tim Berners-Lee in a year or two afterwards.

While he was discussing the avant-garde artists in photography and cinema in the 1920s and the 1930s, he came close to describing what has actually taken place in the world of digital and information communication technologies and the Internet. It should be obvious that today's social media, such as Facebook, YouTube, Twitter and many others, indeed have provided various platforms for the ordinary people, through their conscious grasp of the fast changing media landscape and the equality of opportunity to participate in deliberation, to express publicly private feelings and desires. Against the backdrop of

Hobsbawm's grassroots creativity, the purpose of this paper is to look at, via a comparative design and discursive analysis, how citizen journalism has been talked about in the professional journalistic field as "new ways of expression" in the arena of news for the ordinary people across national borders among China, Hong Kong, Taiwan, and the United States.

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The Stalemate of Cable Digital Switchover: A Study of Competition Effects and Deregulation

This paper addresses the phenomenon of delayed cable digitization in Taiwan and reports the results of a cross-sector longitudinal analysis, determining that (1) inter-platform competition, primarily from internet protocol television (IPTV), generates a strong and positive impact on the digitization of cable service after it acquires numerous customers; (2) the installed cable base induces economies of scale that increase its digital penetration; (3) the overbuild of the equivalent-size rivalry can increase digital adoption, whereas unequal-sized competition might reversely decrease it; and (4) the monthly flat fee charged to customers does not influence digital adoption.

In addition, this paper presents a discussion on the policy instruments derived from econometric results. Although repealing the horizontal integration cap in the cable TV industry could generate economies of scale, doing so may encourage monopolization over several franchises. The efficacy of intra-platform competition is reserved only for certain cases. Combining the results of these analyses reveals that inter-platform competition most effectively stimulates cable operators' digital conversion. Hence, regulators should create a level playing field among various TV platforms, such as equal programming access and open standards, to ensure a high degree of cable digitization.

Jeanne Clark
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Ethics and the Framing of the Boycott, Divestment, and Sanctions Movement

In December 2013, the American Studies Association- a small organization with around 4,000 members — made headlines by declaring a boycott of Israeli universities. In an article in Inside Higher Education, Omar Barghouti, a founder of the global Boycott, Divestment and Sanctions (hereafter, BDS) movement, proclaimed that ASA action to be a sign that "a tipping point" was being reached by the BDS movement, "particularly in the academic and cultural sphere." Barghouti cites Judith Butler's description of the BDS as "the most important contemporary alliance calling for an end to forms of citizenship based on racial stratification," and he notes the "Stephen Hawking effect" of placing BDS in the "international academic mainstream" as Hawking joined the academic boycott. The ASA action, however, brought a sharp negative reaction; it was denounced by the American Association of University Professors, the American Council on Education, and the Association of American Universities, in addition to the presidents of more than 80 U.S. colleges. While supporters of the BDS movement portray their action as following the pattern of opposition to South African apartheid, opponents portray this action as anti-Semitic and a limitation of academic freedom.

In Permanence and Change, Kenneth Burke wrote of our morals as "fists. An issue raised to a plane of moral indignation, is wholly combative in its choice of means" (p. 192). This paper explores how values and pieties are manipulated through linguistic framing to shape how the actions associated with and responding to the BDS are to be understood. Murray Edelman's "contestable categories," Burke's "terministic screens," and Richard Weaver's "ultimate terms" provide foundational concepts for this examination. The paper questions the propriety and efficacy of discourse dependent on moral indignation.

The statements by the varied organizations and individuals involved in the 2013 controversy episode will constitute the core data set for this study.

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Trade Unions, Communication Policies and Alternative Media

Globalisation, dominated by transnational capital, has affected the labour movement and trade unions. Global power has re-organised the nation-states concordantly to the necessities of the era, and they have become the local representatives of the global power. The change in economic structure leads to alterations in the political structure of nation-states. During this process, labor class and trade unions are negatively affected and they lose their power. Anti-democratic, neo-liberal policies of nation states, like privatisation of public enterprises and other attacks to the social rights like health, education etc., are reflections of the neo-liberal policies. Trade unions try to resist the neo-liberal restructuring, but their success is questionable. The changes in economic and political system necessitate changes in trade unions, and they should question their communication policies and accordingly changes are necessary in their agendas, i.e. the trade union agenda, the organising agenda and the political agenda, and the communication agenda. In this re-organisation process, trade unions should focus on the problems of communication policies and re-structure these policies by depending upon the requirements of the new era. Communication is sine quo non for trade unions because the existence and continuity of all trade unions depend on communication. Trade unions can use new information and communication technologies for communicating with their members (inner-communication), the public (public communication) and trade unions of other countries (international communication and solidarity). The globalisation of the capital impels these trade unions to communicate with other trade unions and create a solidarity network among them. The solidarity among the trade-unions can be achieved through alternative use of new communication technologies, particularly the internet. New communication technologies, which have enabled the capital to globalise, can help trade unions to create the most effective international solidarity network of alternative media against the global power. In this process trade unions need to create their alternative media, and by creating their alternative media, trade unions as political actors take part in the political struggle related the labor rights. It is aimed to determine the effects of globalisation on communication policies of trade unions and alternative media usage at national and international levels.

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Nuclear Threat Narratives: Preconditions to War

March and April 2013 brought an intensification of nuclear threat narratives between North Korea and the United States; a series of YouTube propaganda videos stirred up fear that Korea would send nuclear missiles to Japan or the West Coast of the United States. The propaganda videos were a response to the UN's sanction of North Korea's testing of what was viewed as banned missile technology and were accompanied with an announcement that North Korea would conduct a nuclear test. The first video showed a missile blowing up New York City and the second featured flames superimposed over Obama and American soldiers. Kim Jong Un fanned Cold War fears when he warned that "The moment of explosion is approaching fast." Japan, China and the United States adopted defensive measures as a response to Kim Jong Un's proclamation, and the rhetoric of nuclear attack and labels of "madman" "provocative" and "reckless" became media headlines describing North Korea's leader and his nuclear threats. Anxieties escalated with photographs of US troops stationed in South Korea wearing chemical and biological protective gear. North Korea proclaimed it would "exercise the right to a pre-emptive nuclear strike and defend the country's supreme interests" (Telegraph video 07 March 2013). These provocative statements, the propaganda videos and mainstream media's coverage of the same constitute a widespread nuclear threat narrative.

Some media critics have concluded that these messages from political leaders and the mainstream media are reintroducing a rhetoric of fear like that employed during the Cold War. This essay explores the polarizing rhetoric that functions as a precondition to potential war by identifying the topoi of nuclear threat narratives established in Cold War rhetoric and reintroduced in the discourse surrounding North Korea's nuclear pronouncements and propaganda videos. The essay draws on recent research on nuclear rhetoric by Taylor (2010, 1998), Taylor and Hendry (2008) and Kinsella (2004), Cold War research by Medhurst, Ivie and Wanderer (1990) and the rhetoric of war by Edwards (2011), Williamson (2010) and Winkler (2007).

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Information Spinning and the Change in News Sources in Hong Kong Policy News Coverage

The media is expected to play the role of Fourth Estate. Yet, governments all over the world exert controls over news media and one of the means is through the control of information sources. Though audiences, journalist, markets all induce effect on the production of news content, sources have greater impact than any other groups. Sources serve as authoritative voices, reduce journalists' uncertainty by subsidizing information, and provide competing arguments and verifications. All these factors contribute to a tendency of relying on official sources in news reporting around the world. Yet, such a tendency brings questions on journalistic dependence and news media's role as a forth estate.

Hong Kong has been chosen as the research site. Since the handover, the government-media relationship in Hong Kong has gone from poor to worse. The surveys conducted by the Hong Kong Journalist Association have revealed the fear of journalists on shrinking press freedom. Digitalization of radio communications of Hong Kong Police and the gatekeeping performance of the Police were perceived as erosion of press freedom in Hong Kong. The media industry has also complained on the political spinning strategies adopted by the government which information is not shared in an open manner but kinds of information subsidies. The prevailing of off-the-record briefings by the government added fuel to the fire. Hong Kong Chinese press has traditionally relied heavily on the Information Services Department as it enjoys a virtual monopoly of the flow of government news. Journalists argued that the strategies and tactics of the government on information spinning over the last few years have further contributed to the increase in quoting non-attributable sources in news reports.

Literature review on suggests that journalistic practices are closely tied to source availability and convenience. Other than individual factors and media routines, news production is also influenced by other external factors. Drawing on literature on gatekeeping theory and political economy perspective, this study aims to investigate how news sources may affect news production and content. It explores the

changes in the use of sources in policy news in the past few years in Hong Kong.

We approached these research objectives using two methods. First, a content analysis of news coverage on the Policy Address by the Chief Executive in newspapers was conducted to get a view on the change in the use of sources and the strategies of government in delivering information. Second, interviews with journalists were carried out to obtain insights into how news reporter routines have been changed. The results suggest that the strategies and tactics of the government on information spinning over the last few years have increased the use of non-attributable sources and reduced the proportion of official sources. Facing the challenges, news journalists struggle to expand the sources of news in order to retain journalistic independence.

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Propaganda as Public Policy in U.S. and DKPR Relations

This research will focus on the evolution of propaganda between the governments of the United States and North Korea. The researchers will consider propaganda from four perspectives. The first is a review of the history of propaganda as government policy, beginning with Burke's analysis of Mein Kampf. Second, the authors will adopt Burke's rhetorical concept of god terms and evil terms to view propaganda as the presentation of binary oppositions. For this analysis, the authors will examine the propaganda conflicts between the U.S. and North Korea from 1950 onward. This propaganda conflict has been chosen due to timeliness of the issue and accessibility of material from both perspectives. Third, looking specifically at the 2009 political crisis involving the Democratic People's Republic of Korea involving the testing of nuclear capability, abduction of American journalists, and UN imposition of sanctions against the DPKR between March and August of 2009, researchers will statistically measure the presence of the god/evil binary oppositions in U.S. media, the U.S. Press Service, and directly from President Barack Obama over time in coverage and addresses regarding North Korea. Researchers will also use an adaptation of Lasswell's (1927) critical factors for successful propaganda to analyze the chosen texts. Finally, based on the researchers' analysis of the methods and effectiveness of propaganda, we will discuss the implications of propaganda as government policy. The principle notion being that foreign policy toward a given nation is constrained and limited by the historical propaganda used toward that nation.

