Abstract Book:
15th Annual International Conference on Communication and Mass Media
8-11 May 2017, Athens, Greece

Edited by
Gregory T. Papanikos

2017
Abstracts
15th Annual International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece

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   Marquita Smith & Gilbert Tietaah

56. To Censor and Surveille: The Effect of Suppression Technologies on Public Opinion
   Elizabeth Stoycheff

57. Community Radio: An Alternative Platform to Mainstream Media for Migrant Communities in New Zealand
   Netra Timilsina

58. Canadian Francophone Journalists’ Perceptions of Their Professional Roles and Identity
   Lauriane Tremblay, Genevieve Bonin, Heather Rollwagen & Ivor Shapiro

59. Fact or Fable: What Makes Negative Political Ads Effective?
   Chris Underation

60. Music as a Resource for the Sexual Self: How Young People in the Netherlands use Music for Good Sex
   Samira van Bohemen

61. The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites
   Di Wang

62. The Press and Coverage of Overpopulation: Media Ignore the Most Important Problem Facing the World Today
   Bradley Wilson

63. Standing Up to the Power: Resistant Women Images in Social Media
   Berrin Yanikkaya

64. Understanding and Adoption Social Media Tools and Their Effects across Brand’s Strategies in Turkey
   Elgiz Yilmaz Altuntas

65. Framing Depression on Chinese Social Media: The Role of Media Organizations, Mental Health Institutions, and a Citizen Support Group
   Yuan Zhang, Yifeng Lu, Yubin Wang & Yan Jin
Preface

This book includes the abstracts of all the papers presented at the 15th Annual International Conference on Communication and Mass Media, 8-11 May 2017, organized by the Athens Institute for Education and Research (ATINER). In total 65 papers were submitted by over 70 presenters, coming from 27 different countries (Albania, Australia, Bahrain, Brazil, Canada, China, Croatia, Germany, Ghana, India, Indonesia, Iran, Israel, Italy, Latvia, Macau, Malta, the Netherlands, New Zealand, Nigeria, Philippines, Qatar, Slovenia, South Korea, Turkey, UAE and USA). The conference was organized into 17 sessions that included a variety of topic areas such as social media, communication & marketing, public relations, journalism, and more. A roundtable discussion on “Fake News and Fake Facts” was also organized as part of this conference. A full conference program can be found beginning on the next page. In accordance with ATINER’s Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER’s many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the institute. ATINER 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 to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER’s conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into seven research divisions and forty research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together.

Gregory T. Papanikos
President
### PROGRAM
Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

#### MONDAY 8 MAY 2017

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<td>08:00-09:00</td>
<td>Registration and Refreshments</td>
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<td>09:00-09:30</td>
<td>Welcome and Opening Address</td>
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<td></td>
<td>Gregory T. Papanikos, President, ATINER.</td>
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<tr>
<td>09:30-11:30</td>
<td>Chair: Vasillis Skianis, Research Fellow, ATINER.</td>
<td>Chair: Olga Gkounta, Researcher, ATINER.</td>
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1. Andreas Hebbel-Seeger, Professor and Head of Media School at Campus Hamburg, Macromedia University, Germany. 360 Degrees Video and VR for Training and Marketing within Sports.
2. Panos Pardalos, Distinguished Professor, University of Florida, USA, Konstantinos Gakis, Adjunct Assistant Professor, University of Florida, USA, Chang-Hwan Choi, Research Professor, Korea National Sport University, South Korea & Jae-Hyeon Park, Associate Professor, Korea National Sport University, South Korea. Simulation of a Probabilistic Model for Multi-Contestant Races. (Monday)
3. Peter Kexel, Lecturer, accadis University of Applied Sciences, Germany, Florian Pfefel, President, accadis University of Applied Sciences, Germany & Kyung-Yib Lee, Team Director U21, German Football Association, Germany. Does Youth Tournaments such as UEFA under 19 European Football Championship in Germany 2016 Influence Public’s Perception of the German Football Association (DFB).
5. Neill Fitzpatrick, Professor, MacEwan University, Canada. Media Manipulation 2.0 – The Impact of Social Media on News, Competition, and Accuracy.
6. Berrin Yanikkaya, Professor, Vice Dean of School of Communications and Head of Department of Rd. TV and Cinema, Yeditepe University, Turkey. Standing Up to the Power: Resistant Women Images in Social Media. (MEDSOC)
7. Marusa Pusnik, Associate Professor, University of Ljubljana, Slovenia. Cultural Racism and the Populist Media Discourse: From the Refugees to the Threatening Immigrant Muslims.
8. Cynthia Correa, Assistant Professor, University of Sao Paulo, Brazil. Digital Activism via Social Media: Brazilian Students’ Empowerment through the Facebook Page Fernao Dias Paes Resistance School. (MEDSOC)
9. Di Wang, Assistant Professor, Macau University of Science and Technology, Macau. The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites.
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<th>11:30-13:30 Session III (Room B-Mezzanine Floor): Journalism I</th>
<th>11:30-13:30 Session IV (Room C-Mezzanine Floor): Technology</th>
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<td>Chair: *Cynthia Correa, Assistant Professor, University of Sao Paulo, Brazil.</td>
<td>Chair: *Berrin Yanikkaya, Professor, Vice Dean of School of Communications and Head of Department of Rd. TV and Cinema, Yeditepe University, Turkey.</td>
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<td>2. *Amiee Shelton, Associate Professor and Program Director, Roger Williams University, USA. A Qualitative Study of the Ethical Dimensions of Brand Journalism.</td>
<td>2. *Kristen Hark, Assistant Professor, Liberty University, USA. Mediated Communication: How Public, Digital Conversation Shapes Interpersonal Communication.</td>
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<td>4. *Hatem Alsridi, Assistant Professor, University of Bahrain, Kingdom of Bahrain. Online News and Young Adults in Bahrain: Patterns of Use and Gratification.</td>
<td>4. Lili Lei, Lecturer, Dalian University of Technology, China. The Control of Expression in New Media Era: A Research Based on Real-Name System in China.</td>
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<th>14:30-16:30 Session V (Room B-Mezzanine Floor): Advertising &amp; Public Relations</th>
<th>14:30-16:30 Session VI (Room C-Mezzanine Floor): Television, Radio &amp; Music</th>
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<td>Chair: *Catherine Collins, Professor, Willamette University, USA.</td>
<td>Chair: *Kristen Hark, Assistant Professor, Liberty University, USA.</td>
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<th>16:30-18:30 Session VII (Room B-Mezzanine Floor): Sports, Education &amp; Literacy</th>
<th>16:30-18:30 Session VIII (Room C-Mezzanine Floor): A Panel on Community Media</th>
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<td><strong>Chair:</strong> <em>Elizabeth Stoycheff, Assistant Professor, Wayne State University, USA.</em></td>
<td><strong>Chair:</strong> Genevieve A. Bonin, Academic Member, ATINER &amp; Associate Professor, University of Ottawa, Canada.</td>
</tr>
<tr>
<td>1. <em>Blerina Gjerazi, Head of Reporting and Statistics Department, General Directorate of Prisons, Ministry of Justice, Albania &amp; Rejndaldo Gjerazi, Head of Trainers, Sport Club Tirana, Albania. Sport as a Mean of Communication for Prisoners.</em></td>
<td>1. <em>Lee Arzt, Professor, Purdue University Northwest, USA, Political Power, Democracy, and Community Media. (MEDCOM)</em></td>
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<td>3. <em>Sema Misci Kip, Associate Professor, Izmir University of Economics, Turkey &amp; Haluk Mesci, Lecturer, Izmir University of Economics, Turkey. Actual Work Experience in Advertising Education: An Improvement on ‘Student-run’ Ad Agency Model.</em></td>
<td>3. Yuan Zhang, Assistant Professor, Westfield State University, USA, Yifeng Lu, Chinese Petroleum University, China, Yubin Wang, Jiangxi University of Finance and Economics, China &amp; Yan Jin, University of Georgia, USA. Framing Depression on Chinese Social Media: The Role of Media Organizations, Mental Health Institutions, and a Citizen Support Group.*</td>
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<td>4. *Iain Macpherson, Assistant Professor, MacEwan University, Canada &amp; <em>Lucille Mazo, Chair, Department of Communication Studies, MacEwan University, Canada. A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions.</em></td>
<td>4. <em>Netra Timilsina, PhD Student, University of Canterbury, New Zealand. Community Radio: An Alternative Platform to Mainstream Media for Migrant Communities in New Zealand.</em></td>
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*This session is jointly offered with the Sports, Leisure & Recreation Research Unit*

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<th>18:30-20:00 Session IX (Room A-Mezzanine Floor): Roundtable Discussion on Fake News and Fake Facts: Euro-Exits, USA-Exits and the Brexit</th>
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<td><strong>Chair:</strong> Gregory T. Papantikos, President, ATINER.</td>
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<td>1. Edge Marc, Associate Professor, University of Malta, Malta. &quot;Fake News is Nothing New and Nothing That Can't Be Fixed&quot;</td>
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<td>2. Lee Arzt, Professor of Media Studies, Director of Graduate Studies for the Department of Communication and Creative Arts and Co-Director of the Center of Global Studies, Purdue University Northwest, USA. &quot;Fake News, Real Problems: Spin and Propaganda from Clinton to Trump&quot;</td>
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<td>3. Neil Fitzpatrick, Assistant Professor, MacEwan University, Canada. Under Siege: Journalism's Struggle to Survive in the Post-Truth Era.</td>
</tr>
<tr>
<td>5. Anda Rozukalne, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. Latvian model of disinformation: Russian speaking media, invented failure stories and the hyperactive Internet trolls. For details on the discussion please, click here.*</td>
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**Tuesday 9 May 2017**

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<th>07:30-10:30 Session X (Room A-Mezzanine Floor): An Educational Urban Walk in Modern and Ancient Athens</th>
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<td><strong>Chair:</strong> Gregory Katsas, Vice President of Academic Affairs, ATINER &amp; Associate Professor, The American College of Greece-Deree College, Greece</td>
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<td>Group Discussion on Ancient and Modern Athens. Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle).*</td>
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11:30-13:30 Session XI (Room B-Mezzanine Floor): Journalism II  
Chair: *Lee Artz, Professor, Purdue University Northwest, USA.

1. *Holger Sievert, Professor and Head of Media School, Macromedia University, Germany. Professional Social Media Usage among Journalist – New Findings and some Consequences.
3. Lauriane Tremblay, MSc Student, University of Ottawa, Canada, Genevieve Bonin, Associate Professor, University of Ottawa, Canada, Heather Rollwagen, Assistant Professor, Ryerson University, Canada & Ivor Shapiro, Professor, Ryerson University, Canada. Canadian Francophone Journalists’ Perceptions of Their Professional Roles and Identity.
4. Ethan McAlear, MSc Student, University of Ottawa, Canada & Genevieve A. Bonin, Assistant Professor, University of Ottawa, Canada. Bring Back Our Girls: A Content Analysis of Global Newspaper Coverage of the Kidnapping of the Chibok Girls.

13:30-14:30 Lunch

14:30-16:00 Session XIII (Room B-Mezzanine Floor): Social Media II  
Chair: *Holger Sievert, Professor and Head of Media School, Macromedia University, Germany.

1. Hee Rah Ryu, MSc Student, Konkuk University, South Korea, Eun Hyeong Jin, PhD Student, Konkuk University, South Korea, Yongsuk Hwang, Professor, Konkuk University, South Korea & Hye Ryung Roh, PhD Student, Konkuk University, South Korea. A Comparison of the Topic Structure between Twitter and Online News during the 2016 Gyeongju Earthquake Disaster in South Korea using LDA based topic Modeling Technique.

14:30-16:00 Session XIV (Room C-Mezzanine Floor): Media Images & Film  
Chair: George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. *Jeanne Clark, Associate Professor, Willamette University, USA. Filming Cast Lead: Authenticity and Authority in the Mediation of War.
2. Zvi Bar’el, Senior Lecturer, Sapir Academic College, Israel. Tahrir Square: From Place to Space, Geography of Representation.
### 16:00-17:30 Session XV (Room B-Mezzanine Floor): Social Media III

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<td><strong>Chair:</strong></td>
<td>*Chris Underation, Associate Professor, Liberty University, USA.</td>
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1. **Rolando Marini**, Associate Professor, University for Foreigners of Perugia, Italy, Giada Fioravanti, Post Doc Researcher, University for Foreigners of Perugia, Italy & Giulia Graziani, PhD Student, University of Rome “La Sapienza, Italy. Looking at the Public Space: Young People, Social Media, and the Political Field.

2. Elgiz Yilmaz Altuntas, Associate Professor, Galatasaray University, Turkey. Understanding and Adoption Social Media Tools and Their Effects across Brand’s Strategies in Turkey.

3. Christina Paschyn, Assistant Professor, Northwestern University in Qatar, Qatar. Challenging Taboos: Analyzing Qatari Women’s Usage of Visual and Social Media.


