



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

**17th Annual International Conference on
Communication and Mass Media
13-16 May 2019, Athens, Greece**

Edited by
Gregory T. Papanikos

2019

Abstracts
17th Annual International
Conference on Communication
and Mass Media

13-16 May 2019, Athens, Greece

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Preface

This book includes the abstracts of all the papers presented at the *17th Annual International Conference on Communication and Mass Media (13-16 May 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 37 papers were submitted by 40 presenters, coming from 21 different countries (Australia, Austria, Brazil, Canada, Chile, China, Côte d'Ivoire, Czech Republic, Ghana, Hong Kong, Hungary, Iran, Israel, Italy, Kenya, Mexico, Taiwan, Turkey, UAE, UK, and USA). The conference was organized into 10 sessions that included a variety of topic areas such as Politics, Globalization, Fake News, Social Media, Stress, Communication Apprehension, Social, Technological, Educational and other Issues. A full conference program can be found before the relevant abstracts. 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 association. 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 6 divisions and 37 units. Each 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. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

**17th Annual International Conference on Communication and
Mass Media
13-16 May 2019, Athens, Greece**

Scientific Committee

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academics, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
3. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
4. Patricia Dooley, Academic Member, ATINER & Elliott Distinguished Professor of Communication, Wichita State University, USA.
5. Chris Underation, Academic Member, ATINER & Associate Professor, Liberty University, USA.
6. Kristen Hark, Chair, Department of Strategic & Personal Communication and Graduate Director, School of Communication & Digital Content, Liberty University, USA.
7. Annette Madlock Gatison, Professor, Liberty University, USA.
8. Li Yang, Associate Professor, Western Michigan University, USA.
9. Danilo Yanich, Academic Member, ATINER & Professor, University of Delaware, USA.
10. Mihalis Kuyucu, Academic Member, ATINER & Lecturer and Media Professional, Istanbul Aydın University, Turkey.
11. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.
12. Gustavo Paibe, Auxiliary Professor, Pedagogical University, Mozambique.
13. Marina Shilina, Professor, Plekhanov Russian University of Economics, Advertising, PR & Design Chair, Russia.
14. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University Cyprus, Cyprus.

FINAL CONFERENCE PROGRAM
17th Annual International Conference on Communication and Mass
Media, 13-16 May 2019, Athens, Greece
Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

Monday 13 May 2019

08:00-08:30 Registration and Refreshments

08:30-09:00 (Room B - 10th Floor): Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:00-10:30 Session I (Room B - 10th Floor): Globalization, Politics and Media

Chair: John Pavlik, Professor, Rutgers University, USA.

1. Judith Sylvester, Associate Professor, Louisiana State University, USA. President Trump and the Mother of All Bombs - Quickly Forgotten.
2. Laura Trujillo-Linan, Professor / Researcher, Universidad Panamericana, Mexico. Charles Taylor's Critique of Technopoly.
3. Xheni Simaku, PhD Student, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Globalization, Media and Cross-National Comparative Research: What is the Significance of Nation State on Shaping the News?
4. Patricia Dooley, Elliott Distinguished Professor of Communication, Wichita State University, USA. Making Sense of the Fake News Merry-go-Round: Globalization and the Future of Independent Journalism.

10:30-12:00 Session II (Room B - 10th Floor): Media Framing around the World

Chair: Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA.

1. John Mark King, Professor, American University of Sharjah, UAE & James Tutu Fiske, PhD Student, University of Arizona, USA. Global Media Framing of the "Third World" Construct.
2. Chris Underation, Associate Professor, Liberty University, USA. Unthinkable to Acceptable: How Stories can Make Controversial Ideas More Mainstream.
3. Ron Schleifer, Senior Lecturer, Ariel University, Israel. Foreign Media Coverage of the Arab-Israeli Conflict - A 25-Year Retrospective.

12:00-13:30 Session III (Room B - 10th Floor): Stress, Communication Apprehension and Educational Issues

Chair: Annette Madlock Gatison, Professor, Liberty University, USA.

1. Kathleen Crowley, Professor, The College of Saint Rose, USA. The Growing Need for Undergraduate Media Psychology Courses.
2. Nunna Venkata Prasad, Associate Professor, Abu Dhabi University, UAE, Maryam Amoke Folarin, Student, Abu Dhabi University, UAE & Muhammad Ali Shaukat Sham, Associate Professor, Abu Dhabi University, UAE. A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University.

3. Lydia Fleming, Researcher, MacEwan University, Canada, Shannon Delaney, Researcher, MacEwan University, Canada, Megan Strachan, Researcher, MacEwan University, Canada & Jasmine Roy, Researcher, MacEwan University, Canada. How Communication Technologies Influence University Students' Stress Levels.

13:30-14:30 Lunch

14:30-16:00 Session IV (Room B - 10th Floor): Sports, Leisure, Media and Communication

Chair: Li Yang, Associate Professor, Western Michigan University, USA.