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Web Series as an Heterotopic Space.
An Analysis about Black Mirror and the Italian Web Series Lost in Google

This paper is meant to analyze some web series as Black Mirror, by Charlie Broker (2011/2013) and the italian Lost in Google, by The Jackal (2013), through a re-reading of the concepts of utopia and heterotopia by Foucault (1984). Is it possible to define web as an heterotopic space (horizon)? If web series are products of an heterotopic space, which narrative relationship is built between reality and imagination? Black Mirror is based on the idea of "screen" as "window" (Sobchack 1992): window through which it's possible to explore a reality empowered by the media stationing capability. In fact Black Mirror suggests that all technological means, from mobile phones to tablets, are "black mirrors" in which every aspects of the human nature realizes to the paradox. Black Mirror also suggests an horizon where distance between ego and the world outside does not exist anymore just because all filters (media, windows, etc.) become media-worlds (Boccia Artieri 2010). The narrative structure of the serial product is set on a plane where symbolic "pours" in imaginary and reality becomes an "effect" given by this pouring. Web series would be a product of the negotiation process between medium, identity and identification. A process that, on a hand, is based on the nature itself of "capitalism", empowering, trough the web, the industrial nature of the "series product". On the other hand, web series, exactly because they are built for the web, sacrifice their seriality character to a shared writing where imaginaries are floating and continuously rewritten, as in Lost in Google.

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Fatwa and the Internet: A Study of the Influence of Muslim Religious Scholars on the Diffusion of the Internet in Saudi Arabia

This study utilizes the Diffusion of Innovations perspective to explore the influence of Muslim religious scholars on the diffusion of the Internet in Saudi Arabia. Fatwa, religious edicts that Muslim religious scholars issue, are content analyzed to explore fatwa decisions about the Internet since it has been publicly launched in Saudi Arabia in 1999. The total numbers of fatwa were 34, 11 with approving decisions, 11 with disapproving ones and 12 with conditionally approving decisions. The approving fatwa were only related to Internet use for the propagation of Islam and learning about it. Those who issued approving fatwa justified that it helped to spread the world of Allah and that if Muslims did not exploit it, non-Muslims or non-believers would use for evil. To justify their disapproving fatwa, the scholars argued that the Internet corrupted people. The study discusses the impact of religion and Muslim religious scholars on the dissemination of communication technologies in the Saudi society. It also establishes an anticipated pattern that the scholars may take on in the future at the introductory of any new communication technology that is culturally controversial.

Renaud de la Brosse
Professor, Linnaeus University, Sweden
Nouri Lajmi
Press & Information Sciences Institute, La Manouba, Tunis

Post Revolution Tunisia: The Rise of Hatred Messages in Traditional and Social Media

Since the advent of the revolution of 14 January 2011, a new wave of freedom has swept across Tunisia. The changes that occured then have even increased due to the emergence of new traditional and social media that enrich the audiovisual, as well as the newspapers or online media landscapes. Moreover, the ongoing political transformation is largely due to these dynamic media that have helped to overthrow the barriers of a state conformist and truncated information - that has lasted for decades in a quite closed country.

However, this opening was not exempt from reverses and from breaches of professional and ethical rules. It was attended very flagrant cases of defamation, infringement of privacy, disinformation, incitement to hatred, etc.

The dysfunctions of professional and social media discourses have indeed given rise to a dangerous litany that glorifies violence and discord. That kind of talk has indeed flourished after the Revolution in particular because of the absence, for a long time, of institutions of control and regulation, of an adequate legal framework, as well as because of the procrastination by political power - and all the confusion that characterizes this period.

The results of a recent survey[1] by the Arab Group of Media Monitoring (AWGMM), in collaboration with the National Council for Liberties in Tunisia and the Coalition for Tunisian women have confirmed that Tunisian media at large convey a speech that incites hatred that threatens of divide the Tunisians. The survey thus showed that this kind of speech, has reached – considering traditional media - very serious proportions (73% television, 72% in newspapers and 68% in the radio).

The question to which Tunisia is facing today is how could be achieved and guaranteed freedom of expression, pluralism of discourses in media, and at the same time, stem the tide of intolerance and even violence that can emanate from a freedom non assumed, misunderstood and misused? How to ensure the deployment of free and responsible media that prohibit incitement to hatred, violence and all forms of discrimination (Articles 19 and 20 of the International Covenant on Civil and Political Rights) ? Vast project, admittedly. Especially since any state intervention or media regulation in favor of the right to freedom of expression can be easily assimilated, by at least some, as a return to censorship and to the control of information.

These are the main questions that will be analysed in our paper.

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[1] The study was performed on the first two months of 2013, on a sample of 19 different media: newspapers 9, 4 and 5 television stations. It was commissioned by the Danish NGO International Media Support (IMS), in collaboration with two Tunisian organizations, NGO "National Council for Liberties in Tunisia (CNLT) and the associative network Coalition for Women in Tunisia and funded by Oxfam.

Jean-Philippe De Oliveira
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Science Being done: The French Medias Implication about Biotechnology

This article pertains to the media coverage of science and more specifically to the coverage on biotechnologies in three daily French press publications: *L'Humanité*, *Libération* and *Le Figaro*. This analysis is more specifically focused on the case of GMOs since this theme represents more than 50% of the articles of our corpus in terms of co-occurrence with the theme of biotechnologies. On the one side, this analysis shows that social movements in France have largely contributed to framing the coverage of this scientific question in the press. On the other side, by basing ourselves on the notion of the "reading contract," we have established that the different newspapers favored either pro or anti GMO experts according to their editorial policy and the expectations of their readership. This study will show therefore how in regards to a scientific question, all the more so when it is in a context of uncertainty and controversy, the media positions themselves according to the issues that the "science in the making" brings up.

Sara Elkamel

Recent Master's of Arts graduate from the Journalism and Mass Communication at the American University in Cairo, American University in Cairo, Egypt

Objectivity in the Shadows of Political Turmoil: A Comparative Content Analysis of News Framing in Post-Revolution Egypt's Press

This Master's thesis investigates the news frames that emerge in newspaper coverage of current affairs in the diverse post-revolution Egyptian mediascape. The study samples Al Ahram, Al Wafd, the Freedom and Justice Party paper, Al Masry Al Youm, and Al Shorouk, five major dailies that represent the three categories of ownership prevalent in Egyptian media – government owned, partisan, and independent (or privately owned) papers. Using quantitative content analysis methodology with framing theory as a backdrop, this comparative research study aims to identify the dominant frames used across different outlets in the local press landscape to represent different political actors and issues in Egypt's post-revolutionary political scene. Further, this study seeks to uncover the palpable differences and overriding similarities between diverse news organizations by paying attention to the various framing devices employed by contemporary Egyptian newspapers. The sampling period is the first nine months of the term of Egypt's first-ever democratically elected president, Mohamed Morsi. The total sample yielded 290 articles. The results show that the five newspapers employed frames that mirrored their respective affiliations and ownership. Government-run Al Ahram and the Freedom and Justice Party paper employed frames that favored the ruling regime, Al Wafd took a decidedly anti-President Morsi tone, and independent papers Al Shorouk and Al Masry Al Youm exhibited more balanced coverage. The study's findings provide a valuable post-revolution baseline for Egyptian journalism that can be used to monitor the progression of news performance as the country's transition to democracy unfolds.

Sarah El Mokadem
Teaching Assistant, Misr International University, Egypt

Media and Political Tolerance in Egypt: Content Analysis of TV News Programs

On the 30th of June 2013, exactly a year since ex-president Mohamed Morsi came to office, protests erupted expressing the dissatisfaction with his regime. On July the 3rd General Al Sisi, Minister of Defense, announced that President Morsi was deposed. Morsi's supporters started to rally their own protests and began a sit-in at Rabaa square. On the 14th of August the Army and police ended the sit-in by force.

Since then, the tone of political intolerance reached unprecedented limits between Egyptians, even among members of the same family. During all these incidents, the media which has the power and social responsibility to act as a mediator between different political views should have been objective and neutral enough to present both sides. This was not the case in Egypt. Voices in the society have criticized both private and public media for being a main cause of increasing political intolerance in society.

The researcher in this paper was testing how media is doing so. This is done by conducting a content analysis of the news programs of two of the most popular channels in Egypt. CBC (Capital Broadcast Center): which is an Egyptian private owned channel described, according to its official website, as aiming "to play a constructive role in Egypt's society given the hard times the country is going through. The channel's objective is to widen understandings, bridge gaps, and allow the viewer to create his opinion through presenting the full story," and Al Jazeera: A pan-Arab Qatari based news channel funded by Qatari government and privately operated. Both channels known as having opposite points of views in order to shed the light on this phenomenon and to measure the extent of the manifestation of this practice in both channels.

In this paper, the language of presenters, the valence of the sorties and sources used is analyzed to decide level of objectivity in each and the use of "Us and Them" themes while covering the news.

Kelsey Guthery
Missouri Western State University, USA
&
Abbey McKern
Missouri Western State University, USA

The Westboro Baptist Church Anomaly: A Content Analysis of the Effects of the Media on a Religious Extremist Group's Public Relations Efforts

The Westboro Baptist Church (WBC) is an American unaffiliated Baptist church, known for their extremist ideologies and practices. The extent of these ideologies and practices often causes WBC to be categorized as a hate group. Though the small Lawrence, Kansas based organization has only forty members, WBC is known throughout the country, and often makes national news. This is largely due to public outcry creating negative publicity for the church after Westboro announces various protests, gatherings, and other announcements against the military, homosexual groups, various celebrities, and other organizations. A good deal of this outcry and the proceeding negative publicity appears on various media outlets. The purpose of this study is to analyze the public relations strategies of the Westboro Baptist Church, with an emphasis on the framing of media response messages from the general public and how these messages sustains the majority of WBC's positive and negative public relations.

James Garrison
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&
Daniel Cobb
Student, Missouri Western State University, USA

Is America Really Internationally Divorced from News?

There is a widespread speculation that in the United States we are becoming more and more insular when it comes to our coverage and knowledge of events on the international stage; concerning ourselves more with what is going on in our own backyard.