### 16:00-17:30 Session XVI (Room C-Mezzanine Floor): A Panel on Sex and Media

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1. **Kathleen Dixon**, Professor, University of North Dakota, USA. The Greekness of Rebetissa Sotiria Bellou. (MEDSEX)

2. **Tom Reichert**, Professor, University of Georgia, USA, Glenn Cummings, Associate Professor, Texas Tech University, USA & Harrison Gong, Assistant Professor, University of Tampa, USA. Using Eye-Tracking to Map Viewer Attention to Erotic Imagery in Advertising. (MEDSEX)

3. Carolin Kueppers, Academic Advisor, Bundesstiftung Magnus Hirschfeld, Germany. (M)others – Media Discourses on Sex Work in South Africa. (MEDSEX)

4. **Maryam Rafaatjah**, Associate Professor, University of Tehran, Iran & Niloofar Hooman, PhD Student, University of Tehran, Iran. An Analysis of the Representation of Iranian Women’s Everyday Life on Instagram (MEDSEX)


### 17:30-19:30 Session XVII (Room B-Mezzanine Floor): Special Issues

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<td><strong>Chair:</strong></td>
<td>*Tom Reichert, Professor, University of Georgia, USA.</td>
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1. Carmencita Del Villar, Professor, University of the Philippines, Philippines. Correlation between Successful Aging and Selected Socio-Demographic Factors of Filipinos.

2. Linda Kean, Director, School of Communication, East Carolina University, USA & Laura C. Prividera, East Carolina University, USA. Focus Group Discussions among African American Women regarding Media and Expectations about Weight, Food Consumption and Fitness.

3. Francisca Selidonha Pereira da Silva, Professor, Vila Velha University, Brazil. People on TV: A Mediated Public Space.

4. **Anda Rozukalne**, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. Why Critical self-Evaluation of Media usage Patterns are Missing Part of Media Literacy? (MEDMAN)

5. **Ivan Pogarcic**, Assistant Professor, Polytechnic of Rijeka, Croatia. Helpdesk – Real Support or Trouble Location.

### 21:00- 22:30 Dinner (Details during registration)

#### Wednesday 10 May 2017

- **Cruise:** (Details during registration)
- **Mycenae and Epidaurus Visit:** (Details during registration)

#### Thursday 11 May 2017

- **Delphi Visit:** (Details during registration)
A Systematic Literature Review on Immigrants' Motivation for ICTs Adoption and Use

Several studies demonstrate that immigrants are suffering from digital divides – the gap among people in regards to their access, skills, usage of and motivation to computers and the Internet – because of low income, lack of knowledge of their host country’s language, limited or no education, as well as a number of other factors, such as culture, income, age and attitudes. Some studies, however, find that despite various digital divides, when they have the opportunity, recent immigrants tend to adopt and use computers and the Internet more than non-immigrants or earlier immigrants who have lived in the host country for a longer period of time. What motivates immigrants to use information and communication technologies (ICTs)? What are the factors that influence immigrants’ ICTs behaviors? Keeping these questions in mind, this study is conducted by employing a systematic literature review method that assesses 20 peer-reviewed articles on immigrants’ motivations for ICTs adoption and use. These articles were selected from among 134 scholarly articles published between 2001-2015. This study finds immigrants’ two primary motives for using ICTs: first, to adjust to and integrate within the host country setting, and next, to connect with family and friends back home. Of the twenty articles, twelve emphasize both motivations, six articles focus on adjustment and integration, and two highlight back home connection as the primary motive. Moreover, seven factors (i.e. age, culture, education, income, language, ICT skills, and attitude) are identified that influence immigrants’ adoption or non-adoption and use or non-use of ICTs. Based on the study findings, a framework of ICT motivation will be proposed in the end of this article.
Binge TV Watching among Emiratis: Its Uses and Possible Effects

Binge watching is believed to have originated in the 1980s, when some TV stations in USA started featuring reruns of certain series’ episodes in marathon sessions. When DVDs became available for home viewing, their high-storage capacity allowed for entire seasons to be watched by viewers, making it easy to say to oneself “just one more”. The study investigates Binge watching among a sample of Emiratis. It examines the reasons for binge watching and the possibilities of anticipating regret after watching. A constructed questionnaire was designed to collect data from a sample of 150 Emiratis living in Dubai and Abu Dhabi. The results showed that there is positive significant correlation between anticipating regret and binge watching. It is also correlated to many expectations of positive outcomes. The effect of demographic variables was also examined.
Journalism without Principles: Turkish Press Coverage of the Syrian Conflict

The Syrian Civil War has been one of the bloodiest wars in the Middle East in recent years causing thousands of human casualties, destabilising the region and uprooting thousands from their homelands. Turkey, hosting millions of refugees, face political problems not only in domestic but also in international politics.

As the allies and enemies constantly change and shift in the Syrian conflict, Turkish press skilfully follow twists and turns of those in power and have developed a new type journalism, which could be called ‘journalism with no principles’.

In my presentation I will attempt to identify discursive shifts take place in newspapers’ coverage of Syrian conflict vis-à-vis the political discourse in Turkey.
Hatem Alsridi
Assistant Professor, University of Bahrain, Kingdom of Bahrain

Online News and Young Adults in Bahrain:
Patterns of Use and Gratification

According to the latest data provided by the ITU in 2015, the Kingdom of Bahrain is the first growing country in MENA region in terms of usage of the Internet. In fact, 93.5% of the Kingdom’s population use the Internet. The same source has indicated that mobile-broadband subscriptions per 100 inhabitants is 131.8%. However, studies on the use of the Internet as a new medium, in Bahrain, are still limited.

The fast development of new information and communication technologies (ICTs), has shown that the Internet presents a big challenge to traditional media, especially to printed newspapers, which have been deeply affected by the gradual shift of their readers to the Internet as a new medium.

However, media outlets cannot today, attract new users or interactors and keep their readers and viewers online longer, without deep readings and significant studies about the user and the usage. In comparison to the traditional reader, auditor or viewer, the Internet user is very different. The later has become more demanding than before, in terms of use of time, content appreciation and feedback, interactivity and collaboration behavior (Carrol, 2014).

This paper proposes to present the most important results of an empirical study about the use of online news by Bahraini young adults. The study examines the patterns of use and gratification obtained from Bahraini young people between the ages of 18 and 29.

Through applying the uses and gratifications theory, this paper tests gratifications among young adults, and seeks the use of the most prominent local and pan Arab news websites. It also examines young people’ preferences in 10 selected websites, and the factors that influence such choices. Besides, it investigates the common potential problems of online news usage.
Lee Artz  
Professor, Purdue University Northwest, USA

Political Power, Democracy, and Community Media

The last 15 years of political change in Latin America has provided a natural experiment in alternative approaches for resolving economic, political, and social problems within each country. Based on the aggregate of several case studies of public and community media in several Latin American countries (Venezuela, Brazil, Uruguay, Ecuador, Bolivia, Chile), this work finds that democratic political and social change increasingly opens access to media production by diverse constituencies and social movements. The conclusion for democratic media and political power is quite clear: the extent of the public’s direct access to its own independently produced media is a reliable measure of the level of democracy in any society.

The sudden rise of social movements in a dozen countries appear as “moments of rupture” in political norms and cultural hegemony important to capitalist societies in Latin America and elsewhere. The interconnections between media and society (often obscured during periods of social stability or political repression) become more apparent as social conflicts both constrain and allow different responses to social crises and the possibilities for democratic media. Even under severe economic and political crises, community and public media in Venezuela have progressed the furthest towards democratic, participatory access to communication, while other democratic-leaning governments from Nicaragua and Bolivia to Ecuador also partially reflect working class interests and indigenous social movements. To different degrees, governments across Latin America have created or allowed openings for citizen access to media communication, including at times constitutional amendments, national advocacy boards, and resource allocation, reflecting disparate social relations of power. In each case, the social relations of power reflected in government policy have resulted in changes in media political economies and public access to communication. Non-elite political power has largely determined whether public access media produce messages conveying ideological and cultural proposals for a more democratic world.
Nazli Aytuna  
Associate Professor, Galatasaray University, Turkey  
&  
Yesim Capraz  
Graduate Student, Galatasaray University, Turkey

**Digital Media Literacy:**  
**The Elderly’s Internet Usage in Turkey**

This study is based on the survey conducted among 65 years and older population living in Turkey. The purpose is to examine Internet use patterns and attitudes toward Internet use in the Turkey’s elderly population. Overall, it is accepted that the ageing population shows the low adjustment to the technological development compared to the younger generation. Considering the rapid growth of this population and the potential the Internet for them such as to deal with social isolation, to access health information, to develop their independence, the subject needs to explore.

Demographic characteristics or physical disabilities are mainly considered responsible. The statistical data confirm this digital divide in the Turkey case. Elderly population as 65 years and older is the most rapidly expanding groups within the Turkey. According to the National Statistic Institution rapport (2016), elderly population is estimated 8% of the total population by 2023; this will grow to 21%. However, this increasing population have barriers to join information society necessities and a particularly to the Internet. 70% respondents of age group between 16-24, declared using the computer or the internet in the last 3 months, compared to only 5% of population as 65 years and older. This digital gap is more dramatically apparent in gender difference. Only 2% of the female population 65 years and older declared using the Internet in the last 3 months. The data shows the difficulties of integrating older people into active use of the Internet. In fact, in this new age of Internet determined as user generated content, the older population risks being ignored.

**Objectives:** It aims to explore the meaning of the Internet for elderly in Turkey. What is the elderly “life-world experience” with the existence of Internet? The objective will be to record attitudes and patterns regarding the Internet based on recollections of their specific experiences.

**Methodology:** The research methodology is based on semi-structured interviews with 35 people older than 65 years living in Istanbul. Then, research sample will be selected from the people considered themselves active Internet users and considered themselves non-users, or limited access users.
Barack Bar-Zohar  
PhD Student and Research Assistant, University of Haifa, Israel

Death Coverage of Political and Cultural Leaders in Israeli Newspapers, 1904 – 1995

This research analyzes “media events” resulting from the death coverage of Israeli prime ministers, presidents, politicians, journalists, authors and poets in 13 Israeli newspapers from 1904 until 1995. The research examines the journalistic coverage of the sequence that is practiced in Jewish mourning ceremonies, which entails: burial rituals, after a week ('Shi'va') and after a month ('Shloshim').

This investigation pertains to daily Hebrew newspapers which were published during the Jewish inhabitation of the land of Israel (1904-1948) and since the declaration of independence until the political assassination of Yitzhak Rabin (1948-1995). The decision to focus on a wide variety of journalistic genres, such as left-wing political-propaganda, right-wing left-wing political-propaganda, commercial, religious and ultra-religious, derives from the wish to describe the work patterns of Israeli journalists and to analyze the perceptions among members of the journalistic community with respect to political-cultural leaders along 91 years. This research starts with the death of the Jewish state's visionary leader, Benjamin Ze'ev Hertzel, in 1904, continues with statesmen such as Haim Arlozorov, Ze'ev Zabotinsky, Chaim Weizmann, David Ben-Gurion and Moshe Dayan and concludes with the assassination of prime-minister, Yitzhak Rabin, at 1995. The research also address the death coverage of poets, authors and journalists, such as Eliezer Ben Yehuda, Haim Nahman Bialik, Nathan Alterman and Shmuel Yosef Agnon.
"You are acting against the values of Tahrir, you are betraying the revolution," shouted the crowd at Tahrir square in Cairo in one of the numerous demonstrations that took place after the presidential elections in June 2012. Their cry was directed against the leadership of the Muslim Brotherhood that won the elections and has started to make declarations concerning the religious wished-for nature of the country.

"Our success is the embodiment of Tahrir values," answered back some of the Brotherhood's spokespersons.

Defining the "values of Tahrir" was a matter of bitter debate among members of the committee for drafting the new constitution. However, the notion that a place is referred to as a production sphere of values is new. The mere usage of its name, "Tahrir", connotes with a variety of values that should amount to a revolutionary discourse, has transferred the otherwise boring square into a political and social space.

Drawing on De Certeau's argument that representative public places, as opposed to places of representations, are arenas of resistance and producers of counter-narratives that affect everyday life, Tahrir Square could be adopted as an adequate example. It reflects De Certeau's theory according to which the power that the subordinate have over a place can strengthen their control over their lives. In other words, they transfer the place into a space. This theory is echoed also in Stuart Hall's argument, which describes the political-cultural transformation of the oppressed groups in spatial terms.

Yet, Tahrir Square's transformation from a place of resistance and of counter-narrative - a materialistic symbol of a national trauma- into a non-material space of political struggle, adds unique complexity to those theories. Unlike Tiananmen Square in Beijing, Azadi Square in Tehran, Rabin's Square in Tel Aviv, and many others, Tahrir Square has completed a full cycle. It had mobilized the masses, it had operated as a melting pot to all dissenting movements, it had toppled the regime, installed in its place a former counter-hegemonial regime, and it is now becoming an abstract source for the new hegemony.