1. Lisa Stansbie, Dean of the School of Art, Architecture and Design, Leeds Beckett University, UK. Fields of Vision: Arts and Sport Communities and Methods of Practice.
2. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic. Creating a Tool that Helps Adults to Consider their Free Time.
3. Bi Tizie Emmanuel Gala, Senior Lecturer, Université Félix Houphouët-Boigny, Côte d'Ivoire & Roland Bini Koffi, Researcher, Université Félix Houphouët-Boigny, Côte d'Ivoire. Social Significations and Promotion of Dan's Traditional Games in Côte d'Ivoire.
4. Lydia Anyonje, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children.

16:00-18:00 Session V (Room B - 10th Floor): ATINER's 2019 Series of Academic Dialogues: Globalization of Fake News

Chairs: Gregory T. Papanikos, President, ATINER.

1. John Pavlik, Professor, Rutgers University, USA. Qatar and Quality Online Content: A Research Perspective on Fake News.
2. Lisa Stansbie, Dean, Leeds Beckett University, U.K. Social Media Fake News and the U.K. Brexit Referendum.
3. Gerald Steiner, Dean of the Faculty of Business and Globalization, Professor of Organizational Communication and Innovation, Chair, Department for Knowledge and Communication Management, Danube University Krems, Austria. Fake News – A Society Greedy for Extremes: Have we Lost our Moral?
4. John Mark King, Professor, American University of Sharjah, UAE. "How a Guerrilla Marketing Tactic for the Louvre Abu Dhabi Became Fake News about Religion in the Middle East".
5. Laura Trujillo Liñán, Professor/Researcher, University of Panamericana, Mexico. Fake News, Our New Reality.
6. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. "1932 Olympics in Los Angeles and the Case of Paavo Nurmi".
7. Chris Underation, Associate Professor, Liberty University, USA. The Globalization of Fake News: Relax, All is Well.

21:00-23:00 Greek Night and Dinner

Tuesday 14 May 2019

07:45-10:45 Session VI: An Educational Urban Walk in Modern and Ancient Athens

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)

11:00-13:00 Session VII (Room B - 10th Floor): Women, Gender and Social Media

Chair: Chris Underation, Associate Professor, Liberty University, USA.

1. Jacob Groshek, Associate Professor, Boston University, USA. Revisiting the Affordance Effect: The #MeToo Movement and the Cultivation of Reciprocal Journalism on Twitter.
2. Annette Madlock Gatison, Professor, Liberty University, USA. Moving Beyond Awareness: The Black Women's Health Imperative 2018 National Health Policy Agenda in the Current US Political Climate.
3. Mihalis Kuyucu, Lecturer and Media Professional, Istanbul Aydın University, Turkey. The Social Media Revolution in Political Communication: A Case Study about the Turkish Local Elections of March 2019.
4. Ozlem Danaci Yuce, Associate Professor, Galatasaray University, Turkey. Working Conditions of Conservative Women Television Journalists in Turkey.
5. Michela Cavagnuolo, PhD Candidate, Sapienza University of Rome, Italy & Grazia Quercia, PhD Candidate, Sapienza University of Rome, Italy. The Facebook Watch Phenomenon in Italy: An Explorative Analysis.
6. Nadia Herrada Hidalgo, PhD Student, Pontificia Universidad Católica de Chile, Chile. Cuban Entrepreneurs: Opportunities and Challenges in the Social Media Context.
7. Henry Kojo Bonsu-Owu, Lecturer/Head of Department (Print Journalism), Ghana Institute of Journalism, Ghana. A Three Step Approach Analysis of the Portrayal of Images of Women in Three Ghanaian Newspapers: Newsone, Ebony and the Mirror.

13:00-14:30 Session VIII (Room B - 10th Floor): Historical Considerations and Social Issues

Chair: Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.

1. Li Yang, Associate Professor, Western Michigan University, USA. Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China.
2. Francisca Selidonha Pereira da Silva, Professor, University of Vila Velha, Espírito Santo, Brazil & Herica Lene, Professor, Federal University of Recôncavo da Bahia, Brazil. Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication.
3. Liyin Zhang, Lecturer, Wuhan University, China. The Renaissance in Middle Ages Europe: A Spiritual Inspiration for Urban Cultural Communication and Reconstruction in Contemporary China.
4. Sena Aydin, Research Assistant / PhD Candidate, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Mediating History: Television Serials and New Memory.

14:30-15:30 Lunch

15:30-17:30 Session IX (Room B - 10th Floor): Social and Technological Issues in Sports and Media

Chair: Gustavo Paipe, Auxiliary Professor, Pedagogical University, Mozambique.