The research project that we intend to present in the Athens conference over media is a study that will expand on the model used by Brossard, Shanahan and McComas (2009) which studied international coverage of Global Warming in newspapers. We intend to expand their model to study coverage as a whole of international events and then to compare with other English written newspapers and their respective websites to determine empirically if there is any truth to this myth.

To our knowledge, no other comprehensive comparison has yet been done and this study could be used as a high-water mark to see if as Americans we are active participants in world events or if we are slipping into a danger zone of international ignorance.

Our study uses 40 papers from the U.S. and compares them, using the front pages and webpages, to a sum of 40 papers from Canada, South Africa, Ireland, New Zealand, Australia and the U.K. The method used to select these papers was simply inclusion of papers on the website newseum.org.

We believe that our study will show that American newspapers are at least on par, if not exceeding, with other English written newspapers when it comes to international news coverage.

A secondary purpose for our study will be to see if there is a difference in what type of news is covered on an international level between aforementioned countries. This part of our results can be used to show if there is a defined variance in interest between the U.S. or even between the other test countries in what type of news makes the front page.

Ye Hao,
Assistant Professor, Shanghai Jiao Tong U., China

Sexual Contents in Chinese and British Television Commercials: A Cross-Cultural Comparison

This study compared the use of sexual contents in Chinese and Britain TV commercials. More than 2,400 commercials were collected from two TV channels in Britain and more than 3,000 from three TV channels in China over a two-week sampling period in each country. The study measured the prevalence and amount of sexual content in each country's sample commercials, and also made a cross-cultural comparison in terms of the nature of the sexual material displayed. Results showed that the presence of sex in TV commercials was more prevalent in Britain than in China and that there was a greater quantity of sexual content in British commercials. Few British advertisements and none in China contained nudity, but there was a greater variety of sexual behaviors displayed in British advertisements across a wider range of settings and product types. In both countries, there was a greater tendency to display sexual themes in commercials broadcasted late in the evening, after 9pm. Cultural values in each country have resulted in differing levels of tolerance for sexual content in TV commercials.

Francis Haran
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The Greek Financial Crisis: Who is Responsible?

In 1825, while the Greeks were still fiercely waging their War of Independence against the Ottoman Empire, the proceeds of a huge English loan were unexpectedly paid into the provisional Greek government coffers. William St Clair writes that corruption is not the word to describe what ensued but rather "financial anarchy" as anyone who could find a pretext found a way of getting themselves onto the government payroll. My paper argues that huge EU grants and loans that streamed into Greece after its entry into the common currency had the same effect, a catastrophic descent into financial anarchy that led inexorably to the Greek financial crisis of 2009. What were EU leaders thinking when they smilingly gave the go-ahead to Greek membership of the Eurozone? Why did they ignore the warnings of history and of intercultural communication experts and how responsible are they for Greece's present economic situation?

Mark Hayes

Senior Lecturer, Solent University Southampton, UK

The British Media and Internment in Northern Ireland: Testing the Parameters of Pluralist Theory

Internment without trial was introduced in Northern Ireland on August 9 1971. The British government incarcerated people who they believed were a clear threat to the stability of the regime in Northern Ireland. Hundreds of people were arrested and detained without charge, without judicial process, and without the authorities even providing a release date. This repressive measure by the state, and the subsequent use of "torture techniques" on certain inmates, came to be seen retrospectively as a massive tactical and political mistake by the British, which not only compromised the moral integrity of the government, but prolonged the conflict by many years. What has been under-researched is the extent to which the British media at the time was compliant in conforming to an agenda set by the British state. This paper examines the coverage of those events (particularly in the press) to identify precisely how this coercive measure was described, accounted for and analysed. The findings provide a fascinating glimpse of how the so-called "free press" react when the state is deemed to be under threat, and throws a sharp light on the nature of government-media relations during a crisis. However, this issue is not only of historical importance in terms of apportioning blame for a specific policy disaster, it raises serious questions about the validity of pluralism as a (normative) model of media activity in Britain. Such an analysis obviously has profound implications in the current context, as social movements challenge states which are intent upon imposing an austerity agenda endorsed, for the most part, by a compliant media.

Zhou He

Associate Professor, City University of Hong Kong, China

The Interplay of Politics and Economics in the Development of Television 2.0 in China: A Model of Player/Referee Oligopolistic Competition

As technological advances have helped to lay a vast telecommunication infrastructure in China and make the country the largest market of Internet users in the world, the development of Television 2.0 has gained momentum and ushered in a confrontational interplay between politics and economics among the key players.

This study establishes a conceptual model of "player/referee" oligopolistic completion by extending Chamberlin's theory of monopolistic completion to examine the complex relationship between the government, the monopolistic telecommunications and television industries, the suppliers, and the consumers. The dada have been collected through document analyses and indepth interviews with key players in this politico-economic game.

It has found that there has appeared a "deadlock equilibrium" in a game where all players have a potential to maximize their returns and gains. The government has failed to push the state-owned telecommunications and television/cable industries to engage in a cooperative and non-zero-sum game as both industries are its own "sons" and preferential treatment to or pressure on either is "unfair." The telecommunications and television/cable industries are both referees and players on their own territories, with each having a great influence and decision-making power on regulatory schemes and each monopolizing the operation and sales of their own products. On the current specialized and divided market, where entry is not free, they both make comfortable profits, thus inclined to block each other from their territories and worried about the uncertainties of a merger where costs and new expertise are unknown. The suppliers for each of the two industries have established a close bondage with their "parents" through a long-term supply relationship, and many of them are in fact subsidiaries of the telecommunications and television/cable oligopolies. For them, the entry into the market hinges on their relationship with and patronage from the oligopolies, thus making them tagged along players. The consumers have a great demand for affordable services that provide merged interactive moving images. However, as the market is monopolized, their bargaining power through consumption and choices is significantly limited.

This study argues that the Chamberlinian model of monopolistic competition needs to be readdressed and adapted to a market where entry is not free and segregated industries can ensure increasing gains in return as long as they maintain their monopoly on their own turfs.

Varadesh Hiregange
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Communication Theory: Communicating from East to West

There have been many attempts in the past to understand East and West in terms of their philosophical basis and such attempts have been done in terms of communication theories as well. While Greece in the West has given birth to many major philosophers who have shaped Western thought later, so has done India in the East which has produced many theorists who have immensely contributed to Asian thought.

Just to recall a few, while Socrates, Plato and Aristotle from ancient Greece are studied with avid interest even today in communication theory, Buddha, Bharata and Bhartrahari from ancient India are studied with equal interest in academic circles as Eastern perspectives of communication. While certain simplistic generalisations are also possible with respect to East and West dichotomy, researchers like Dissanayake (1984) have tried to delineate certain features bifurcating Buddhist model of communication from Aristotelian model of communication.

This paper proposes to take a closer look at ancient Western and Eastern thought relevant to communication theory and reexamines the basis for East and West dichotomy. In this endeavor, it takes certain theorists and texts both from ancient East and West as mentioned above and tries to get at the root of the philosophical basis of communication.

While maieutic, dialectic and rhetorical philosophies of communication are associated with Socrates, Plato and Aristotle respectively, (Encyclopaedia of Communication) empathy, focus on choice, emphasis on receiver are considered to be the hallmarks of Buddhist model of communication. (Dissanayake quoted in Melkote, 1996). Both Bharata and Bhartrahari who belong to ancient India are credited with discussing communication theory in their books Natyashastra and Vaakyapadiya respectively. The concepts of Rasa, Saadharanikaran, Pratibha and Sphota are discussed in the context of Indian communication theories.

The paper intends to revisit such specific areas with discourse analysis. While in the East, there have been many attempts towards alternative, rather native, models of communication after the failure of the dominant paradigm of development (Melkote, 1996), such a comparative study assumes significance in the context of understanding role of culture in communication. This paper proposes to expand the basis of such studies so that it helps both East and the West.

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"Exploring the Dark Side of Participatory Online Media. A Case Study of Metapedia(dot)org."

Traditional media is often described as currently being in a state of decline. Historically, it has repeatedly been pointed out that it has failed, in various ways, in its task of providing truthful and relevant news and that it has not managed to engage the public in the sort of active participation that is required in order for any democracy to thrive.

Recently, much has been written about the possibilities offered by new participatory online media, such as citizen journalism, in search of alternatives to the old, struggling media channels. (Barlow, 2010; Bruns, 2010; Carpenter, 2010; Fico et al., 2013; Goode, 2009; Meadows, 2012; Reich, 2008). Online participatory media content is generally thought to be unexpensive to produce since it is performed and published by non-paid laymen. Furthermore, it can offer news, information and perspectives without the constraint of traditional media-logic and from different perspectives than traditional media. It is therefore often construed as an important alternative that could enrich public discourse. On top of that, participatory features of new media can involve citizens in the very process of producing content, and therefore has a potential to boost civic engagement in public discourse.

Although careful not to dismiss the democratic possibilities of online participatory media, we argue that the focus on these aspects has, in part, guided the spotlight of research to certain areas of online participation – where it is obvious that these democratic gains have a possibility of being realised (Karlsson & Holt, 2013). In turn, other uses of participatory media, have been neglected. Examples abound on the internet, of a darker side of participation. After all, groups of people could well – and do – pool their resources, collaborate in networks, produce, share and edit content that is aimed at achieving common goals that are far from democratic. The most striking example of this is the Wikipedia-like dictionary Metapedia(dot)org. It has borrowed its collaborative and participatory structure, way of working and even layout from Wikipedia. But it has a "*metapolitical* purpose, to influence the mainstream debate, culture and historical view" by providing an alternative description of the world, one that is in correspondence with racist ideology. If one looks up the term "holocaust", for example, the definition is revisionist and states that it is a fraudulent term used to spread "germanophobia". The network behind Metapedia is clearly working according to the principles of "collective intelligence", often mentioned in connection with the democratic potential of new participatory online media. But their aim is obviously contrary to what is often assumed about these types of media.

This "dark side" of participation is in need of scholarly attention. Theoretically, it forces us as media scholars to rethink concepts such as "collective intelligence", in order to come to terms with the ways in which participatory media are used.