Hence, the new regime, that was born in the cradle of Tahrir and moved to the palace, understands that the Square is no longer just a 'place of representations', but a 'representative place' that deserves respect and even be feared. More importantly, the "Square" needs to be
cultivated as a friendly partner of the new regime and should not be betrayed, if the new regime wants to prevail.

Thus, Tahrir Square has gone through a unique and stimulating phase, where its 'inhabitants' were transferred from "legitimacy and power beggars" to legitimacy-granters.

In my paper I intend to discuss the various political transformations that the Square has gone through in the last year, mainly how it has grown to be a "space out of a place", leaning on De Certeau, Lefebvre and others' theories on place and space.
Fred Beard
Professor, Gaylord College, University of Oklahoma, USA
&
Nazmul Rony
PhD Student, University of Oklahoma, USA

Identifying Competitors in Advertising: Comparing the Views of U.S. Corporate and Ad Agency Professionals

Prior research shows that many advertisers believe identifying competitors is challenging and risky. The use of such comparative advertising also remains infrequent in some countries due to regulations and cultural norms, although the situation has changed somewhat in the European Community. Directive 97/55/EC established that comparative advertising should be allowed as long as it wasn’t anti-competitive, unfair, or misleading. However, numerous confrontations among competitors as varied as cell phone services, sports drinks, and ready-to-eat soups show the tactic is frequently used in the U.S. One source has, in fact, estimated U.S. marketers likely spend nearly $60 billion annually on advertisements in which they explicitly or implicitly identify competitors.

Despite widely varying opinions about how or when to employ comparative advertising, few studies have sought professionals’ views. A recent survey of U.S. advertising agency creative executives found that all the respondents believed comparative advertising could be effective at achieving at least one of the objectives studied, and nearly 35% rated comparative more effective than non-comparative advertising overall. However, there has been no published survey of corporate advertising professionals—the individuals who actually decide whether to launch a comparative campaign or not—since 1989.

The study reported in this paper offers the first survey in nearly 30 years of U.S. corporate advertisers’ views regarding the effectiveness of comparative advertising, reports the first investigation of their beliefs concerning the various situational factors believed to impact the effectiveness of comparative campaigns (such as whether the brand is new or comparative claims are well substantiated), and compares both with ad agency creative executives’ beliefs in far more detail than ever before. The two-decade trend in Evidence-based Practice among practitioners of medicine, dentistry, nursing, psychology, and education demonstrates there is much to be gained by exploring the practical and theoretical insights of such experienced professionals.
Miriam Berg
Assistant Professor, Northwestern University in Qatar, Qatar

Social and Cultural Factors in the Success of Turkish Drama Series among Arab Audiences in Qatar

Over the past decade a new trend has arisen in the Middle East. Millions of people worldwide are now watching Turkish television series dubbed into Arabic. My research explores the social and cultural factors contributing to the success of Turkish programs in Qatar. It primarily centres on University students (male and female) from various Arab backgrounds who are being educated at elite American Universities within Qatar’s Education City Campus and applies a mix method approach of focus group discussions and online survey. By applying the uses and gratification theory my study investigates why Arab audiences, specifically those in Qatar, are choosing to watch Turkish programs and what their viewing motivations are. This study also utilises the cultural proximity theory in order to identify the factors that facilitate the attraction and appeal of Turkish television dramas, which is of note given the cultural and historical relationship between Arabs and Turks.

Furthermore, by utilising the soft power notion I seek to determine if the perception of Turkey among Arab students in Qatar has changed to the extent that the study participants could recall? And if so, is this as a result of Turkish initiatives in foreign policy, or exposure to Turkish dramas, or are the two in some way interrelated given that Turkish political influence and growing economic strength has coincided with the enormous success of Turkish television serials in the Arab world? Finally, by utilising the concept of nation branding my study explores the role of drama serials as a nation-branding tool. At the same time, I investigate if the nation brand projected by Turkish drama serials is reflective of the Turkish government’s neo-Ottoman nation brand, or if the two are projecting distinctly different national images.
Genevieve Bonin  
Assistant Professor, University of Ottawa, Canada

The Faces of Non-Profit Radio in Canada

The Canadian licensed non-profit radio sector includes over 180 community or campus stations and is considered an alternative to the Canadian Broadcasting Corporation (the public sector broadcaster) as well as the stations that make up the highly consolidated commercial sector. Despite its history, which arguably dates back to the first years of radio, much of the sector’s operations are not well documented. Empirical research in this area is scarce at best. Studying it is also challenging given the sector’s far-reaching mandate that emphasizes all things local. The vastness of its territory and the transient nature of its volunteer base are additional obstacles to empirical research.

A recent study about community radio programming noted the diversity of on-air content from news to music, which is in line with the sector’s mandate. However, one is left to wonder: does the assortment of content translate into a diversity of individuals behind the microphone? And, aside from producing content, do these people showcase a variety of innovative practices that reflect the local nature of their particular geographical regions?

This paper highlights the results of an online survey, the final phase of a three-part study, which serves to expose the truth about the apparent eclecticism generally accepted as characterizing these stations. More specifically, the results put a face on the men and women who operate the stations, provide a better understanding of the governance models that are most prevalent and dispel myths about how public funds are used to encourage innovative practices in areas such as human resources, funding and the appropriation of technology. By offering Canadians and the international community a better understanding of this unique sector, it will be possible for policymakers and industry specialists to better align their policies and funding initiatives to support further development and to ensure long-term sustainability.
Irrational use of medicine is a global and multi-causal public health issue. This paper aims to examine how rational use of medicine has been promoted to persuade publics in Turkish public and private sector’s health communication campaigns. To this end, a comparative content analysis of various media messages designed by Turkish national health agencies (Turkish Ministry of Health, Turkish Ministry and Labour and Social Security), non-governmental organizations (NGOs), hospitals, and pharmaceutical companies’ has been conducted. This study revealed that loss frame and individual responsibility are mainly applied by both parties in framing their messages, wherein consumers are the key audience. Nevertheless, a wider range of audiences and stakeholders has also been targeted by the government agencies. On the other hand, this paper also discusses public vs. private interest served on these messages according to the campaign rationales, and also attributed responsibility of the irrational use of medicine.
Jeanne Clark  
Associate Professor, Willamette University, USA

Filming Cast Lead:  
Authenticity and Authority in the Mediation of War

On December 27, 2008, Israel began Operation Cast Lead, a three-week assault on densely populated Gaza presented as a response to the increase in Hamas rocket attacks on southern Israel. By the end of the war, 13 Israelis (including three civilians) and over 1300 Palestinians (including 300 children) had been killed. More than 20,000 people were left homeless. The UN appointed a fact-finding mission to investigate war crimes committed by both sides. This paper explores how six documentary films frame that conflict: To Shoot an Elephant (2009 by Arce and Rujailah), The War Around Us (2012 by Omeish), Tears of Gaza (2010 by Lokkeberg), Children of Gaza (2010 by Neumann), Where Should the Birds Fly (2013 by Qishta, Palestinian), and Concrete (2011 by Kedar and Bitton, Israeli). Two of the films offer retellings of the war by activists and journalists caught in Gaza during the conflict. Three focus on the effects of the conflict on children. The last presents the accounts of Israeli soldiers.

Recognizing with Spence and Navarro (2011) that “all representation is transformation. And that transformation is always partial…” This paper examines how the six films manipulate authority and authenticity as evidence is selected and ordered in the accounts of the war. Whose voices are heard and how is the audience prepared to hear their stories? What is given evidentiary weight? How is the audience directed to perceive the varied participants in the conflict? Do the documentaries demonstrate appropriate concern for those participants? Do the films provide responsible mediation of a complex conflict? Is that feasible?
Catherine Collins  
Professor, Willamette University, USA  

Internment Camp Newspapers: Promoting Americanism and Patriotism during WWII

120,000 individuals of Japanese heritage (2/3 of whom were American citizens by birth) were forcibly removed from the West Coast of the United States and incarcerated in concentration camps established in isolated areas of the country. Surrounded by barbed wire fences and controlled by guard towers with machine guns pointed in at the internees, the daily life of the inhabitants was largely organized by self-governance. Central to creating a community that would become as close to normal as was possible under the circumstances, the internment camps organized and published their own newspapers to provide information on work opportunities, social activities, sports, and issues of patriotism and Americanism.

Analysis focuses on two camp newspapers: Daily Tulean Dispatch (Tule Lake Relocation Center); and Topaz Times Daily News (Topaz, Utah). In discussing similarities and differences in themes and tone of reporting, I include comparisons to other camp newspapers (Manzanar Free Press, Granada Pioneer, Heart Mountain Sentinel, and Poston Chronicle).

How did these camp newspapers tell the story of forced relocation during WWII? Two central themes that cross various modes of representation for telling the internment story (i.e. photography, novels, physical memorials, and films) are also apparent in the internment camp newspapers. The first theme explores what sociologist Gregory Stone terms the announcement and placement of identity. Are individuals born and raised in the United States Americans or are they Others who threaten the security of their birth country? How could the Nisei prove they were American? The second common theme explores patriotic obligations. Despite being incarcerated in violation of Constitutionally guaranteed due process, camp newspapers routinely stressed the importance of engaging in patriotic American activities (from farming to military service). In reporting daily life, the internment camp newspapers create a sense of community and publicly reinforce American identity.
Cynthia Correa  
Assistant Professor, University of Sao Paulo, Brazil

Digital Activism via Social Media:  
Brazilian Students' Empowerment through the Facebook Page “Fernao Dias Paes Resistance School”

Despite the democratisation of access to public education in Brazil in the late 1980s, the conflicts in the education field are still prevalent in the country. The most recent case known as the occupation of public schools in Sao Paulo, the richest state in Latin America, started in the second half of 2015 after the Secretariat for Education announced the closing of 94 public schools, affecting 311,000 students enrolled in elementary and secondary levels. To complain against the political resolution called the school reorganisation plan, about 30 boys and girls, between 12 and 17 years-old, organised a protest that culminated in the occupation of the State School Fernao Dias Paes, in the Pinheiros neighbourhood, in Sao Paulo city, in October 2015. It was the first school occupied by students that determined the interruption of classes and other activities. The students’ digital activism through social media, especially via Facebook has caught the attention of civil society, both national and internationally, which began to collaborate in various ways. Based on the high degree of mobilisation of the students via social media, this research has as the chief objective to analyse the digital activism actions through the Facebook page named Fernao Dias Paes Resistance School, created as a strategic communication tool to empower the movement. Regarding the methodology, it is a study grounded on a literature review and analysis of the content posted on the school’s Facebook page from November 2015 to February 2016. As primary results, the triumph of the students’ mobilisation is mainly due to the allies raised because of the disclosure of information through social media, as well as the projection attained by the violent images widely broadcasted via Facebook was crucial for the governor of Sao Paulo to revoke the proposal of the closure of schools.
This study looked into the possible correlation between successful aging and selected socio-demographic factors of Filipinos. Over 800 elders, ages 60 to 90, males and females, from different places of residence and socio-economic classes were invited as respondents in the survey. To complement the quantitative data from the survey, interviews and focus-group-discussions were also conducted. The selected 20 socio-demographic factors were each statistically tested to determine their possible correlation with successful aging. Results revealed that of the 20 factors tested, 12 were significantly linked to successful aging. The study concluded that if Filipino elders were healthy, single, come from the middle or upper socio-economic class, have a college education, engage in leisure activities on a regular basis, exercise regularly, have a number close family members and friends and communicate with them often, and actively involved in religious activities, they would more likely to experience successful aging.
The Greekness of Rebetissa Sotiria Bellou

How was it possible for the rebetissa Sotiria Bellou (1921-1997) to live the life of a sexual minority—and fairly openly, at that—and still become a Greek icon within a national discourse that actively disparaged homosexuality? This scholarly essay argues that the phenomenon is at least partially explained by Bellou’s performance of her own gender that resonated within a particular gendering of Greek leftist nationalism of the mid- to late-twentieth century. The genres of rebetiko and entecho laiko for which she is known as a performer were also implicated in this gendering of Greekness, given the nationalist project of Bellou’s better-known contemporary, composer and performer Mikis Theodorakis, the chief inventor of entecho laiko, himself a hero of the Civil War. Bellou’s gender performance also plays upon the gendering of the main subject of rebetiko music, the mangas, originally a hashish-smoking, knife-wielding underworld figure who was an exile from Asia Minor.

The paper will draw from the history of rebetiko and entecho laiko, from the biography of Bellou, and from recent work on Greek lesbianism in order to perform textual analyses to support its thesis.
Marc Edge  
Associate Professor, University of Malta, Malta

Financialization of Canadian Media

Canada has since the 1980s exhibited levels of media ownership concentration that are among the highest in the world. This has been the subject of numerous federal inquiries, including a Royal Commission on Newspapers in 1980-81. Concentration went to another level in 2000 when convergence saw the country’s private television networks partner with major newspaper companies. Most of these arrangements did not survive the decade, dissolving either through bankruptcy or voluntarily. The global financial crisis of 2008-09 saw the country’s largest news media company, Canwest Global Communications, declare bankruptcy. Its newspaper and television divisions were sold to separate owners. Its newspapers were bought by a consortium of its creditors called Postmedia that was led by several US hedge funds. This contravened Canada’s 25-percent limit on foreign ownership of print media, but a two-tiered share structure that kept foreign voting control below the limit was allowed by the federal government. In 2014, Postmedia bought Sun Media, the country’s second-largest newspaper chain. The purchase was approved by the federal Competition Bureau despite the monopoly on English-language daily newspaper publishing it gave Postmedia in four major Canadian cities. Following that approval, and despite it promises to maintain competition in cities where it owned both dailies, Postmedia combined the newsrooms of its newspapers in those cities. This resulted in yet another federal inquiry, which began in early 2016. The situation in Canadian media can be seen as a result of financialization, which began in 1945 with a listing for public sale of shares in the predecessor company of Postmedia. This allowed for it to be the victim of a hostile takeover in the 1990s and to eventually fall into ownership by hedge funds. A lack of limits on media ownership and weak enforcement of competition laws and foreign ownership limits have assisted this financialization.
Nagwa Fahmy
Associate Professor, Zayed University, UAE

Using Twitter in Promoting and Branding UAE Cities

City branding is one of the few widely used city-marketing strategies to strengthen the relationship between a city and the people to establish a good image of the city globally. The purpose of which is to establish authentic place identity and attract visitors, which in this case would be the residents, tourists and investors.

Like many companies and organizations, governments can implement marketing plans to promote the city as a living, tourism, investment or luxury destination. When a country has a well-known and defined brand strategy and a good marketing campaign, that country will promote the national tourist brand in order to create a positive image of the country as a tourist destination.

This project seeks to measure the effectiveness of using social media in promoting and branding UAE cities, and to define to what extent both the private and government entities are utilizing social media to promote and brand UA cities and to what extent they succeeded in creating customers’ loyalty, trust and brand evaluations.

This paper will explore the use of social media campaigns in marketing and building city brands. Findings indicate that appropriate use of social media advertising campaigns can be beneficial in city marketing.

The goal of this paper is to examine how Twitter is used as a city-branding tool to promote UAE main cities activities and events, and also find ways they use to engage residents and visitors to participate in city branding. The analysis will be carried out over one month during March 2017.

The aim of this research is to define to what extent the UAE government and the private sector use social media effectively to brand its main cities.
Neill Fitzpatrick  
Professor, MacEwan University, Canada

Media Manipulation 2.0 – The Impact of Social Media on News, Competition, and Accuracy

The term "media manipulation" has a double meaning. It is certainly possible to have a biased media outlet/organization manipulate the news and intentionally, or unintentionally, mislead the public but it can also be said that in this era of social media, the media itself can be manipulated and misled by individuals and organizations. Increasingly, there are examples of false information, retouched photographs, or edited video being released on social media. In many cases, this information goes “viral” in just days, even hours. When this happens, the competitive nature of journalism can lead to reporters and/or their supervisors feeling pressured to report it as news as soon as possible without first verifying its authenticity.

The sophistication of social media platforms and their users means the speed at which information is disseminated has increased dramatically and continues to accelerate with the addition of new social media forms. I believe the accuracy of news is, at times, directly proportional to the speed with which the information spreads.

My paper examines primary and secondary research into this "double-edged sword" of media manipulation both from the perspective of the public and its concerns and from the perspective of journalists and their concerns about the significant impact on their profession of social media overall, and the manipulative exploitation of social media in particular. My interviews include experienced journalists who have been forced to transition into the social media era as well as newer journalists who are often more technically savvy but perhaps less knowledgeable of source verification and other journalistic rigor.

Based on these interviews and literature review, I will advance recommendations for media researchers and scholars seeking to understand these issues and for journalists and news organization managers seeking to navigate them even as their profession continues to evolve.
Blerina Gjerazi  
Head of Reporting and Statistics Department, General Directorate of Prisons, Ministry of Justice, Albania  
&  
Rejinaldo Gjerazi  
Head of Trainers, Sport Club Tirana, Albania

Sport as a Means of Communication for Prisoners

Sport plays a significant role to the social and cultural life of a country. Various empirical studies have provided important results on how sport have influenced to the recognition, personality and wellbeing of particular individuals or groups. Moreover, it is not underestimated the role of sport in delivering messages and communicating with various audiences. In closed institutions such as prison systems, sport has been considered as a useful mean of communication and expression. Despite a “Morse code” used and adapted among prison population a second comprehensive tool of communication remains sport.

Using communication and sport theories intertwined with empirical evidences, this study will address the following questions:

1. Why do the prisoners get involved in sport activities?
2. What do they communicate?
3. How sport have influenced in building communication networks and developing their personality.

Based on qualitative and quantitative data gathered in the 23 penitentiary institutions in Albania, this study suggest that sport has become a prior mean of communication for leadership and power between individuals and groups of prisoners. The traits of prisoners revealed during the involvement in sport activities can help the institution to gather additional information about prisoners’ personality and behavior.
Yi Guo  
PhD Candidate, Macquarie University, Australia

**From Scattered Ideas to Concept: The Chinese Reception of Western Press Freedom in Modern Chinese History**

The concept of the ‘liberty of the press’ has been an essential conceptual tool used across disciplines which has enabled Chinese literates to participate discursively in politics since the late nineteenth century. As a foreign concept transplanted into China, revisiting its introduction and reception in modern Chinese historical context is of particular academic interest. Adopting the theoretical framework of *conceptual history*, this paper examines primary archival sources in an effort to describe how the western idea of press freedom was introduced into modern China from European and Japanese origins, and how it was received by Chinese literates at the turn of twentieth century. It further explores how the Chinese phrase ‘chuban ziyou’ became a formal concept used to denote the then piecemeal modern ideas of the ‘liberty of the press’, thereby becoming a conceptual tool in Chinese journalistic and political discourses. By contextualizing the introduction and reception of the concept in the Chinese historical context, this article reveals and explains the gap between the original western idea of press freedom and Chinese reception and understanding of it from the beginning of the concept’s transplantation. It also sheds light on the cultural issues raised by the diffusion and transference of western concepts in a macro context of Chinese modernity.
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**Mediated Communication: How Public, Digital Conversation Shapes Interpersonal Communication**

Many theorists imply that face-to-face communication is the gold standard of communication (Nardi & Whittaker, 2002; Flaherty, Pearce, & Rubin, 1998; Duncan & Fiske, 2015). Mediated communication has been, however, described as more preferable in some situations, particularly where time and geographical distance are an issue. Whilst face-to-face communication relies on the verbal and nonverbal, mobile mediated communication (MMC) engages fewer senses, compared to face-to-face interactions. Fewer engaged senses begets previously untested reliance on verbal content, resulting in the digital nonverbal. Digital nonverbals are being used by MMC users in the absence of face-to-face interaction principles—inflection, body language, eye behavior—that users require within the digital system to feel that successful communication is happening.

Nonverbal communication theory serves as the foundation for the understanding of digital nonverbal; it is important to establish clear definitions of what nonverbal communication includes and how nonverbal communication is similar to and different from verbal communication. Because traditional definitions of nonverbal communication fail to predict the role of emotion in mobile mediated communication, we need to fully examine the ways digital technologies have altered language and communication as a whole. This emerging and on-going shift from face-to-face (FTF) communication as the primary means of communication, to mobile mediated communication (MMC) affects our global society... thus, the impetus behind this project.

This paper will examine the mediated world and its technological impact on verbal and nonverbal communication, specifically interpersonal communication. In particular, this paper will address issues that may arise if MMC were to become the dominate form of communication used in interpersonal relationships. Studying the lack of nonverbal cues present in MMC and how this absence affects interpersonal communication and message understanding between parties is key to successful interaction.
360 Degrees Video and VR for Training and Marketing within Sports

While the use of VR environments in the context of motor learning and training has been systematically worked on since the second half of the 1990s, especially in the area of "Serious Games" (e.g. Prensky, 2001, Wiemeyer, 2002, Hebbel-Seeger, 2013), new options emerge with 360-degree video technology and VR eyewear. For the use of these technologies sports offers not only a wide range of potential use scenarios. The close connection of 360-degree video and VR glasses to the latest consumer technology in the field of mobile devices is forcing a rapid spread and thus also increasing the importance within sports. In addition to the novelty the "immersion" aspect is currently the main argument for the use of 360-degree video and VR glasses as a projection medium (see Hebbel-Seeger, i.p.). In various studies we investigated if and how the use of 360-degree video in combination with VR-glasses has an impact on emotional, affective and physiological aspects. In this contribution I’ll briefly present the technology, share general usage experiences and finally discuss selected findings.
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Managing Information through Effective Interpersonal Relationships and Skills: The Nollywood Angle  

People argue that managing interpersonal relationships is much more challenging and difficult because it involves more emotionalism and unpredictable individual behavior. This paper intends to reveal various facets of interpersonal skills and managing information to design and evaluate strategies for effective public relations; using the medium of film. The paper would further examine the use of interpersonal skills as a form of communication in films as done by this author in his films in the Nigerian movie industry otherwise known as Nollywood; to show the work environment through tested and implied strategies and techniques to manage one’s emotions in order not to divulge unintended information. This is because the author believes the medium of film is much more effective due to the allure of the make believe world. Feedback from his movie: Heritage of Sorrow (2006) and Love beyond the Scourge (2014); a twenty-six episode television drama series, supports his assertion and views.
Changing Logo and the Relationship between Corporate Identity and Corporate Image: Renault Case Study

Managing corporate identity is about identifying the right image for an organization and communicating it effectively. The terms “corporate identity” and “corporate image” are sometimes confused with each other. Corporate identity is what the organization communicates via various cues, whereas its image is how its publics actually view it. An image is a perception and exists only in the mind of the receiver. In short, corporate identity is a visual statement of who and what a company is. By changing corporate identity, a company may help change its image.

Corporate identity includes aspects of design such as logo, color, type face, and trade characters but also embrace less tangible elements such as culture, behavior, and communication style. The corporate logo or mark is the easily recognizable face of a corporation. The logotype identifies the company or brand. It tells the public who produces the goods or services they are buying and it is therefore the foundation on which corporate identity is built. A logotype is a graphic representation or symbol of a company name, trade marks, abbreviation and often uniquely designed for ready recognition. The logotype must be catching, memorable and easily recognized.

In this study we propose to examine, by means of visual semiotic analyses, how logotypes being an important part of the construction of corporate identity are influencing the corporate image. The logotype of RENAULT, who changed its logo in 2015, has been chosen as a case study in order to find out the relationship between corporate identity and corporate image.
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Focus Group Discussions among African American Women Regarding Media and Expectations about Weight, Food Consumption and Fitness

Thirty-seven African American females located in the southeastern United States participated in a total of 7 focus group discussions on the topic of communication and media images regarding weight, exercise, and food consumption. Several themes emerged in these discussions including: a lack of images of African Americans in mainstream media, potential third person effects, race-based differences in depictions, and the lack of realism in television, magazines and social media images. Many women communicated that U.S. mainstream media does not speak to African American women. Therefore, they do not take messages seriously or they watch very little TV. Regarding weight, fitness, and food consumption specifically, the women pointed out that messages were negative and narrowly defined how women should appear. Although participants recognized that images and messages regarding weight existed and could be damaging, most did not express that they were personally affected by these messages. However, some of the participants did articulate that “young girls today” might feel the influence of the messages. The conversations indicate an overall belief in third person effects. In relation to race, many women indicated that the standards in the media were different for Black and White women. Participants noted that weight loss items were directed more toward White female viewers while fast food advertising targeted a Black audience. The groups were able to name few positive African American female role models in the mainstream media. First Lady Michelle Obama was mentioned more than any other celebrity as a constructive image for Black women. Finally, the discussion around social media and body image and weight focused on the disingenuous nature of those messages. Some participants used social media for support and information on fitness and food preparation, but overall most appeared skeptical of social media images. The implications of these findings are discussed.
Do Youth Tournaments, such as UEFA under 19 European Football Championship in Germany 2016, Influence Public’s Perception of the German Football Association (DFB)?

The impact of national junior football teams, their matches and events are generally under-researched. Therefore, this study analysed whether youth tournaments such as UEFA Under 19 European Football Championship in Germany 2016 could influence the public perception of the German Football Association (DFB). Furthermore, in the case of an image transfer it was analysed what factors can be found in order to explain those effects. The assumption was that determinants such as age (as teenagers are the main spectator group) and location (as the youth tournament was hold in smaller cities) are the main drivers for image transfers and that therefore, youth events could be used to address specific target groups.