Sofia Iordanidou
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&
Lida Tsene
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The Role of Distance Learning Institutions in the Hybridization of the News-making Process with the Web-based technologies: A Qualitative Analysis of Journalists' Perspectives: Preliminary Findings

We are living in an era where as global communities we face challenges and crises. "At the moment we are in the midst of global turmoil. Global financial services are collapsing, economies are in a steep downturn and iconic enterprises are disappearing from the map of the business world" (Sahlberg 2009). On the other hand, the rise of web 2.0 and social networks change the way we think, produce, consume, innovate (Leadbeater, 2004). Such turbulent times often produce new ideas as a reaction and often require new skills to be developed and "this is a challenge for formal education in general and lifelong learning in particular" (Sahlberg 2009). All the aforementioned have also affected journalism, both as a profession and as a research-learning objective. More and more journalists today are losing their jobs (ASNE 2013). In addition, digital skills and understanding of new media are becoming crucial for younger and older journalists (Gillmor 2010). As traditional media is rapidly evolving under the pressure and the potentiality, unleashed by Social Media and a variety of web applications, there arises immense scope for research, development and innovation in studying potential mixes of diverse media in a single platform (Gillmor 2010). The study of these new opportunities for a hybridization of the older media with the new web-based technologies (and communities and ethos) is becoming increasingly necessary (Gilmor 2006, Iordanidou 2008). At the same time, the need of professional journalists to cope with the new ecosystem and face their profession crisis result to the need of the development of lifelong learning programs that will offer journalists new skills and capabilities, especially in technology, multimedia and data skills. In addition, lifelong learning in journalistic environments via distance learning seems to grow within the years.

This research focus on the importance of building learning tools and procedures that will help media professionals adjust to the constant changing environment. Adopting a qualitative oriented methodology

by examining case studies from Greece, Cyprus and abroad and by conducting in depth interviews with journalists we will attempt to approach several research questions. We will try to define the role and the profile of the contemporary journalist and how it has changed under the pressure and the potentiality, unleashed by new technologies and the economical crisis. We will also study the development of lifelong learning programs, their impact and their results with an emphasis on distance learning institutions. Finally, we will discuss the development of the business model and educational culture that would optimize the curriculum and offer better opportunities to the students.

Natcha Krisneepaiboon
PhD Student Griffith University, Australia

The Role of New Media in Multicultural Australia: A Study of Thai, Rohingya and Hmong Communities

In becoming a part of Australia's multicultural community, members of ethnic minorities need to communicate and stay connected with their friends, family and others in Australia in order to ensure their community cohesion. In the 1990s, mobile devices in turn underwent another major technological innovation—access to the internet. Mobile device users can access the internet much more conveniently than ever before. Communication via mobile devices has become one of the most common ways through which minority people are empowered to sustain and constitute their community connections today. This Higher Degree research mainly focuses on new media use (the mobile internet) amongst Australia's multicultural communities. It aims to better understand the ways in which various ethnic community groups communicate via mobile devices. The project explores whether communities are using these technologies to sustain and constitute their community connections and cultures by also investigating what broader impact this communication technology is having on minority communities in Australia. Three minority communities — Thai, Rohingya and Hmong — will be explored in this study.The ultimate goal is to find ways to help policymakers to assist ethnic minorities to live their life in a multicultural country like Australia. The project employed a case study methodology as the main research approach which also includes the application of Ethnographic Action Research (EAR). This approach will allow the research questions or issues to be explored more deeply and contextually through the real experiences of the selected community participants and their particular cultural environments.

Mihalis Kuyucu
Assist. Professor, Istanbul Aydın University, Turkey

Use of Twitter as a Tool of Dialogical Communication for Politicians in 2014 Local Elections in Turkey

Turkey faced a very hard local election competition in March of 2014. After the social and civil war that was created inside the country by Gezi Occupy, these local elections turned its behavior to general elections. The Gezi Park actions there were lived in 2013 of June was a turning point on the politics of Turkey. After this occupy the opposition to premier of Turkey and to AKP which is the leader party from 2002 increased. The oppositions to AKP caused to a political war. The effects of this cold political war between AKP and oppositions caused many things to be discussed. The war was so hard that some social platforms like Twitter and Youtube were banned by the government to public use. The local elections which were about selecting the municipality of cities had a hard competition within the municipality candidates. This competition was not only in traditional media but also in social media. The parties and municipality candidates tried to promote themselves and their future city plans with different campaigns. The hardest competition was in İstanbul, the biggest city of Turkey. İstanbul which has a great importance in world politics for hundred years faced a hard local politic competition in local elections done in 30th of March 2014. The competition was between 26 politic parties but the main competition was between two parties: AKP (the govern party) and CHP (the opposition party). The candidates of these two politic figures the current municipality president of İstanbul Kadir Topbaş (AKP) and his opposite a popular politic figure Mustafa Sarıgül (CHP). This paper examines how these two parties and politicians used social media during this local election of Turkey in dialogical communication. The paper examines the way of these two politicians use Twitter for the 1st of January 2014 till 30th of March 2014 (the Election Day), during their local election campaign periods. All the tweets of these two politicians analyzed in SPSS 21,0 statistical software and there have been done some statistics for the Twitter usage of Kadir Topbaş and Mustafa Sarıgül. The paper analyzed and made a deep content analysis the tweets of these leaders according to dialogical approach and they are coded in term of main heads. The popularity of these two politicians in Twitter and the way of using Twitter for direct communication with their constituents were analyzed. The paper examines how these two politicians use traditional media and how they differed in social media

in Twitter. There is a comparison of the Twitter trends of these candidates and the results are compared with the results of local elections done in 30th of March 2014. The winner of this hard competition was Kadir Topbaş (AKP). All right, the winner of these elections was Topbaş, but how about Twitter? Who win the competition in Twitter? Topbaş or Sarıgül? The paper will open to discuss how does social communication effects politician's performance in real world and if there is a correlation between the votes and the Twitter campaign in term of dialogical approach.

Young-Sung Kwon
Doctorate course, Sungkyunkwan University, Korea

The Role of Opinion Leaders in Influencing Consumer Behaviors with a focus on Market Mavens: AMeta-analysis

One of the areas in which the impacts of media messages have been tested is in the goods and services market. A number of studies have shown that the behaviors of consumers in the market are significantly influenced by market mavens, the expert consumers who have market information regarding different products, especially new products in the market. Different scholars have argued that the market mavens have had a significant influence on the behaviors of consumers through mouth to mouth communication.

This research study sought to investigate how market mavens play the role of opinion leaders. In essence, the study wanted to prove the veracity of the two step flow theory of mass communication, the study utilized a meta-analysis technique in achieving its goals. The findings included the fact that opinion leaders actually played a major role in influencing the decisions of passive audiences.

A number of studies have been done to determine how market mavens obtain product information from the media and pass it to other passive consumers according to the way they interpret the information. In this regard, there are not adequate meta-analyses that have been done to compare, contrast and combine the results of the different studies. This is the reason this study was done.

Roslina Abdul Latif

Lecturer, Taylors University Lakeside Campus, Malaysia

A Study on the Decision making Process in Public and Private Broadcast Newsrooms in Malaysia

The decision making process in the newsrooms based on interpretation, influence and pervasiveness of the news from different media organizations is beyond doubt. This study examines the decision making process in the public and private newsrooms of three major broadcasting houses namely TV3, Astro Awani and RTM to determine the process of how this happens. The objectives of this study is to identify the changes that have taken place in the editing policies, to explore the internal and external factors that have influenced the decision making process and to study if news programming patterns have changed since Najib's reign as Prime Minister and which government policies have influenced the network's programming. This study engages in several qualitative methodologies specifically in-depth interviews, document analysis and triangulation. Notable editors, chief editors and group editors gave in-depth interviews on their decision making process and issues that 'dampen' the process of nation building in shaping the trajectory of the news. The findings showed that the decision making process in these three newsrooms are made through consensus by a specific group of people. Two daily meetings are conducted on a daily basis to determine news coverage and headlines. Although it sounds simple but there are internal and external factors that influence the decision making process. While government broadcast newsrooms predominantly runs on the government model, the private broadcast newsrooms follow the professional model but with different approaches. Media organizations give coverage to all government policies as and when it happens and not as a daily routine. The study implies that decision-making made under policy considerations are more stringent in terms of control, procedures and protocol in Malaysia.

Anna Llacher
Ph.D. Student, Ramon Llull University, Spain
&
Sue Aran-Ramspott
Professor, Ramon Llull University, Spain

Brand content and Social Media in Spain: The Case of "Etiquetats/Taggs

The convergence of the television and the audiovisual contents in the network allows new business initiatives and models. The first part of this work, tackles a route in the posibilities of the audiovisual sector on the Internet, culture of the brands and profile of the digital user, which is fundamental to contextualise the starting point of the second part. In the second part, we present the case of the program "Etiquetats" ("Tagged", 2013), the first tv program of TV3, Television of Catalonia (Spain) made exclusively for Internet (http://www.tv3.cat/etiquetats). The program focuses on the city of Barcelona as a nest of creativity, trends and innovation. Barcelona also is a city of cities in 10 districts where each of these elements is represented are: creativity, creators, as well as the distinctive elements of each of these districts: places, people, history and styles different life. This analysis is justified based on the fact that the above program has become a pioneer regarding both the websites of Spanish TV channels to the possibilities of brand content.

Maria Lombard
Assistant Professor, Northwestern University in Qatar, Qatar

Too Risky to Travel?: Communication and Brand Preservation for Tourist Destinations in Crisis

This presentation will discuss risk and crisis communication within the context of the tourism industry, particularly tourist destinations that are in crisis. Communication research in the tourism industry shows that during a crisis, whether environmental, economic, or political, it is critical for businesses to reach out to customers with positive, timely messages. It is also important to consider how the press covers major tourist destinations during and after a crisis. Looking at destinations holistically as a brand, rather than sectors and businesses within the tourism industry, may help communications researchers to better identify how messages in the media impact overall tourist economies. Recently, Egypt, Greece and Japan have all experienced setbacks in tourism for different crisis-related reasons. This presentation will look at these three destinations within the context of press coverage and will suggest ways of managing the risk while reaching out to new audiences.

Murat Mengu
Assistant Professor, Istanbul Arel University, Turkey
&
Seda Mengu
Professor, Istanbul University, Turkey

Violence and Social Media

It is an undeniable fact that technology has somehow pacified mankind. Once introduced, it is almost impossible to intervene in the advancement of technology. This situation is defined as Frankenstein Syndrome by Postman. Therefore, social media structures itself independent of both individuals and government. In other words, it is hard to control it. As Baudrillard indicated, the media shows itself not in building an administrative power, but in deviating it. Thus, individuals get imprisoned in themselves and unavoidably alienated.