The study is based on a quantitative approach using a survey at three different points in time before, during and after the tournament. The analysis showed a positive event impact of almost 6 percent, which is comparable to the image effects of the regular UEFA Football Championship in France 2016. Most important for the image effect is the campaigning of the DFB (which was not one of the initial assumptions) and the question whether spectators had direct contact to the DFB or the event. Spectators at the stadium had a very positive perception of the DFB which differs strongly from those people who did not watched a match at the stadium, especially regarding the ethic-emotional image dimensions. The willingness to watch a youth national game at a stadium is increased in the specific local area by about 40 per cent. In conclusion, the findings of the study could provide junior departments within sport associations with valuable arguments in order to organize youth events in their country as positive image effects are highly appreciated from a sport marketing perspective.
Carolin Kueppers  
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(M)others – Media Discourses on Sex Work in South Africa

Ahead major sporting events, the media is often abuzz with articles on how sex work will increase during these events. It was especially striking that a specific number – 40,000 anticipated extra sex workers – who often became 40,000 trafficking victims – occurred in many articles before the last three World Cups, 2006 in Germany, 2010 in South Africa and 2014 in Brazil. Notwithstanding that none of these forecasts came true, this assumption had a decisive impact on the media representation of sex work(ers). In my paper I am analysing the discourse on sex work around major sporting events with the coverage of the Soccer World Cup 2010 in South African print media as empirical example.

My key findings are, that there are mainly three subject positions through which sex workers manifest in the media discourse:

- The ‘whore’: an othered position through which sex workers are portrayed as dangerous to society;
- The ‘victim’: an ambivalent position, through which sex workers are othered as endangered subjects without agency, but are sometimes discursively included in society when their occupational choice is legitimized as ‘prey to (economic) circumstances’;
- The ‘mother’, who is portrayed as an approved member of society since she is taking care of her children and therewith fulfilling her attributed gender role.

My hypothesis is, that the media representation on sex work mostly functions through reproducing the binary of the ‘madonna-whore-complex’. Therein, sex workers can be analysed as ‘abject others’ against which various (white) female sexual identities are constructed. On the other hand, a shift from the representation of ‘other’ to ordinary can be observed. Sex workers are accretive portrayed as caring mothers, who sell sex as a necessity to support their children. Representing sex workers as ‘caring mothers’ reconfigures them as part of the heteronormative matrix. The media discourse in South Africa shows, how the institution of heteronormativity leaves only limited options for the representation of sex work(ers).
Lili Lei  
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The Control of Expression in New Media Era: Research Based on the Real-Name System in China

In China, newspapers, televisions are all in the charge of the State Administration of Press, Publication, Radio, Film, and Television of The People’s Republic of China. There is almost no obstacle for the government to make the public opinion under control. This control can be achieved by licensing system, appointing editors as gatekeeper, or by administrative order. But the development of Internet greatly challenged the previous approach of this control. Chinese authority searches for new way to deal with the online voices. The process of the establishment of real name-registration system in China reveals the approach that the authority tried to control public opinion, and to keep the dissidents under surveillance. “Ordinance of Micro-blog Development Management in Beijing” was issued and implemented on December 16, 2011. According to this ordinance, real identity information should be offered when registering micro-blog account; otherwise, no information should be produced, reproduced, published, or disseminated. This is called Real-Name System, and it aroused heated debates.

One year later, the Standing Committee of the National People's Congress promulgated and implemented “Decision on strengthening the network information protection”. On November 7th, “Cybersecurity Law”, according to which network operators need to ask users to provide identity information, and the government will issue effective strategy to promote the mutual recognition between different electronic authentications. Thus, the Real-Name System was finally implemented by law in China. As Václav Havel said, in the system of post-totalitarianism, power is concealed under the cloak of legal terms. In new media era in China, political control over online speech is achieved in the name of protection for social order and personal safety.
Champions of Neoliberalism: A Case of Chinese Language News Discourse in Canada
A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions

The authors of this paper and associated presentation report a planning framework for ‘strategic communication’ designed specifically to meet the informational and persuasive purposes of post-secondary institutions in their creation, promotion, and implementation of ‘sustainability’ platforms. Drawing on secondary and primary research across universities in three countries, each representing distinct regional and national orientations – Canada, the Netherlands, and Ecuador – the proposed communication model is designed to be flexible enough for universal application, while the paper also offers strategic recommendations culturally tailored to post-secondary institutions in each of its four studied milieus.

This paper’s proposed communication model is informed by the critical synthesis of secondary research into three main areas of literature: (1) strategic communication theory and best practice; (2) the organizational dissemination of sustainability initiatives, particularly within post-secondary institutions; and (3) cross-national comparative policy analysis.

Such secondary literature informs, and is in turn contributed to, by the primary research undertaken by this paper’s authors, which consists of three portions: (1) discourse analysis of relevant institutional documents and promotional materials; (2) interviews about current practices in sustainability-related communication, conducted with post-secondary sustainability officers or other involved administrators; and, (3) focus groups with primary stakeholders – students, faculty, and administrators – examining participant awareness and assessment of their institution’s sustainability communications.

Based on such study, the authors advance a five-component strategic model for sustainability communication in post-secondary institutions that scales downward from the most abstract considerations to concrete tactics: (1) alignment with the institution’s official ‘identity statements’ (i.e., mission and vision); (2) alignment with the institution’s overall strategic plans; (3) communication-situation analysis; (4) audience/stakeholder analysis; and (5) media/channel choice and key messaging.
Looking at the Public Space: Young People, Social Media, and the Political Field

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&  
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This paper proposes the most relevant results of a qualitative survey carried on in 2015-16, aimed to reconstruct the relationships among young people, media uses and the public space. In this perspective, an effort is conducted to overtake the limits which are implicated by the use of the concept of political participation: it looks not successful in order to catch the ways young citizens perceive and act the relationship, not necessarily engaged, with the space of public discourses.

Through in-depth interviews we analyze the strategies young people adopt within multiple communication environments: family and the domestic space, traditional and digital media, paying a particular attention to the social networking sites. The ways of accessing and using the information by the young interviewees allow to build up a five-class typology, based on different levels of selectivity and of involvement in political issues or social problems. Some opinion leadership dynamics are investigated, both interpersonal and media-related: interesting observations raise, regarding the melting of the diverse discourses that exercise an influence at an inter-media and cross-media level, and that become orientation agents in the public space. This plot comprehends the family, the education experience, the friendship network, the emergence of public figures who, with their discourse, cross and connect different symbolic universes, from the television one to the social networking one, from the specialized culture to the common knowledge; such as Pope Francis, the Lega leader Matteo Salvini, the writer Roberto Saviano and the singer Madonna.

About the perceived relevance of the various issues that inhabit the public space, the interviews show that migration and racism are assuming the role of a new political cleavage in the fragmented field of the youth’s civic cultures. Around those issues, many young citizens commit to defend or to oppose against certain positions, performing a “discursive activism.”
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Gender Bias in Canadian Politics: A Content Analysis of a Canadian Prime Minister’s Speeches in 2015

This study examines the way former Prime Minister Stephen Harper addresses men and women in his speeches, and how this political rhetoric can manipulate media messaging. The researchers performed a content analysis of individuals mentioned in a sample of Stephen Harper’s 2015 speeches using seven coding categories: Name, Age, Sex, Occupation, Title Used, Speech Mentions, and Total Mentions. The research design follows a sequential explanatory style, supplementing quantitative findings with qualitative analysis. The researchers hypothesize that Harper’s speeches contribute to the unfair representation of women in politics by continuing the patriarchal cultural practice of overlooking, belittling, or ignoring female accomplishments; this translates to unfair treatment (i.e. stereotyping, under- or mis-representation) of women in mainstream media. This research is a continuation of Dr. Peter Ryan’s research on Harper’s speeches from 2004–2014, and contributes to this previous research by shedding light upon the relationship between gender and politics in Canada. The results of the current study show that there is a disparity in the way that Stephen Harper referenced men and women: not only are women mentioned less frequently, but they are also less likely to be the focus of the speech and to be given a formal title. The literature supports the notion that this disparity inevitably results in a distorted representation of women in media and the study provides an example of how gender bias is used and manipulated in Canadian politics.
Bring Back Our Girls: A Content Analysis of Global Newspaper Coverage of the Kidnapping of the Chibok Girls

The purpose of this study is to analyze the coverage and representation of the kidnapping of two hundred and seventy-six schoolgirls from Chibok, Nigeria from five newspapers from around the globe. Using Johan Galtung and Mari Holmboe Ruge’s (1965) complementarity theory as a guide for determining the prominence of news stories, it will be shown that coverage of the kidnapped girls was heavily underreported and underrepresented by newspapers from Nigeria (The Nation), Canada (The Globe and Mail), U.S. (The Wall Street Journal), U.K. (The Guardian), and South Africa (The Star).

This study discusses the results of a consecutive six-week quantitative content analysis of one hundred and seventy-seven articles from these newspapers. The articles published from April 16th-May 27th, 2014 provide evidence of the coverage that was given to the kidnapping of the Chibok girls. Results show that every newspaper examined heavily underreported this story, specifically lacking coverage during the first two weeks after the kidnapping. Upon analysis of the coverage, it was evident that this storyline experienced cyclical visibility with few stories published at the beginning, a sudden increase in the third and fourth weeks, while declining in the fifth and sixth. These waves of coverage were found to be caused by common recurring themes presented across most newspapers analyzed. Finally, the total number of articles published by each newspaper suggests the potential effect that diaspora has on determining the prominence of a news story. Nations with the highest Nigerian diaspora published a greater number of articles than those with a smaller presence.

This research is significant because it provides insight into the quality and quantity of international news coverage of a humanitarian crisis. Further research could analyze the direct effects of diaspora in determining the prominence of international news stories.
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**Softer Power:**  
**Civil Society in World Politics**

Joseph Nye defines soft power as the ability to get what you want through attraction rather than coercion or payments (Nye, 2003: 74; 2004: 256). It works by convincing others to follow, or getting them to agree to, norms and institutions that produce the desired behavior. Soft power can rest on the appeal of one's ideas or the ability to set the agenda in ways that shape the preferences of others. (Nye, 1990)

Nye and his followers find that soft power relates only to the state (Armistead, 2004; Hocking 2007; Judge, 2002; Kurlanzick, 2007; Nye, 1990; 2003; 2004). Nye continues to argue that in the global information age, power is distributed among countries in a pattern that resembles a complex three-dimensional chess game: Hard Power, economic power and soft power.

Looking at the international arena, some scholars have argued that civil society have become a growing force that can influence international processes (e.g. Lestre, 1994; Nacos et al, 2000). Yet, civil society owns no hard power, and rarely economic one. Therefore, the only way to influence is by soft power.

This proposed paper argues that civil society uses elements of state's soft power, which I define as softer power. In other words, civil society influences by its ability to get what it wants through attraction rather than coercion or payments. NGOs and INGOs attract citizens around the world to join their goals by presenting through media, new media in particular, ideas or the ability to set the agenda in ways that shape the preferences of others.

This paper presents a survey and interviews with representatives from 78 environmental NGOs in Israel, along with up-to-date data about the civil society's use of Facebook as an important tool for recruiting supporters for the environmental cause.

In addition, the paper investigates the development international days recognized by the UN. Out of 108 such days, 30 have initiated by civil society, 23 of them after 2000. This presents the importance of the developing media in civil society's ability to develop civil awareness, distribute information, recruiting supporters and eventually to influence the international arena by softer power.
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Actual Work Experience in Advertising Education:  
An Improvement on ‘Student-run’ Ad Agency Model

This paper discusses a unique ad agency model with a major difference from the student-run agency model: A ‘real-time, on-campus agency’, run by three veteran ad professionals and staffed by senior advertising students, serving clients.

The model, which is currently running in its 12th term, has so far been tested in two major universities in Turkey. It was created as a full-credit course in Istanbul Bilgi University (from 2008 till 2010) by Haluk Mesci, a lecturer and a veteran of the Turkish ad industry, to provide on-the-job training for senior advertising and visual communication design students, consequently breaking the vicious circle ‘No experience? No work. And vice versa.’

In 2012 the model was applied at Izmir University of Economics, with the addition of a graphic design academician, replicating all aspects of procedures at an agency, from initial client briefing to the full creative presentation to the Client, with the exception of ‘limitations of a media budget’. The ‘Clients’, as per model, are volunteers from various industries, with fictitious but realistic products, services or ideas.

The key educational objectives in the simulation is to take the students through all the stages of getting a job and working in an ad agency, from the initial application and job interview to working in Client groups under the supervision of agency department heads.

The career track of advertising graduates significantly confirm that this simulation provides them a competitive edge in recruitment: A year of agency experience, an illustrative portfolio of work, in addition to the conventional text-book knowledge of advertising theory.
Nowadays, football is the most popular sport worldwide. According to FIFA (2016), there are 211 (two hundred and eleven) countries affiliated to FIFA; however, it does not necessarily mean that all of these countries are officially recognised by United Nation (UN). FIFA has six continental confederations conducting each region. Within many national and continental competitions, football has become a busy and wealthy industry, generating employment in diverse sectors, either directly, through players, several departments in a football club (e.g. medical, technical) and broadcasting professionals, or indirectly, as in tourism and food sectors.

As a result, football clubs have become even more professional. Since the mid-1990s, the transfer market has become much more globalised because of “Bosman Law”. That globalisation was followed by the colossal technological improvement, making high technology increasingly incorporated in high-performance sports. For now, many football clubs are trying to take advantages of it by using the asymmetry of information for seeking the best results in the transfer market. After all, why should a football club pay a huge amount for a player if there are several other cheaper ones elsewhere and with similar performance?

Based on the model proposed by He [2013?] and using data from players’ analysis website such as Transfermarkt, this study aimed to analyse the determinants of players’ transfers during the 2015/2016 season of four European leagues namely the German (Bundesliga), the Spanish (La Liga), the English (Premier League) and the Italian (Serie A); chosen due to their historical and economic predominance in continental competitions. Specifically, it was intended to observe how characteristics such as position, age, performance, preferred foot, and continent of nationality might determine a player’s value of transfer.

It is worth mentioning that the database was refined. Loaned out players were excluded because the amount paid for a loan costs relatively less than a definite transfer. In the case of players, who were transferred more than once during the 2015/2016 season, only the last...
value was considered, as many of these transactions were loaned out players with option or obligation of purchase one season before and then sold right away; therefore, the 2nd value seems the most appropriate. It was decided not to include players who were transferred from the youth system straight to the senior club of the buyer, because these transactions involve mostly amateur players and data is not easily available. In addition, players, whose data from the 2014/2015 season was not found, were also disregarded. Thus, there were 418 players who had their transfers successfully made in the 4 (four) leagues previously mentioned.

In order to achieve the proposed objective, an estimation using robust regression was used to correct the influence of outliers in the sample. This method is the most suitable when there are outliers and these are kept in the analysis. Robust regression models aim to adjust estimations performed by the ordinary least squares method, considering particularities of the sample. Therefore, the empirical model of this study was estimated by three methods of robust regression: a) robust standard errors regression; b) robust regression by weighted least squares; and c) quantile regression.
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Hearing the Ghosts: An Ethnography of Turkish Television Serial Music Production

Among the numerous puzzling forms of the amateur cinema category, student films are basically distinguished by the institutionalised structure in which they take place. Produced in vast numbers, in a variety of forms, films/videos made by students are primarily characterised with, and named after their makers. Student film is a hybrid category in where amateurism, professionalism, curriculums, and many contradictory intentions collapse and collide. The educational intentions behind the process frequently mask the social, political and aesthetic characters of these films/videos. In most cases, however, these films/videos are discredited because they do not meet the legitimate criteria, and their potentials for many aspects like mediating ideas, political assertion, and identity formation are neglected. This paper's major concern is developing a better understanding towards student films. By using a framework inspired by Dell Hymes' ethnography of speaking, this paper aims to investigate the student films in terms of self-portrayal.
Simulation of a Probabilistic Model for Multi-Contestant Races

Predictions of sports games have been recognized as an important area of study for its economic significance. Most models for such games cover two-player games and the resulting championships or study individual players or teams and their resulting comparative position.

In this paper, we elaborate on a model for such multi-contestant races based on order statistics of the negative exponential distribution for race times. The games involve only a fixed number of athletes out of a broader pool of several athletes. Several large samples of games of ten athletes that play four at a time is generated and Maximum Likelihood Estimators are calculated for the relative dominance parameters of the athletes. The estimated parameters are then used to test the predictive validity of the model. The results are discussed.

Subsequently the model is modified for Erland-2 distributed race times. New samples are generated and the predictive validity of the new model is being discussed.

The paper concludes with a discussion of future research directions for improving the predictive validity and establishing confidence levels.

This work was partially supported by the National Research Foundation of Korea Grant funded by the Korean Government (NRF-2014S1A2A2028551).
Challenging Taboos: Analyzing Qatari Women’s Usage of Visual and Social Media

Qatar, a small country in the Arabian Gulf, is home to an increasingly cosmopolitan and empowered female citizenry. Though Qatar follows Wahhabist Islam and is considered culturally conservative, its women enjoy considerable professional and economic opportunities, as well as significant more freedom than their counterparts in other Gulf countries, such as Saudi Arabia. For instance, Qatari women can drive. They have voted and run in municipal council elections since 1999 and have been appointed to leadership positions in government ministries. Women already outnumber men 2 to 1 in local universities, and the government has listed women’s social and economic empowerment as one of its key goals for the country’s 2020 National Vision.

Yet despite the progress Qatari women have made, many still face cultural obstacles in certain areas of everyday life, such as in media and communication. One main obstacle is that Qatari women face a “cultural taboo” against appearing in publicly-disseminated visual media, such as news photographs or TV interviews. This taboo, frequently enforced by women’s family members to preserve family reputation and notions of modesty, has been shown to prevent many Qatari women from pursuing careers in front of the camera. But what has not been studied is how this cultural proscription against women appearing in media impacts Qatari girls and women’s usage of media. For instance, do Qatari women gravitate to certain types of social media, such as Snapchat or Twitter, as a result? Do Qatari parents place more restrictions on their daughters in terms of what forms of media they are allowed to consume? This paper will examine Qatari women’s relationship with media in Qatar and will answer the above questions and more by analyzing the results of the groundbreaking and comprehensive 2016 Media in the Middle East survey conducted by Northwestern University in Qatar.
Austria's Legacy in Early Radio Broadcasting: Lessons for Audio Media in the 21st century

Early radio broadcasting represents a vital part of media history. It offers an important foundation of mediated storytelling and other content forms in the first electronic medium of mass communication. Contributions from Austria to the development of radio as a medium of mass communication in the early 20th century have been under appreciated in the research literature, despite the fact the very first study of radio and therefore broadcasting was conducted in Austria in 1932 by Lazarsfeld. In the early years of radio broadcasting around the world in the 1920s, Austria was among the countries with the greatest radio content or programming production, following the United States, the United Kingdom, Germany and France. A systematic examination of early Austrian radio based on broadcasting archives in Vienna reveals several insights into both early radio programming. Moreover, it also suggests an enduring influence in audio media content that still can be heard in the 21st century. Among the key Austrian influences in early radio are classical and folk music, literary dramatizations of the intellectual and artistic figures, culture and geo-politics that have characterized Austria, and innovation in wireless communications.

This paper will examine the lessons to be learned from early Austrian radio programming and will outline their implications for contemporary audio content in the 21st century’s age of digital, online and mobile media, including podcasting. As a methodological foundation, this paper draws upon a systematic examination of materials available in the Dokumentationsarchiv Funk. The Dokumentationsarchiv Funk/Documentary Archives Radio Communication – aka DokuFunk is an essential source of data on early Austrian radio. The author visited this vital archive in April and May of 2016 and conducted research on site and is among the first scholars to have access to a newly recovered set of early radio archival materials, including some 500 scripts from early radio plays, that had been lost since the rise of fascism in Central Europe in the 1930s and the subsequent second World War.
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Helpdesk – Real Support or Trouble Location

Internet, virtual environment and all the other modern forms of communication are a reality of modern man. Various forms of serviced with which we try to make better quality of daily life are becoming more sophisticated. Their consumption is often a process that requires a precise definition of all of the activities of which it is composed. IT support is just part of that process. The implementation of these activities requires a precise definition of the behavior of all participants. It is necessary to specify the legal rights and obligations of service providers and consumers of these services. Usually such services are agreed signing of contract based on the level of services. Actors of such process necessarily need knowledge, ability and skills to use such of this service. Each and every of such services is a process that covers common behavior that can be automated or displayed as a computer program. The problems are the exceptions in such behavior that cannot be supported by your computer promptly. The service provider to such a situation cannot answer promptly, which becomes a problem of implementation services. The most common forms of support in these situations are a form known as helpdesk support. The service provider is in such situations forced to provide live- telephone communication with the consumers of services. The problem of such communication is a discrepancy in the competence of participants required for the implementation of services. Provider of desktop support very often employs staff that is usually only accustomed to solve a certain number of problem situations. Training takes place most likely on the basis of empirical reasoning based on the collected number of cases that can be considered stereotypical behavior.

The paper presents research that aims to point out the pros and cons of helpdesk support. The data collected for purpose of this research are the basis for an attempt to define stereotypes of services that must be supported by help desk activities, or in a similar way.
Cultural Racism and the Populist Media Discourse: From the Refugees to the Threatening Immigrant Muslims

The paper examines the characteristics of extreme populist news discourses and their right-wing policies in the case of xenophobic discussions on refugees and Islam in the Slovenian context. It analyzes the news articles about refugees from the two weeklies, Reporter and Demokracija, which are self-characterized as right-oriented political weeklies, in order to reveal the implementation of their populist policy. This media policy is based on authoritarianism, militarism, nativism and ethnic nationalism, culturalisation of economic policy and on the media techniques of arousing disgust and hatred instead of compassion and it is rearticulated in relation to refugees – immigrant Muslims, which gives us a new form of cultural racism in the post-national era.
An Analysis of the Representation of Iranian Women Life World on Instagram

This paper is an attempt to indicate how Iranian Women represent their everyday life on Instagram. By employing the idea of voice applied to Internet discourse and cyberfeminism, we primarily intended to investigate whether Iranian women can represent different aspects of their everyday life by using Instagram, and whether this representation can be considered as a cultural resistance or cultural recreation and whether the women could overcome gender stereotypes through using Instagram social network.

We chose and studied 7 Iranian woman aged 25 to 40 years, who had public Instagram profiles, and were active on this social media. To answer the research questions we have analyzed their Instagram photos and also the captions associated with them. We used Semiotic and qualitative content analysis methods to analyze their Instagram profiles.

We found that the women’s representation of everyday life on Instagram introduce their beliefs, feelings, imageries, values and new cultural patterns which can affect and develop new styles of living. Our findings indicated that women, via publicizing some images of their everyday life on Instagram and writing about them, turn from an object into an active subject. In addition, these women try to use their photos in order to change common current beliefs about women, and show that their roles and concerns are not confined to housekeeping, child rearing, and overall domestic roles and so do not adjust gender stereotypes. This change happens through the representation of their life experience and attention to their feminine individuality. Furthermore, another aspect of resistance to the feminine cultural stereotypes reflects through their photos contrasting with commons beliefs about women, and revealing women’s issues and difficulties in society. Some women also have tried to show new experiences of mothering and parenthood in their lives and hereby criticize the traditional, passive, and confined models of livings, which are commonly encouraged through public media and the society as a whole.
Najmuddin Rasul  
Senior Lecturer, University Andalas, Indonesia

Social Media and Engaged Citizenship Norms with Political Participation of Young Voters in Indonesia

The purpose of this study is to determine whether social media and duty and engaged citizenship norms influence political participation of young voter. The focus of this study is to examine citizenship norms (duty and engaged) in the context of the development of information and communication technology influence political participation of voters. The main theoretical framework is social media, social change and political participation. For data gathering, 384 young voters between the ages of 17 to 40 years were interviewed in Indonesia. The results of this study reveal that gender, age, and educational background of respondents did not influence significantly social media and citizenship norms. The results also show that educational background is not a factor that distinguishes media usage and citizenship norms. The results further show that social media has a significant correlation with citizenship norms and citizenship norms have a significant relationship with political participation. In addition, social media and citizenship norm significantly influence political participation. The sub-dimensions of citizenship norms (duty, and engaged citizenship) provide a significant contribution to all the sub-dimensions of political participation (traditional, modern and civic/social political participation). Based on the findings it can be concluded that the political euphoria in the era of transition to democracy has changed pattern of media usage and citizenship norms among the young generation in Indonesia.
Tom Reichert  
Professor, University of Georgia, USA  
Glenn Cummings  
Associate Professor, Texas Tech University, USA  
&  
Harrison Gong  
Assistant Professor, University of Tampa, USA  

Using Eye-Tracking to Map Viewer Attention to Erotic Imagery in Advertising

This study builds upon research that has examined the impact of erotic imagery within advertising. Unfortunately, much of that research failed to explore exactly how use of such imagery impacts attention to the specific elements within an ad. To address this gap in the scholarship, an eye-tracking experiment ($N = 120$) was conducted to gauge how the use of erotic models in advertisements impacted visual attention to specific elements within the ad: model, product, advertising text or copy, and the logo or brand. Three ads for three different products (snack foods, automobiles, and beverages) were pretested and used in the study. All ads were similar but varied by use or presence of a female model (erotic model, non-erotic model, no model). Overall, the findings yield an interesting set of conclusions that both question and confirm prior assumptions. First, the use of erotic imagery did not attract overall increased attention to the ad—viewers paid no more attention to ads with erotic models. Second, gaze data did reveal that visual attention to erotic models was superior to attention to non-erotic models. Third, this effect was more pronounced for men versus women. Last, attention to ad copy suffered when erotic models were employed. In sum, the findings strongly support the distraction effect—that sexual content monopolizes attention—discussed in the literature but only at the expense of time attending to text within the ad. These results better describe how sex in advertising impacts consumer response and suggest that advertisers who wish to employ ad copy to achieve strategic messaging goals should carefully consider the use of sexual imagery.
Anda Rozukalne  
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Riga Stradins University, Latvia  

Why Are Critical Self-Evaluation of Media Usage Patterns Missing Part of Media Literacy?  