The use of social media differs according to the socio-cultural, demographic and psychological aspects of individuals. People chat, share ideas and visual material, and feel that they satisfy their needs of belonging along with the groups they have joined. Social media is not only a domain of freedom where individuals express themselves overtly or secretly, but also an area where several ways of violence emerge or even a means used for some aspects of violence. Being an interactive medium and addressing quite a large number of users, social media issue has become rather sophisticated and problematic.

As for the elements of violence in social media: the sites for women and child porn, visual material including excessive violence, campaigns of abuse towards certain people and institutions as well as black propaganda, attributing negative aspects, misdirecting people by assuming fake identities (abducting and slaving women and children by promising them jobs and similar opportunities), different ways of theft in social media (money or idea) might be pointed out. Social media makes almost everything seem apparent and normal all over the world. Moreover, social media produces relationships in unique patterns of meanings and discourses. The network, which appeared as a domain of freedom for individuals at the beginning, in fact, incarcerates them in virtual cages. The purpose of joining the social media and surviving there is mainly the expectations of people to express themselves to the others and feel that they are important for the others as well.

The purpose of this study is to scrutinize the violence and unfavorable content conveyed by the social media apart from the positive aspects attributed to it. Therefore, the news on the Internet newspapers has been studied through content analysis for a three-month-period.

Orayb Najjar

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Internet Laws in the Arab World: A Copy of Regulations of Print Media or a New Beginning?

In the mid-1990s when Internet participation was low, several Arab countries either neglected to promulgate new media regulations to control Internet Communication whose use was confined to the upper classes, or simply added a few paragraphs to existing print journalism laws. Since then, and starting with September 11, 2001, and especially after the "Arab Spring," various Arab countries have stepped up their Internet regulation efforts by writing new Internet regulations. Some, like those of Saudi Arabia, decree that anyone who wants to set up websites or publish pages about themselves on the Internet needs "the approval of government authorities," and has " to observe good taste in the design of websites and pages." But in other countries, Internet regulations vary in severity. This paper will do a comparative analysis of the Internet laws of digital media in several Arab countries that include Tunisia, Egypt, Bahrain, Kuwait, Jordan, Qatar and the United Arab Emirates to see where they agree or differ in regulating the political, social, and sexual lives of their citizens on the Internet. The way female adopters use the Internet will also be discussed.

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&
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THE WE-Mens' FORUM: The Voice of the Voiceless, Hitting the 2015 Millennium Development Goal on Gender Equality

Media, in a broadest sense, function as the watchdog in the society. It plays a vital role in the dissemination of information to the public. The question of which channel or medium to use to carry the message is a vitally important one in all communication.2 There are three forms of media namely; the print which includes newspapers, magazines, pamphlets, etc., the broadcast which is the radio as an example, and the e-media or online through the use of internet. Of the many functions by media, it is the mobilization capacity that is recognized as effective in keeping an informed society. This function of the mass media is very important to developing communities everywhere. It seeks to bring the people together and helps to advance national development.

In the chosen editions featured by The WE-Mens' Forum, it was interestingly revealed that indeed the power of radio as a source of information on various issues remain to be uncontested. And people from all walks of life, wherever they be, in rural or urban places, still use radio to access information affecting their day-to-day life.

This study is anchored on the theory of McQuail (1983) known as the Uses and Gratifications Approach. The original conception of the approach was based on the research for explaining the great appeal of certain media contents. The main of this theory is the question, 'Why do people use media and what do they use them for?' There exists a basic idea in this approach: audience members know media content, and which media they can use to meet their needs.

The Media perform six functions in fulfilling the needs of the people: 1. Surveillance of the environment. This is the collection and distribution of information within and outside a particular environment. The information flow is necessary for unity and coherence if we live in the society of collectivity. 2. Correlation of parts of the society. This includes the interpretation of the information, the prescription of conduct and, the comment on social value. 3. Transmission of social heritage. By communicating information

through the mass media we are transmitting social and cultural values, which aim at sustaining the society. 4. Educating the masses. Education on the policies of governments and on the rights and responsibilities could be carried out through the mass media. 5. Entertainment function. The mass media also entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment (i.e. provision of momentary escape from problems) and killing boredom; and 6. Mobilization function. This function of the mass media is very important to developing communities everywhere. It seeks to bring the people together and helps to advance national development.

The DWBS RadyoVeritas is a Catholic AM station founded by Bishop Sarte in 1991. It is established to support and intensify the Parish programs of evangelizations, moral, cultural and socio-economic upliftment through news, information, public source, education and entertainment.2

RADYO VERITAS is a tool for accessing information and a tool for self-driven learning through listening, viewing and online streaming. The purpose of this radio station is to have easy and reliable access to information coming directly from authorized sources.

In the recent radio show of WE-Mens' Forum last December 08, 2012 with the topic of 'Halalan 2013: How to be A Responsible Voter', the function of COMELEC is defined as Administrative, Legislative, and Quasi-judicial. In the administrative, the COMELEC functions as the administrator, enforcer of admission laws and supervision of the whole election process. On the other hand, the PPCRV or the Parish Pastoral Council for Responsible Voting is one of the accredited organizations discussed the youth's participation in the upcoming election. PPRCV accepts volunteers and provide voter's education. It has two levels: the pre-election and the actual election. During the actual election, a volunteer does the job of monitoring the election polls to ensure a clean, accurate and honest election.

This study is local in scope since the topics tackled are primarily targeted to Albayanos, being the seat of the media advocacy program and also reaching web broadcasting followers. Also, the proponents undertook this assessment impact study to gauge how far the program has reached its defined objectives and more so as basis for the continuous delivery of quality information of public consequence to maintain patronage among its audience.

General Objectives

The impact assessment study is generally aimed at the following specific objectives:

1. To determine the demographic profile of the audience of The WE-Men's Forum in selected areas in Albay along the following:
   a. Age;
   b. Sex;
   c. Civil status;
   d. Occupation;
   e. Religion;
   f. Educational Attainment?
2. To assess the level of effectiveness of the broadcast productions along topic development, broadcasters' competence, creativity and credibility, style and format in managing the show;
3. To know the perceived effects of the programs; and
4. To solicit suggestions from the audience as a feedback mechanism tool for the enhancement of the program.

Robert G. Nulph
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Editing through the Lens:
Before Photoshop

We have all seen or heard the discussions that focus on the impact of editing images using Photoshop. But very little is said about the decisions that must be made while looking through the viewfinder - before taking the picture. As journalists, we strive to be as objective as possible. As photojournalists, we must take images that are as objective as possible. As digital media producers for the mass communication market we must produce images with a clear understanding of the perceptions and meanings projected by those images. Our decisions concerning lens choice, angle and in-camera cropping can greatly affect the way an image is interpreted by the viewer. This seminar looks at the decisions that have to be made when choosing a lens, an angle and cropping our images in camera. What do we need to know about political and social/moral implications of imaging even before we press the shutter?

Eucharia Ogechi Okwumba
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The Role of Mass Media as Agents of Mobilization for Community Development in Nigeria

The urgency for peace in Nigeria with over 450 ethnic groups with myraid of cultural diversity, which has led to civil disturbances has generated concerted ideas towards achieving participatory community development, where everyone is counted. To have one counted is to reduce conflicts and agitations and this can best be achieved where the best mobilization tool is employed. The role of mass media as the agents of mobilization for community development in Nigeria therefore becomes very desirable and imperative. This paper examines the role of mass media as a good channel for mobilizing Nigerians for community development. It highlights communication as a binding force for a scattered and heterogeneous community like Nigeria. Communication is seen as the core of community living. This paper argues that there can be peace and harmony when there is communication channels where values, ideas, experiences and on-going activites are shared or relayed to the people through the media. Secondly, development could be facilitated when everyone is carried along towards the same goal. This leads to a participatory community development.

Murad Ozdemir
Researcher, Galatasaray University, Turkey

A Brave New World Music: An Ethnographic Study on Music and Cross Cultural Communication

In a world where audio-visual media have become primary sites for cultural exchange, music's presumed ability to communicate meaning universally reveals itself in many circles. From a certain point of view, World Music can be defined as an arena where different localities meet musically, while even such an optimistic definition requires the acknowledgement of the centrifugal forces and tendencies that determine musical communication at all levels.

This paper aims to explore some of the communicative contexts that underlie a possible cultural understanding via musical performances. Some professional Turkish musicians who musically produce locality in international venues are at the center of this study: Together, we will be examining patterns and practices that characterize multiculturalism in music. The ethnographic study presented in this paper is based on a framework inspired by Dell Hymes' ethnography of speaking.

Chidinma Henrietta Onwubere
Lecturer, National Open University of Nigeria, Nigeria

Nigerian Children's Exposure to Videos and their Perception of Social Relations

The exposure of Nigerian children to violent video messages and their perception of social relations has not been adequately addressed. This paper looked at the relationship between exposure to video violence and children's perception of social relations in Nigeria. The major research questions are: What is the relationship between exposure to video violence and children's perception of social relations? Are children who are exposed to video violence more likely to perceive unhealthy social relations in their environments than those not exposed to video violence? George Gerbner's Cultivation theory served as the theoretical framework. The study sampled 500 pupils from 10 schools in Lagos, Nigeria. The survey results show that majority of sampled children, (97%) are highly exposed to electronic media, females (55%), account for a greater proportion of the children exposed to Electronic Media Violence (EMV) than males (45%). Few (28%), watch video for 4hours daily while (72%) watch for less than 4hours daily. Majority (58%) of EMV consumers watch video for between one and three days weekly. This is a significant shift from Gerbner's Cultivation theory. It showed that Nigerian children who watch video for maximum of 3hours daily consume a lot of EMV which influence their understanding of social reality in Nigerian context. The regression, using socio-economic variables of age, parents' education/income and exposure to EMV as predictors of perception of social relations showed that there is no significant relationship between exposure to video violence and perception of social relations. Rather, socio-economic conditions of the children was a predictor of perception of social relations in the population. The study recommends that further studies should address youths' restiveness, in Nigeria with particular attention to females. That government and National Film and Video Censors Board should initiate mass media campaigns on the need for parental guidance to control children's viewing habits.