Critical thinking, the ability to compare different information sources, the proposed content and media goals, is an important part of media literacy. But we cannot critically look only to others. Media literacy also includes a critical self-evaluation of behaviour of each media consumer. Data of media usage in Latvia show a worrying trend – part of young people aged 15 to 24 years do not recognize journalistic quality criteria, they do not care about plurality of opinions; young people use their time online on chatting and playing video games not on gaining new knowledge and reading news.

How critically do young people evaluate their media usage and the ability to assess the content? Who determines the value of information? Why do young people press "like" and "share" to professional media links and false news on social sites?

To answer these questions, a study of media usage and perception of media content of Bachelor degree students was conducted, using a "media day" method. When quantitative data were collected, four focus group discussions were held with the aim to analyse the media-use features, audience participation, content perception and other issues.

Preliminary data shows that young people most of the information get from social media. The main reason for the use of the media is a desire to have fun, to reduce stress, and communicate with their peers. Respondents’ media usage behavior is characterized by emotional perception and emotional response. If young people trust the information transfer, they trust the content without searching for the source of information. Young people recognize information of poor quality but continue to use it if it is funny and attractive. In the assessment of the media content, young people combine critical attitude towards exaggerated and shallow news with an active use of such information.
A Comparison of the Topic Structure between Twitter and Online News during the 2016 Gyeongju Earthquake Disaster in South Korea using LDA based topic Modeling Technique

Social media like twitter and online news are increasingly important media for risk communication in disaster. A user turns to these tools to seek, disseminate the emergency information during periods of disaster. It is not clear what is difference between twitter and professional online news in terms of topic structure. Twitter can’t be simply regarded as a faster news feed that covers mostly the same information as professional news media. Here, we use LDA based Topic modelling to explore the comparison of topic structure between twitter and online news during the 2016 Gyeongju earthquake disaster in South Korea. The 2016 Gyeongju earthquake occurred on September 12 near Gyeongju, South Korea. Measuring 5.4 on the moment magnitude scale, it was the strongest ever recorded in the country since measurements began in 1978. The data was collected from September 12th, 2016 to October 31th, 2016. We constructed a dataset including 40,606 text scripts from 267 online news and twitter for analysing topics. Our research shows that Twitter and online news have completely different content structures. In addition, the frequency structure of the text that appears over time is very different. Specifically, online news delivering verified facts focused on the event itself and made a number of topics related to official sources such as government agencies relatively. But Twitter has created topics that criticize the government for not responding well to earthquake disasters. Unlike online news, twitter has a conspiracy topic and emotional topic related to disaster. These results show that twitter does not merely reflect the agenda of professional online news but rather disseminate emotional text by creating more critical interpretation information and sharing emotions of users.
Press Releases as a Tool of Media Relations: An Analysis towards Public Relations News on Newspapers

Organizations adopt a set of strategies to perform their own public relations activities, which include strategic communication management along with their public and stakeholders. Media relations are some of the most frequent and used strategies for public relations. Media relations involve such duties as raising awareness about organization’s activities and creating public opinion by delivering organizations’ messages. Those duties explain why media relations are an indispensable part of public relations. From the point of view of journalists, press releases delivered by public relations departments function as journalists’ news sources. In this sense, the starting point of the research is to analyze to what extent news on newspapers are associated with public relations. To seek an answer, financial news sources of Turkey’s 5 mass circulation newspapers will be examined. The research will also qualitatively enlighten whether financial news are based on press releases, press tour or reporters’ own news.
Francisca Selidonha Pereira da Silva
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People on TV:
A Mediated Public Space

This paper is concerned with the Education Television of the Espírito Santo State, Brazil, the journalistic Program "People on TV" that was innovative for its interactivity and its community’s journalism. It was the first program in Espírito Santo able to make outside the studio’s live transmissions. It shows that the program was used as a strategy of public communication for approaching the governor Albuíno Azeredo to the poor people from the less favored periphery that elected him. First black governor and from humble origin, Albuíno Azeredo has failed to achieve campaign pledges of investment in education and improvement in their quality of life. This research was developed for the Master Degree in Social History and Political Relations of the Federal University of Espírito Santo, Brazil. It is based in oral history methodology and Carlo Ginzburg’s evidence method. The theoretical reference is based on Pierre Bourdieu, Jünger Habermas from the vision of Mauro Wilton and Wilson Gomes, Georges Balandier, Michel de Certeau and Antonio Gramsci. The needy communities found in it the way of transposing the bureaucracy and press the authorities for improvements in the poorest neighborhoods. The program has become a public square media. The “People on TV” Program has become nowadays a showcase for other successful media program in different platforms targeted on the less favored communities of state of Espírito Santo, Brazil.
Aimee Shelton  
Associate Professor and Program Director, Roger Williams University, USA  

A Qualitative Study of the Ethical Dimensions of Brand Journalism  

The journalist profession was built upon public service and creating dialogue in the public sphere, where information is disseminated in order to spark critical discussion and address issues of public concern. Journalists are taught to keep his or her independence and autonomy from the news story, and it is this objective, neutral stance that validates the entire profession. Recently, these journalistic lines have been blurred with the strategy of “brand journalism.” Brand journalism, also called “custom content” or “corporate journalism,” is a method of delivery that allows businesses to target consumers with tailored editorial-like content while promoting their company’s brand. Brand journalism is a method of journalistic storytelling that focuses on communicating messages that consumers care about in order to attract, inform and engage the target audience to meet corporate objectives. In addition, many companies such as General Electric, McDonald’s, have created “brand newsrooms” where company “journalists” are hired to create timely and compelling “news” pieces that reflect the overall ideals of the brand using their journalistic training to make sponsored content appear to be a traditional news story. This rise of popularity of this communication practice raises concern in many in various professional communication organizations regarding ethics and credibility for the public relations and journalism industries and their audiences. To investigate the depth of these concern, a series of in-depth interviews with over 50 working journalists from a broad range of news organizations in the United States were conducted. This qualitative study provides a basis from which the impact of brand journalism can be determined over time, and reveals the attitudes and concerns of journalists regarding the concept and practice of brand journalism. Furthermore, the findings from this study offer context regarding the impact communication practices has on society and will lead to further studies exploring media literacy in general and more specifically, the effects brand journalism has on various populations.
Madhusri Shrivastava  
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Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts

Even as India moves towards digitisation and e-commerce, it is riding high on the crest of a religious and nationalistic resurgence. The mass media are feeding an increasing demand for the reaffirmation of a glorious past, and are endeavouring to establish that Indian learning pre-dates developments in western science and management thought. Research on the topic (Nanda, 2009) posits that the brisk pace of technological advancement and its attendant anxieties have given impetus to this search for cultural moorings. Embedded in this context, this paper demonstrates how in a premier institute of business education in India, mass mediated representations of religious and mythological narratives find uncritical acceptance by faculty, staff and students. Through in-depth interviews with research participants from across the spectrum of the academic community, this exploratory study illustrates how there is a growing appetite for sanitised versions of cultural texts amongst instructors and students alike.

The site of a management institute is used as a microcosm for a larger social landscape. An attempt is made to indicate how business studies in India are drawing upon popular media versions of epics and airbrushed accounts of historical events to reinforce rootedness in the past. Anthropomorphic deities are brought into the domain of management to teach organisational behaviour; simplistic interpretations of multi-layered legends are used to validate marketing strategies; and television shows on the scientific underpinnings of scriptures form the basis of management principles. The overall framework of the research interviews seeks to understand the dichotomy that allows participants trained in engineering and business studies to comfortably embrace beliefs that belie a rational mindset. The patterns in the participants’ responses reveal that instead of promoting a scientific temperament, education enables them to use specious arguments that justify the revivalism in media messages. In the process, national and religious identities are conflated.
Holger Sievert  
Professor and Head of Media School, Macromedia University, Germany  

Professional Social Media Usage among Journalist – New Findings and some Consequences

Social media usage has already changed journalistic work dramatically and is going to change it even more (cf. e. g. Willnat/Weaver 2014: 20). But what exactly does this mean for the daily routines of journalists in specific and the future role of journalism in general? This paper is based on a semi-representative online survey of journalists from Germany, Austria and Switzerland, conducted in 2016. The sample was taken from a media database with more than 26,000 editorial contacts. Readers of a large trade magazine were also asked to participate. In total, 2329 journalists participated, including 1428 full-time journalists.

According to the study results, the Internet is the most important research tool for almost ninety percent of those surveyed, but telephone and face-to-face conversations continue to play an important role for eighty percent. The Internet is used primarily to collect additional information and remain up to date with news and current affairs. Half of the journalists surveyed use it for thorough research of complex issues. With regard to social media, Wikipedia is used primarily by older journalists; Facebook, YouTube, Twitter and photo communities by younger ones. The majority of those surveyed believe that technological innovations make research more effective, and that journalists can research better and faster online than offline. The journalists do not, however, believe that the possibilities offered by online research have led to an improvement in the quality of their products.

The least future-oriented behaviour is the repeated reference also in social media to other journalistic media. With good will, one can see this as a responsible approach to the current situation; but it is hardly possible to find real forward thinking about the future of journalism, even amongst younger journalists. Therefore, academics might need to help from their specific knowledge perspective with some new approaches.
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Associate Professor, John Brown University, USA  
&  
Gilbert Tietaah  
Lecturer, University of Ghana, Ghana

**Media Coverage of Meningitis in Ghana:**  
**A Content Analysis of Graphiconline and Myjoyonline**

This study focuses on Ghana and the outbreaks that occurred in 2015, when the nation was under a severe meningitis health threat. In Ghana, the meningitis outbreak reached epidemic status in the Upper West Region. As many as 205 cases with 33 deaths were reported in the country. This study evaluates two Ghanaian online media outlets: graphiconline and myjoyonline and explores the nature of reporting on the health crisis. Specifically, the study determined the nature of coverage in terms of the news frames, level of prominence, sources of information and how the media carried out their surveillance role in the event of an infectious disease outbreak. The study was also guided by Framing and Source Credibility as the main theoretical frameworks. The content analysis methodology was used to access, code and analyze a total of 60 items over four months, December 1, 2015 to March 31, 2016.

The findings revealed that “action” and “consequence” were the major frames employed by the media to report on Ghana’s meningitis health crisis. It was established that the level of prominence given to the outbreak was minimal and that the media did not perform their surveillance function of studying trends and alerting the public of eminent disease outbreaks sufficiently.
Elizabeth Stoycheff  
Assistant Professor, Wayne State University, USA

To Censor and Surveille: The Effect of Suppression Technologies on Public Opinion

In an era of information control, does online censorship or mass surveillance pose a greater threat to democracy? Although censorship has long been condemned as a violation of individuals’ human right to freedom of the expression, high-profile democracies around the world have ramped up the practice of online surveillance, failing to acknowledge its similarly stifling effects on free speech. Building upon work that has established that online surveillance tools do indeed suppress the expression of minority viewpoints and political information seeking, this study examines how surveillance and censorship technologies compare in their ability to suppress democratic attitudes. Using comparative public opinion surveys and country-level data from Freedom House and the Human Development Index, this study employs hierarchical linear modeling to show how online communication patterns and attitudes about democratization compare in heavily surveilled and heavily censored information environments. Implications for both theory and global information communication and technology policy are discussed.
Netra Timilsina
PhD Student, University of Canterbury, New Zealand

Community Radio: An Alternative Platform to Mainstream Media for Migrant Communities in New Zealand

The study analysed two migrant communities and their use of the community radio platform. Community radio is described as ‘radio by the people for the people’ where the voices heard are usually ignored in mainstream media. Scholars believe that alternative media mainly originated from dissatisfaction of audiences with mainstream media. Social margins, subcultures, ethnic or other minorities, who get minimum space in mainstream cultures, seek alternatives and create their own if not found. Community radio mainly intends to provide a platform for community members by encouraging their participation. The community has the ownership and members of that community participate in every process i.e., from content production to decision making. This study particularly analysed the use of the community radio platform by migrant Nepalese and Filipinos living in Christchurch, New Zealand.