John Pavlik
Professor, Rutgers University, USA

Transformation: Examining the Implications of Emerging Technology for Journalism, Media and Society

This paper examines the transformational implications of emerging technologies for journalism, media and society. An array of increasingly ubiquitous, global and networked technological developments is driving a sea-change in the nature and function of journalism, media and society. While low-cost, wide-spread digital technologies are empowering individuals to communicate and innovate, these same technologies are enabling governments, industry and others to engage in surveillance, censorship and control. This paper proposes that technological developments are reshaping media and society in four fundamental ways: 1) the participatory nature of journalism and media, 2) the methods of doing journalism and creating media, 3) the content and paracontent of journalism and media, and 4) the organizational structures, culture and institutional controls of journalism, media and society.

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Gezi Park Protests in the Context of Activism/ Digital Activism and "Disproportionate*" Use of Humour

Activism, that expressed with people organizing and use of struggle methods in order to change or convert of social conditions, has gained a considerable dimension by also creating a new area such as digital activism with emergence and widespread of the internet nowadays. Digital activism as Joyce (2010) emphasized on, represents an area which including the concepts of cyberactivism, online activism, online organizing etc. and spreading quickly in social life and which sometimes can be converted to "street activism" even though sometimes only limited to digital platforms.

In this study the process, that began with sit-in by a group of activists due to demolish of Taksim Gezi Park's wall and uproot of some trees on May 27, 2013 in Istanbul, will be examined in terms of humour used by activists during the protests. Gezi Park sits in Istanbul's main commercial district and is the last green space in the city center. So, it didn't go down well with many residents when authorities announced they want to raze the park and put in its place a replica of 19th Century Ottoman barracks - containing a shopping mall. At first, the protests involved a handful of angry residents holding sit-ins. But the numbers quickly grew. Protests that began as a demonstration against the planned demolition of a park have grown into general ant-government dissent across the nation. Riot police moved in, lobbing tear gas and pepper spray and protesters responded by hurling bottles, blocking bulldozers and setting up barricades. Then, outraged by the behavior of security forces, demonstrators began attacking police. There have been protests in 67 of Turkey's 81 provinces, according to Andalou. There have been reports of confrontations in the capital, Ankara, as well as the port cities of Izmir and Adana. It is seen that humour has been used extensively and effectively by protesters during the protests that started as a street activism and shortly manifested in the context of digital activism. It is aimed to examine this effective and intensive use of humour over the slogans, posters, banners, graffities, writings on vehicles, protest tactics and shares (photos, videos, images and phrases) located in the social networking sites during the Gezi Park protests.

*During the process of Gezi Park protests, discussions over disproportionate use of force on protesters by security forces have taken

place and after protests, interior ministry inspectors which examines the police intervention about the disproportionate use of force in Gezi Park protests, determined the police used excessive force on protesters many times. Briefly this word was used as an humorous approach to attitudes and actions which reveal "disproportionate intelligence" approach by activists opposed to the disproportionate use force on protesters in İstanbul, Gezi Park protests.

Marcia Perencin Tondato
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Consumption and Citizenship Media Consteruction in Fictional Television Discourses

Consumption intercepts the relations acting in the complex society, culture-technology-communication to name some, as a "scenery of desire concretization", once to consume is part of a relation of desires happening to transform individuals into active-subjects, being also the place where distinction meanings circulate, intercommunicating, so that exclusions and legitimations take place at the same time. (Martin-Barbero, 1995, p. 62) It is in consumption that several aspects of social life are joined, as far as it carries out products appropriation and uses, transforming "desires in demands and in socially regulated acts", being that "the desire of having 'the new' does not act as something irrational or independent from the collective culture to which it belongs". (Garcia Canclini, 1996, p. 59-60) A kind of culture that happens mainly in capitalist democratic societies in a context of "citizenship", which it is also constituted from narratives. Slater (2002, p. 18) presents consumption culture as "a system in which consumption is dominated by the goods consumption, and where cultural reproduction is generally understood as something being carried out through the exercise of personal free will in the private sphere of daily life". This "private sphere of daily life" is the "actions and expressions loaded of meanings built by the same individuals who are producing, realizing and interpreting them, in the course of their lives and of consumption culture as a social agreement mediated by market", the same one that defines such a culture. (Martin-Barbero, 1997, p. 193) What is drawn in media fictional representations of the individuals-subjects living in the metropolises in their relations with material and symbolic consumption? How do consumption relations present themselves regarding questions of these individuals-subjects insertion in a context of bigger communicational accessibility and the relations with the citizens' rights and duties? Which "insertion" and "citizenship" are outlined in media speeches and in the audience reception? Answering hypothetically to this questioning, I believe that having as objective the biggest audience, media, even working from simplification, in times of multiple identities, needs to set differences by specifying messages, promoting recognitions, reinforcing or transforming collective identities, of pre-defined groups. Such a process only completes itself and gets into effect as far as television contents, characterized by the dominant cultural capital, resulting from a complex process of negotiated exchanges, at least allows to tolerate the hegemonic base, but accepting only what the audience recognizes from their daily life.

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&

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Drivers of Consumer Brand Engagement in Social Media Sites. An Explorative Analysis

Purpose: The Marketing Science Institute's 2010-2012 Research Priorities identifies "customer engagement" as a key research area contributing to enhanced academic insight in consumer behavior in complex interactive and co-creative context. (MSI, 2010-2012; Bolton, 2011) Despite the extensive use of the terme "customer engagement" in branding practice and the high adoption rate of social media, academic inquiry into the "customer brand engagement" (CBE) concept in interactive context has traspired in the literature only relatively recently (Hollebeek, 2011; Mollen & Wilson, 2010; Sprott, Czellar & Spangenberg, 2009) and very few study have dealt with this issue (Laroche, 2012). This paper addresses this research gap by providing a literature review integrating social media, customer engagement and branding literature, and develops a CBE conceptual model. The study analyze the complex multidimensional and dynamic nature of CBE construct in social media sites toward a brand perspective and introduce the role of message (as content type, media type and narrative structure) in CBE process. Integrating Consumer Culture Theory (Arnould & Thompson, 2005) in Service Logic Dominant (Vargo & Lush, 2004), the paper focused on key driver of CBE introducing narrative structure and processing (Schembri et al., 2010; Escalas, 2004) as a key of emotional and cognitive dimensions.

Methodology/approach: Based on the findings from a literature review, from nine research propositions, the study develops a conceptual model which provides a set of key drivers of CBE dimensions. Furthermore, an explorative qualitative analysis was conducted particularly to analyse if and how narrative structure and processing can affect emotional and cognitive CBE dimensions in social media based brand community (Laroche et al., 2012, 2013). Two facebook brand page with different structure and processing narrative was chosen. After an observation of user's behaviour during web surfing, fourteen depht-interview was conducted and data were analysed by thematic analysis using a theoretical approach. (Boyatzis, 1998)

Finding: First of all users perceive a difference in the structure and processing narrative of the two facebook brand pages, and this enable us to talk about narrative. Results indicates that narrative affects cognitive CBE dimension enhancing the range of brand meaning and the number of brand associations that users ascribe to the brand, also affect the emotional dimension facilitating the creation of self brand connections. Further, active customer engagement behaviour was observed in some user surfing facebook brand page with structure and processing narrative.

Managerial implications: From a managerial perspective, the research findings demonstrate the importance of understanding how consumer engage in specific social media based brand community. Results illustrates the importance of message features, particurarly narrative, as key of emotional and cognitve CBE dimension, thus further managerial attention need to be given to the use of a narrative approach in social media context.

Limitations and Further research:

Exploratory nature of this research provide preliminary insights for future empirical inquiry which is required to verify the conceptual model proposed. Research is based on a small target, further research need to incorporate studies examining larger online group across different product categories. Moreover empirical research addressing the nature of "narrative" inter-relationship with other concept, including interactivity and involvement, is required, which may be undertaken using structural methods.

Peter Robson
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Women TV Lawyers in the 21st Century

This paper contrasts examines the portrayal on British and American television of women as protagonists in TV dramas in the 21st century. It focuses principally on two series in each jurisdiction which portray the fortunes of women lawyers and their career paths, each over two separate series, North Square and Silk in the UK and The Good Wife and Damages in the US. They significantly focus on women lawyers who plead in the courts. The barrister branch of the legal profession has always been regarded as the more prestigious branch of the profession from which, traditionally, judges have been selected. The characters are experienced and successful. They have reached that crucial time when they are hoping to be selected as Queen's Counsel. This step into the top echelon of the elite branch of the split British legal profession is a major marker in a lawyer's career. It is from the ranks of Q.C.s that the senior judiciary are chosen and where possible fame lies.

There is a major contrast with the United states where there is a unified profession and the link to the judiciary is more oblique. The two series from the United States which have provided a major focus on the experiences of women lawyers in the 21st century are The Good Wife and Damages. The paper looks at a variety of factors in contrasting these TV series. It examines the context of women lawyers, the style and nature of the work they are shown as undertaking, the characterisation of the legal profession and in particular the principal protagonists. It also provides a context and notes the ways in which their male counterparts are portrayed in comparable series. It is intended that these contrasts will allow afford a perspective on how effectively these series highlight the principal contentious issues within the respective jurisdictions.

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&
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Newspaper Reports on BSE around the time of the Japan - US Trade Conflicts: Content Analysis of Japanese and US dailies from 2002 to 2006

Mass media can affect how people understand and react to particular health risks. Reporting of health risks during the international trade disputes, resulting from the difference in safety regulations, therefore can play a pivotal role in resolving them. This study compared the newspaper reports on BSE-related events in major national dailies between Japan and the US around the period when BSE-infected cattle were discovered in the US and the import of US beef products was banned (December 2002 and November 2006). During the study period, the number of BSE-related newspaper articles increased in both the US and Japan, but the visibility of the issue was more prominent and persistent in Japan than in the US. Geographically, most of the articles had a domestic focus, but they also reported the news of each trade partner. After the discovery of BSE cattle in the US, articles of commerce and trade issues were dominant in Japan, while the incidence of BSE, agriculture, and trade dominated in the US. Overall, the US-based newspapers carried more advocacy articles than the Japanese ones. In Japan, calls for stronger domestic policy decreased, but those for stronger foreign policy increased slightly. Meanwhile, in the US, calls for a stronger domestic policy increased slightly whereas those for weaker foreign policy dropped? both only temporarily. The major rationale for policy advocacy was the economy and health in both Japan and the US. However, the balance of competing policy objectives and the rational acceptance of BSE risks were argued more in the US papers than in the Japanese ones. In conclusion, during the BSE-related dispute on health and trade, the visibility and faces of the issues in newspapers differed between Japan and the US. Acceptance of BSE-related risks was argued differently, and those differences reflected and affected the public's perception of BSE issues, the related safety policies by the governments, and the configuration of social interests in each country. The differences evident in the media could serve as a vehicle for reappraising the existing policies as well as the possible international harmonization of risk management policies.

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A Malign and Evil Force – A Historical Exploration of Political Spin Doctoring's Poor Image

This study is an exploration of political Public Relations – or Spin Doctoring. Methodologically a historical approach is chosen in an attempt to identify recent developments and current practice which are expected to cast light on and explain the negative perceptions of communication managers in politics.

While research into political PR is incipient and academic literature only a few years ago was still lacking a monograph on this subject area, most scholarly work to the present day strongly focuses on PR's role in a corporate or non-profit context. Yet, work that has been published in recent years acknowledges a broad consensus about PR advisors' centre stage in politics. PR's connection with political parties and governments has become part of political culture in most countries (Moloney and Colmer, 2001; Brissenden and Moloney, 2005).

The liaison between journalism and political Public Relations has for years stirred interest among journalists who focused specifically at what McNair (2000) terms process coverage, which reflects how in politics messages are created, interpreted, planted and responded to by PR advisors. A decade earlier it was already evident that political PR had become a story in its own right, as Bennett (1992) discovered when analysing the news content during American presidential and congressional elections.

My research is set against this backdrop and explores historically the suspicion that over time grew among political scientists and journalists alike: Some writers discussed if an emphasis on presentation obscured substance, while others were concerned the public sphere may be detrimentally affected and the political discourse twisted in favour of those in possession of means to resource communication campaigns (Moloney, and Colmer, 2001; McNair, 2007). Minifying portrayals of public relations as just PR or pejorative terms such as Spin Doctor for political communication practitioners mirror sceptical views held among academics and many journalists (Turnbull, 2007). While practitioners became widely perceived as a "malign and evil force at the heart of the body politic" by twisting the truth and manipulating the news (Esser et al., 2000, p. 213), the term Spin Doctor was never adopted by the profession, since it served as journalistic notion to

discredit practitioners who were widely seen as media manipulators (Esser et al., 2001).

These concerns gained particular attention during the years of the Labour government in the UK when observers may have wondered if political PR advisors were to establish what amounts to a fifth estate (McNair, 2004). This led writers to debate if and to what degree it is acceptable for PR advisors to interfere with policies and ensure a politician's objectives and actions are aligned with public sentiment (Maltese, 1994). This debate was taken further by Gaber (2000) who made the point that political public relations may actually have little to do with imparting information, which takes second place to practitioners' covert machinations. As a result of this discourse writers came to associate political communication with manipulation, a view that adversely affected advisors' effectiveness when devising messages and implement communication activities on behalf of politicians (Moloney and Colmer, 2001). Voices which sought to defend PR's role as an activity that furthered democracy and public discourse were few and far between (Esser et al., 2001).

Sini Setala
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Appraising Tabloid Headlines – Emotions

There are two tabloid newspapers in Finland. Their headlines are seen by many people every day. They are posted in the windows of kiosks, beside cashier lines in supermarkets and in other places were people have either the time or are in a place to see them. People constantly evaluate and analyze the world around them and judge the significance of this for their well-being. Tabloid headlines are been appraised and categorized according to the information contained and emotions evoked. This paper analyzes this classification from the emotional perspective based on 30 interviews. This paper forms part of the doctoral thesis research which purpose is to analyze the psychology of meeting tabloid headlines.

The analysis of the data was carried out in two parts. First the answers that dealt with the general attitude participants had towards tabloid headlines were analyzed. Then the more specific answers participants gave to the headlines shown to them were categorized according to their affect valence into positive and negative and then into the emotions evoked.

The appraisal of tabloid headlines is a complex issue. The general attitude towards them is twofolded. On one hand participants stated that headlines exaggerated and looked for sensations as advertisements were generally regarded to do. On the other hand, when participants found the heading agreeable to their own understanding, the truthfulness was no longer questioned. There were two stages elicited by the headlines. The headlines were appraised for their affect valence (positive or negative activation) and for their emotion valence (the actual emotions caused by the heading).

The world surrounding human beings is complicated and full of stimuli and people tend to be cognitively lazy. Most of the emotions evoked by tabloid headlines were negative. Even positive headlines elicited negative emotions. The impact of negativity is harmful to human well-being. Tabloid headlines are so widely available to the any literate human being walking in the streets that their impact on the creation of attitude environments for example should be studied more.

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How Can The Egyptian News Organizations get Benefits from the Readership Researches, after the 30 June 2013 Events?

According to previous studies, many of the Egyptian newspapers faced decline in the readership scale, and many readership studies also are conducted to predict reading versus non-reading, subscribing versus non- subscribing or frequency of readership.

In this study, I'm going to conduct in-depth interviews with many of the editor-in- chief in the most prominent Egyptian News Organizations, in order to know how these news organizations can increase the scale of their newspapers circulation and readership.

Maja Simunjak
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From Leader-Centered to Party-Centered Democracy? The Croatian Case

It is argued that the politics and political communication in the post-communist countries of Central and Eastern Europe revolve around individual political actors, while collective political bodies and institutions, such as governments and parties, are under-institutionalized and dominated by politicians, especially leaders. It is further argued that this continuous centrality of leaders can inhibit the development of already fragile political institutions, party systems, and the process of democratic transition in general. This paper aims to explore the patterns of stability and change related to media's focus on political leaders and parties in the transition from communist to post-communist setting on the example of the Republic of Croatia, the latest member state of the European Union. Some of the questions that are asked are: How much focus do media put on political leaders? How does, if at all, leaders position change in the transition? How important are leaders in relation to parties in the view of media? Is there evidence that parties are growing in power in the process of democratic transition? These questions are answered through longitudinal content analysis of major national daily newspapers in Yugoslavia and one of its successors, Croatia. The results show that although there are significant similarities between leaders' prominence in communist and early post-communist era, political leaders have lost a significant amount of media attention in the process of democratic transition. The media seem to show that individual political actors are slowly loosing power in post-communist politics, while parties as collectives are gaining relevance. However, in spite of these trends parties are still dominated by individuals, especially their leaders. If parties continue to grow stronger, as these trends suggest, a more decentralized, democratic party system might emerge. Therefore, there seems to be evidence that Croatia is moving from being leader-centered to party-centered democracy, but the transition has not yet been finished.

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Christopher Bond
Professor, Missouri Western State University, United States of America
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Communicating the Communicable: How Health Risks associated with Tick Borne Illnesses Reach Mass Audiences

The communication of new communicable diseases is not something that happens every day. Oftentimes, we hear about these through various media such as newspapers, social media feeds, or broadcast news. The associated threat with perceived health risks can affect the amount and type of message exposure that reaches various audiences. Recently tick-borne illnesses, both the persistent and the newly discovered, have been receiving media coverage within several countries. Recently, two new tick borne viruses were discovered and confirmed by the Centers for Disease Control in the United States. One of these viruses, The Heartland Virus, obtained national news coverage within the United States. This virus was discovered with the aid of scientists and students at Missouri Western State University, our home institution.

Our research consists of content analyses of the health risk perceptions regarding tick-borne illnesses. Factors such as the source in which the information is received, reported number of cases, as well as the author's gender and framing of the message can all potentially affect the associated health risk perception and the subsequent media coverage within both traditional and social media.

Sarah Sparke
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Digital Cinematography:
The Medium is the Message?

This paper concerns the potential importance of choice of categorisation term in shaping not only how we understand the subject area being categorised, but also how we value it and understand its potential as a form of communication. Using a Bourdeusian framework, I will argue that categorisation and interpretations of categorisation affects all objects/artefacts and associated behaviours. In this paper I will concentrate on the realm of the moving image, and within this, on the subject area of digital cinematography.

I have chosen to use the category term 'moving image', instead of the term 'film' 'video', or 'cinema' as whilst many of us use such terms loosely, each term has distinct connotations. I will discuss and reveal that their connotations inform how each specific technology is used, by whom, for what type of content, and how the whole is valued.

This paper will therefore focus on an exploration of the meanings of the developing field and the terminology of 'digital cinematography', how those are learned and shared, and how particular understandings of the term may shape the content. To do this I will examine and discuss the cinematographic trade press such as American Cinematographer, academic literature such as Journal of Media Practice and Millennium Film Journal, and the discourses of those choosing to promote, make or shun digital cinematography.

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Developmental Journalism in Tamil Television Channels: Changing Scenario

Media plays an extremely crucial role in development through the dissemination of knowledge, providing arguments/discussion, representing people's problems, offering new ideas, and also a platform to voice out the opinion. Development journalism, which is a part of development communication, focuses on social and developmental issues. It helps to bring the positive social and economic change. Journalism is an important force to empower the people by informing and influencing in right direction. Since the growth of development journalism arises fast in other countries, it began to grow slowly in India. As like the fast developing countries like India, the need of the developmental issues covered in the form of news will be more helpful for the people in developing their standard in all the ways as well as bringing social and economic changes in the country.

This paper analyses the coverage of developmental news in the Tamil language Television channels. The main research of this paper focuses on the portrayal of developmental issues in Tamil language TV channels. It also centres on the variety of development related issues covered in the TV's and how it's covered in the grassroots level. The development issues are categorized according to the Millennium Development Goals of the UN.

As part of the study, three major news channels were chosen and the prime time news were analysed. Content analysis was the primary method which is used to examine the developmental news coverage with variables like frequency of development news items, major subjects handled, their angle, placement of news, time allotment, continuity, importance given to rural news, urban news etc. Survey was the secondary method which is used to bring out the perspective of the television news viewers in the development news coverage. The eminent journalists were also interviewed to get the deep understanding of the subject.