The study collected naturally occurring and generated data using qualitative methods. The researcher observed the radio program production processes and conducted focus groups and one-on-one interviews with audience members and program producers. The study found that the migrant communities have desirable access to information, education and entertainment through their radio programs. The migrants prefer the radio programs in their native language as a source of news, information and entertainment. Though those segments of audiences have easy access to mainstream media, they find their radio programs more authentic and intimate. The communities have easy and interactive structures of feedback and participation which provide opportunities for the audience to get involved from content production to decision making of radio programs. The community radio programs work as a platform for sharing, making sense of community and uniting the different segments of migrants. This study tried to explore a new way to analyse audience participation in community radio, particularly to analyse how audiences use the community radio platform to fulfill their mainstream media needs.
Canadian Francophone Journalists’ Perceptions of Their Professional Roles and Identity

Social media, and Web 2.0 in the era of instant information are some of the new challenges for journalists. Media organizations have had to adapt to the digital shift, making it relevant to examine journalists’ perceptions of their now modified profession.

It is argued that two types of journalism exist in Canada: Francophone journalism and Anglophone journalism. Francophone journalism is subdivided by territory, as francophone journalists form a majority in Quebec. They coexist alongside francophone journalists in linguistic minorities in other parts of the country. Although many studies have previously examined francophone journalists from Quebec, very few included francophone journalists in linguistic minorities. However, it has been shown that both groups have more in common than not, both placing their role of reporter as a reliable and factual source of information at the center of their priorities. As the objective of this paper is to understand how francophone journalists perceive their professional roles and identity, both types of francophone journalists were included to represent Canadian francophone journalists as a whole.

This paper results from the second phase of a three-part study representing the Canadian component of the World of Journalism Study (WJS). WJS is conducted simultaneously in 39 countries and seeks to evaluate the state of journalism around the globe. This part of the study is empirical and the data is quantitative. Through 116 telephone surveys conducted with francophone journalists, it was possible to gain a better understanding of how they perceive their professional roles and identity. It is a theme that has been explored in other studies. However, this paper is original in that it seeks to grasp the perception of francophone journalists of their own role in an ever-
changing media landscape, including the views of those in linguistic minorities, a group previously forgotten in similar research.
Poll after poll shows that people say they dislike negative political advertising. Despite these findings, research also shows that negative campaign ads are highly effective. Why the disconnect? Using the paradigm of StoryBranding, this paper will examine possible reasons why people say they dislike political ads that impugn the reputation of candidates but typically tend to react in such a positive way toward them that campaigns cannot dispense with them. The concept of StoryBranding claims that each brand has a latent reputation, and this reputation is generally known or sensed by potential prospects. Ads that are not in accord with this real or perceived reputation tend to be rejected as untrustworthy. On the other hand, ads that fit with the real or perceived reputation tend to be viewed as credible even if they are not positive. For the purposes of this paper, each politician is understood to have a specific brand they represent. This brand is created through the words and actions a candidate expresses over time, actions that are often amplified by the media. For this reason, some candidates are seen as moral or immoral; decisive or indecisive; or moderate or immoderate. The key idea to remember is that this personal brand is not dictated by the public or by any advertising campaign’s message. Instead, this personal brand is merely amplified by what the candidate is in his or her soul. StoryBranding fits this reality because it claims that brands have inner layers (what they are at their core) and outer layers (what is said or done publicly that comes from the inner layer). Successful negative political ads are able to capture the truth of these layers, presenting ads with which individuals are already disposed to believe.
Samira van Bohemen
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Music as a Resource for the Sexual Self: How Young People in the Netherlands use Music for Good Sex

Much has been written about young people, music and sexuality often in the context of the sexualization debate. However, as of yet not much research has been conducted on the intricate ways in which young people actually use music in ‘everyday’ life with the purpose of reaching pleasurable sexual experiences. By drawing upon more sociological approaches to music and everyday life, with a special attention for the work by Tia DeNora (2000; 2003), the current study aims to uncover what young people consider to be good music for good sex. We introduce a new methodological approach to study this question, which we call ‘music voice’ as it is partly inspired by photo voice methods. Young people were asked to first provide us with a playlist of what they consider to be good music for good sex, after which they were asked to elaborate upon their choices within the context of an in-depth qualitative interview. Support was found for the theory that music has transformative power in the constitution and regulation of a sexual self. There were moments in which our young correspondents discussed the music with respect to its content and how this resonated with their conceptions of good sex, but most of the time the discussion hinged on the way they felt when the music played and how they actually used the music to move from one emotional, cognitive and physical state into another. Using music for good sex was not always about turning the music on during sexual activities, however. While for some of our young correspondents music served as an aid in stimulating and enhancing the embodied practices and experiences that would turn their conceptions of good sex into reality, others did not feel they were able to work with the music in this way.
Di Wang
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The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites

Studies have found that there was a discrepancy between people’s self-reported privacy concern and their actual privacy protection behavior on social networking sites (Acquisti & Gross, 2006; Barnes, 2006; Spiekermann, Grossklags & Berendt, 2001; Salleh et al., 2012; Miyazaki & Fernandez, 2001; Tufekci, 2008). To resolve this privacy paradox, we developed a model adapted from protection motivation theory to understand factors that affect privacy concern and accordingly influence privacy protection behaviors on social networking sites.

Protective behavior is predicted by threat appraisal, coping appraisal and instrumental appraisal. Threat appraisal (severity and vulnerability) and coping appraisal (self-efficacy and response efficacy) are predicted to be positively related to concurrent protective behavior while instrumental appraisal (rewards and response costs) is predicted to be negatively related to concurrent protective behavior. Privacy concern is predicted to be a mediator between threat appraisal and concurrent privacy protection behavior.

This model could explain the discrepancy between privacy concern and privacy protection behavior. For instance, even if one is reported to be highly concerned about one’s privacy on social networking sites, he/she could still reveal personal information on social networking sites due to high instrumental appraisal or low coping appraisal.

A structural equation modeling (SEM) was used to test the proposed model. Results showed that most predictors of the modified protection motivation theory (severity, vulnerability, self-efficacy, response efficacy and rewards) can predict the blockage of unfamiliar real life friends and Internet friends. Vulnerability, severity, self-efficacy, and response costs were found to predict the blockage of parents, other relatives, bosses, colleges, and teachers. The blockage of lovers, kids and familiar friends were only predicted by severity and privacy concern. The hypothesized mediation effect of privacy concern on the positive effect of perceived vulnerability on privacy protection behavior was only supported when the blockage was focused on unfamiliar real life friends and Internet friends. Contrary to our
hypothesis, response costs were found to be not significantly related to privacy protection behaviors on social networking sites. Implications of the results were discussed.
Bradley Wilson
Assistant Professor, Midwestern State University, USA

The Press and Coverage of Overpopulation: Media Ignore the Most Important Problem Facing the World Today

Findings released by academics in research journals such as *The Journal of the American Medical Association* to *New Media and Society* often lead to articles in the mass media, regularly reported in media outlets from *The New York Times* to *USA Today*. Abundant research since the 1970s has shown that such coverage in the mass media is then correlated with public opinion and leads to changes in public policy. Normally, such research demonstrates the agenda-setting effects work at the national level on highly salient issues from nuclear power to tobacco use to highway funding. This research shows that agenda-setting effects also appear to work on overpopulation, an issue that, despite ample academic work, appears barely significant in more than 30 years of public opinion polls and barely registers in mass media coverage. Lack of interest correlates with lack of coverage. While the population of the planet approaches 7.5 billion and continues to grow exponentially, today’s scientists are more likely than the American public — or the American media — to be concerned about population growth, a problem some scientists call the most important problem facing the world today.
Berrin Yanikkaya
Professor, Vice Dean of School of Communications and Head of Department of Rd. TV and Cinema, Yeditepe University, Turkey

Standing Up to the Power: Resistant Women Images in Social Media

In recent years there has been a number of ongoing protests all over the world against several unjust practices of the ruling powers. These protests have got either no or very limited airtime and/or space in mainstream media, however those events such as riots, demonstrations were announced and reported on alternative media and circulated via social media. The iconic images of some protesters became the symbols of resistant movements. Amongst those iconic images, women protesters’ plain acts come to the forefront to display the incapacity of the power against the simplicity of a passive defiant act such as just standing.

This paper aims at analyzing the iconic images of women standing up to the power with their bodies against the arms, with their colors against the darkness, with their liveliness against the deadliness. Some pictures will be chosen from a variety of occasions and protests including a black woman facing armed forces from a Black Lives Protest; a Yazidi woman taking off the black veil; a woman standing in front of the anti-riot water cannon vehicle, and they will be interpreted in accordance with the theories on body politics and social movements with an emphasis on body as a site of struggle.

These iconic images have become prominent through the social media, being retweeted and shared countless times, while reaching and inspiring millions of men and women, who resist against injustices all over the world.
Elgiz Yilmaz Altuntas  
Associate Professor, Galatasaray University, Turkey

Understanding and Adoption Social Media Tools and Their Effects across Brand’s Strategies in Turkey

As social media moves from “buzz word” status to strategic tool, more practitioners are developing skills related to this online communication technology. Social media use positively contributes to brand performance, retailer performance, and consumer–retailer loyalty.

This study aims to analyse future trends, such as future relevance in digital media, content strategies, value contribution, organisational listening, social story telling, real-time marketing, virtual reality, micro targeting, e-mail solutions, native marketing, relationship between agencies and clients and characteristics of excellent communication functions in social media communication management in Turkey. This study surveyed 50 working brand management practitioners and opinion leaders about their adoption of social media tools and their perception on the growth of social media trends in brand management and marketing practices.

Results provide an overview of the adoption of social media, as a whole, in the industry in Turkey. And also, this paper explores social media trends, including social media opportunities and mobile marketing, and the potentially lasting effects that these trends have on brand’s strategies.
Yuan Zhang  
Assistant Professor, Westfield State University, USA  
Yifeng Lu  
Chinese Petroleum University, China  
Yubin Wang  
Jiangxi University of Finance and Economics, China  
&  
Yan Jin  
University of Georgia, USA

**Framing Depression on Chinese Social Media: The Role of Media Organizations, Mental Health Institutions, and a Citizen Support Group**

**Scope of the Problem.** The World Health Organization has designated depression as the second largest contributor to disease burdens in China (Murray & Lopez, 1996). Recent data have shown a 9% prevalence rate in the adult population (Zhou et al., 2000) and a 15-30% rate among Chinese adolescents (Hesketh & Ding, 2005). Meanwhile, significant cultural (Ryder et al., 2012) and historical (Kleinman, 1986, 1995) barriers remain for the recognition, prevention and treatment of depression, and developing mental health literacy has become an important public health goal in combating depression in China (Zhang, Jin & Tang, 2015).

**Mental Health Literacy and Framing of Depression.** Mental health literacy is a key determinant of whether depression symptoms are recognized and treatment is sought (Jorm, 2000). Low levels of mental health literacy in China have led to the alarmingly low diagnosis rate of 10% and treatment rate of 1% (Tan, 2004). An added obstacle is the stigma attached to mental illnesses and sufferers as a result of low mental health literacy and lack of public understanding (Chang, 2008). Research has shown that adequate communication and balanced framing of depression can help alleviate stigma (Corrigan et al., 2002) and trigger sympathy and social support (Jin et al., 2015), thereby facilitating the development of mental health literacy. It is therefore important to assess how the issue of depression has been communicated and framed by key information sources and stakeholders including the media, mental health institutions, mental illness sufferers and their social networks.

**Social Media, Mental Health Communication, and Sina Weibo.** With the advantage over traditional media to provide outlets for multiple voices, social media has become an increasingly important tool
for health communication in general (Moorhead et al., 2013) and mental health communication in particular (Guidry et al., 2015). Launched in 2009 as a Twitter-like microblogging service, Sina Weibo is currently one of the most influential social networking sites in China with over 300 million registered users (Yuan, Feng, & Danowski, 2013). Research has started to examine depression communication on this important platform (e.g., Wang & Liu, 2015). However, depression framing by key stakeholders with potential impact on the development of mental health literacy has not been fully investigated.

**Method and Findings.** Using Sina Weibo’s Influence Ranking Lists and similar criteria used in building these lists, we selected the Weibo accounts of six top print and broadcast media organizations, two major mental health institutions and one citizen support group, and retrieved 1,077 unique posts using keyword searches. We developed a coding instrument measuring depression episodic and thematic framing, and conducted multiple pretests to confirm content validity, face validity and inter-coder reliability. Our content analysis revealed within-group differences in thematic and episodic framing of depression in mental health institutions’ Weibo postings, but not in those from media organizations and the depression support group. Specifically, Weibo framing by mental health institutions showed more thematic than episodic tendencies. On the other hand, considerable differences emerged when comparing Weibo framing between different types of organizations. Compared with mental health institutions, the depression support group’s framing on Weibo was more episodic, showing more attention paid to and emphases on individual cases, plight, interests and/or needs. Conversely, media organization framing was relatively more thematic. These findings have important implications for an enhanced understanding of depression framing by key information sources and stakeholders in efforts to increase mental health literacy and fight against depression, one of the biggest public health epidemics in China and in the world.