The result shows that the television channels are focussing on the issues related to development, but the percentage of development news coverage has to be increased further. Among the channels taken Puthiya Thalaimurai is in top in giving the special coverage's of development news in both urban and rural followed by Sun News, Thanthi and Jaya News. Agriculture, Health, sanitation, combating diseases and infrastructure related issues were given extensive

coverage in all the taken channels. Children issues, environmental sustainability had medium coverage while poverty, hunger and employment related news had less coverage. The majority of the news viewers are responded that they were able to identify the development news few times in a channel, but during the prime time other genre of sensational issues in politics, crime, sports were given more importance than development issues. And also they responded that only few times they able to find the government policies that benefits people in the news item.

The journalists who are interviewed accept that the society needs is not just development news coverage but a deeper sensible and sensitive understanding of developmental problems existing in the society and means to overcome these problems. They also suggested that the separate section of development news can be created like sports, cinema etc., to give the more extensive and follow up coverage of the development news to help the development of the people and society. Now a day's media trend is changed and turned into business entities and thus heavily affected the types of news covered. The contribution is needed in a wide manner to solve the immeasurable problems that exist in the society which acts as a barricade for the development of people.

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Biennale as a Tool of Broadcast the Historic Identity of the City: The Experience of Yekaterinburg

Yekaterinburg is one of the Russia's largest cities. It entered into the international competition in promoting cities a few years ago. The strategy of global events is one of the ways to positioning the Yekaterinburg: Yekaterinburg hosted the SCO summit in In 2009, the city will be held FIFA World Cup in 2018, today the city claims to host the EXPO 2020. However, not all city events are focused on the translation of the unique Yekaterinburg identity, developed over nearly 300 years of its existence.

The author believes that the Ural Industrial Biennale, held in Yekaterinburg twice - in 2010 and 2012, has a lot of potential disclosure of the uniqueness of the city. However, while the industrial theme Biennale meets certain traditions in the history of the city, the communicative potential of the event is still not used completely.

This article will analyze the characteristics of the Ural Industrial Biennale and will propose a strategy for the development of the event into an effective tool to promote the city on the basis of the semiotic and narrative approaches. Using a semiotic approach allows us to combine the various cultural layers deposited during the industrial history of the city from Catherine's to post-Soviet times into a single image system. The development of narrative communication model will create a basis for the integration of future Biennale projects into holistic image of a city with history.

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Social Networking, Elections and their Impact on Mexico: Old Media versus New Media

The role of social networking sites in elections has grown significantly. In developed countries the weight is noticeable.

Mexico is in a transition period, where audiences faced politicians begin to get more involved on the Internet, but with distinct geographic effects due to socioeconomic differences in the country.

In the presidential election of 2012 for the first time the social networking sites had a significant weight, but not enough to face the old media.

However, in northern of Mexico the situation is different in states like Baja California, a neighbor of California, United States, where social networks played a decisive role in the local elections of 2013, with an impact that forced the studio that take these elections as a reference for the next presidential polls in 2018.

First results showed the power of social networking sites can run counter to democracy when they find in the scenario variables such as corruption and the use of negative campaigning.

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How do Turkish People use the Media Content of the Health Issues?

In recent years it has been obviously observed that there has been a huge increase in health news in Turkey. In addition to this increase it's also observed that there has been an obvious raise in critics about these kind of news. It is also possible to say that academic researches on health publications have limited extent or they are independent from each other in the scope of subject. In this respect, today's health publications in Turkey are required to be described; publication content should be examined, and publics' opinions and perceptions should be determined. In other words, there is a need for increasing social consciousness by determining main principles of health publication. In this regard, the project named "Designation of the Principles on Health Content of the Media in Turkey: An Analysis on Source, Message, and Audience" has been conducted to reveal main principles of health publications and to increase public's conscious by describing health publication in today's Turkey, examining media content and determining public's perceptions and considerations on these publications.

As a part of the project, this paper covers the results of the national survey on the health content of Turkish media. The paper aims to show how people use and how they evaluate the media content on health issues in Turkey.

Purpose:
- The paper aims to answer these questions:
- What do people do in case of having an unimportant health problem?
- What are the information sources in case of having a serious health problem?
- Do they trust the information learned from medical doctors who examine them?
- What kinds of health publications do arouse their attention?
- How often do they implement what they learn from health publications?

- Do they, who implement things being learned from health publications, ever get harm or benefit?
- Do they visit medical doctors/specialists that they see on media?
- Do they buy products which they see on media?
- Do they visit hospitals/health centers that they see on media?

Methodology:

A national face to face survey conducted in November 2011 by one of the public opinion survey agencies in Turkey. Using the national population statistics in Turkey, the sampling covers 33 cities, 142 district and villages, 2.503 different home and people. As a part of the project's survey, this paper focuses on 9 questions on people's usage and thoughts on health content of Turkish media.

Findings:

In consequence of this research, general health behaviors of participants and the effects of health publications on participants' behaviors are identified. Findings show that in case of having an unimportant health problem attendants mainly prefer to go to medical doctor (30,1%; n=751). 23,4% (n=586) says that they take/use drugs which they know or previously used and the rate of who says "I just wait for healing by itself" is 18,3% (n=458). On the other hand, in case of having a serious health problem prior source of information of participants is medical doctors (41,7%; n=2353).

11,3% says that they prefer to get information from their "spouse, friends, relatives, neighbors etc." (n=638). 11,1% of participants get information from pharmacists (n=625). When they are asked whether they trust information learned from doctors who examine them, 46,7% says "always trust" (n=1158) and 28,4% says "mostly trust" (n=703). Health publications arousing participants' attention are mostly covering every kind of information or suggestions for their or their intimate ones' good (26,5%, n=1666). Secondly, participants' attention get aroused by the publications including their own and their intimate ones' health problem (22%, n=1385).

Participants are also asked whether they implement what they learn from health publications and 63,2% (n=1554) says " I never implement"; 17,2% (n=423) says "I sometimes implement" and only 39 of them say (1,6%) "I always implement everything". 38,2% (n=332) of who implement what they learn from health publications says they got benefit from what they did a few times; just 1,5% of them says that they got harm a few times (n=13). Most of the participants did not go to any medical doctor (82,6%, n=2023) and any hospital/health center (86,8%,

n=2130) that they see on the media. 6,7% (n=165) says they went to a medical doctor; 7,1% says they went to a hospital/health center that they see on the media (n=175).

Additionally 87,1% says they never bought a health product which they see on the media (n=2138).

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Reporting on Mental Illness & Violence: Courts as Significant News Sources

Media coverage about people affected by mental illness is an area of research that is extensively examined. Many scholars argue that the media depicts people with mental illness as inherently violent and dangerous within sensational narratives. These depictions are criticized for reinforcing the social stigma and disadvantages many of the mentally ill face. The media does, however, require news sources and, in the context of crime and mental illness, the courts are a significant source. Through qualitative content analysis of Australian news paper articles, this research examines an under-researched and incompletely theorized area. In doing so, it demonstrates that media depictions of some mentally ill offenders reflect and heavily draw upon legal narratives and what is argued in court about these offenders in the context of criminal responsibility and legal insanity.

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PR of STRIKES: A Case Study of "Turkish Airlines 305 Resistance and Strike"

Strike, which is considered as a legitimate right in democratic societies and briefly defined as a walkout or slowdown action of work by employees, is an important issue which is handled and analyzed from different perspectives such as legal, political, sociological, economical, etc... When looking at the studies done on strike in the field of public relations which is the main subject of this study, it is seen that this topic is usually discussed in the aspects of corporations and examined within the context of crisis or issue management. Whereas, in this process between employees and employers, not only corporations but also strike groups can benefit effectively from public relations strategies. These strategies generally include the activities intended to inform the public about the situation by getting more coverage in the media agenda.

Turkish Airlines (THY) which is a major brand in the aviation sector in Turkey, have confronted with crisis situations in the last few years, such as camel crisis, costume crisis, lipstick crisis, strike crisis etc., and has tried to manage them in various ways. The crises, called "Turkish Airlines 305 Resistance and Strike", can be characterized as the longest and most extensive one among them. At the beginning of this crisis, Turkish Airlines (THY) employees have protested against the legislative proposal that offers strike ban in aviation sector by slowing down action in 29 May 2012. After the action, it was indicated in the statement made by Turkish Airline that employments contracts of 305 employees who participated in the strike, were repealed. Therefore the resistance and strike initiated by employees have continued until the 19 December 2013 which is the date of announced 305 employees would be back to work as required by agreement signed between Turkish Airlines (THY) management and the union and so it was ended up successfully in the terms of employees.

The purpose of this study is to evaluate the strike process by the view of public relations and to reveal how public relations methods and techniques is used by strike groups. In this context, "Turkish Airlines 305 resistance and strike" will be deal with case study. As a research method, a press screening and content analysis will be performed between 29 May 2012 which the strike occurred and 19 December 2013 which the announced 305 laid off employees would be back to their work. Data gathered from research will be assessed according to five-stage normative theory that have developed by J.E.Grunig and L.A.Grunig on how activist groups use public relations.

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The Role of Alternative Media in Strengthening, Preserving, and Promoting Identity and Culture: A Case Study in Eastern Thailand

Arguably, mainstream media fails to deal effectively with ethnic groups in every part of the world. Thailand is no exception. Exploring the role and the use of alternative media produced by local people in eastern Thailand will help to reinforce the idea that alternative media have become a much more effective communication channel for local people. The purpose of the thesis is to investigate and analyse the role of alternative media in information distribution in the Riverside community, Chanthaburi province, Eastern Thailand. Recently, this strong community has been identified as a cultural tourism destination. The community has started to produce its own media, and to use social networks to promote itself and its attractions to the nation. This project advances knowledge of the role of alternative media in a community environment in the Thai public sphere. Furthermore, it strengthens knowledge of the role of alternative media in its broadest sense as an important form of cultural production. By using ethnographic action research as a methodology, this research is developed through a rich understanding of the community by following an ongoing research cycle of planning, doing, observing and reflecting. Beyond that, this study reflects the idea of 'hyperlocal' media. With approximately a hundred households on which to focus, it is much easier for hyperlocal media to reach and attract local people by providing local news, covering local politics and engaging local people in the affairs relevant to their area. As a result, the findings of this thesis will reinforce the idea that 'hyperlocal' communication has played a much more proactive role in the community context.