1. Zhibin Lei, Acting Director, ASTRI, Hong Kong. Next Generation Blockchain Communication Network (BCN).
2. Chao Chen (Caroline) Lin, Professor, Graduate Institute of Journalism, National Taiwan University, Taiwan & Ying Chia (Louise) Hsu, PhD Student, Institute of Applied Arts, National Chiao Tung University, Taiwan. Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism.
3. Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA, Garrett Hedrick, Graduate Student Assistant, Liberty University, USA & Caitlyn Richard, Graduate Student Assistant, Liberty University, USA. Storybranding: The Power of Digital Stories for Corporate and Community Brand Voice.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. Hot Topics in Sport Risk Management: The Future of Sport in a World with Global Warming, Active Shooters, Cyber Attacks, Drone Risks and Robotics.
5. Loghman Keshavarz, Faculty Member, PNU University, Iran, Masoumeh Bahmanzadeh, MA Student, Kharazmi University, Iran & Mohammad Mahdi Keshavarz, Student, PNU University, Iran. Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran.
6. Rong Han, PhD Candidate / Lecturer, Macquarie University / Northwestern Polytechnical University, Australia / China. Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy.

17:30-19:00 Session X (Room B - 10th Floor): Special Topics in Sports and Media

Chair: George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. Gerald Steiner, Dean of the School of Business and Globalization, Danube University Krems, Austria & Kay Muehlmann, Researcher, Danube University Krems, Austria. Transdisciplinarity as 21st Century Approach for Communication & Mass Media.
2. David Garfinkle, Contract Instructor, MacEwan University, Canada. Embodied Semiotics in Science Fiction Studies.
3. Georgios Andronikos, Teaching Associate, Edinburgh Napier University, UK, Tony Westbury, Associate Professor, Edinburgh Napier University, UK & Russell Martindale, Associate Professor, Edinburgh Napier University, UK. Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective.
4. Joana Peregrino, Master Student, Federal University of Rio de Janeiro, Brazil. Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production.
5. Peter Bukhala, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya & Isah K. Wabuyabo, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya.
6. Ildiko Balatoni, Director, Clinical Center, University of Debrecen, Hungary, Henrietta Varga Szepne, University of Debrecen, Hungary & Laszlo Csernoch, University of Debrecen, Hungary. Free Time Activities of High School Students: Sports or Video Games?

20:00- 21:30 Dinner

Wednesday 15 May 2019
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 16 May 2019
Delphi Visit

Friday 17 May 2019
Ancient Corinth and Cape Sounion

Georgios Andronikos

Teaching Associate, Edinburgh Napier University, UK

Tony Westbury

Associate Professor, Edinburgh Napier University, UK

&

Russell Martindale

Associate Professor, Edinburgh Napier University, UK

Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective

Limited studies have investigated the developmental and transition experiences of athletes who did not 'make it' to elite level. To breach that gap this study investigated the individual, environmental characteristics and developmental experiences of athletes who did not manage to negotiate successfully the transition from junior elite to senior elite level. A qualitative methodology was followed and six athletes who did not manage to progress or maintain at elite senior level despite being elite junior athletes were interviewed. Inductive analysis of the data showed that those athletes were specialized early and in some cases, it was not their personal choice to start the sport they were participating in. Thus, potentially there is a link between early experiences and progression in sport; however, this needs to be further examined to allow us to draw safe conclusions. Results showed that withdrawal from sport is attributed to a combination of factors rather than a specific element. Amongst those factors were the following: poor communication, inappropriate support, balancing a dual career without support or with excessive pressure and a win focus environment during the development stage, which can increase the risk of athletes dropping out.

Lydia Anyonje

Lecturer, Masinde Muliro University of Science and Technology, Kenya

Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children

Kenya is one of the world's leading producers of accomplished sportsmen and women. While the mass media has given publicity to sports, it has been silent on disability. Disability sports are not visible especially in primary schools, yet these are the harvesting grounds of talented sports people for clubs. Media stories involving talent from primary school in disability games are non-existent. Sports segments in mainstream media rarely focus on disability sports in primary schools and where they have done, the spotlight has been on famous politicians gracing the events. The media has not highlighted the plight of learners with special needs in primary schools who have remained cut-off, unable to access competitive tournaments. Further, there is limited information about which games and tournaments such learners participate, and whether they are covered by the media. In addition, it is impossible to purchase and install equipment for disability sports without sponsors who are only effectively accessed through media publicity. This study seeks to determine the strategies for enhancing media publicity of disability sports for health and increased participation of learners living with disabilities. The findings of the study are expected to transform school games management system in Kenya as well as sports reporting in the media sector.

Sena Aydin

Research Assistant / PhD Candidate, Istanbul Commerce University,
Turkey

&

Zeliha Hepkon

Professor, Istanbul Commerce University, Turkey

Mediating History: Television Serials and New Memory

This study will discuss the transformation of collective memory built through myths and rituals, into a structure mediated through media in the process of development of capitalism in traditional societies. The structure of memory, which confirms and makes sense of today, necessitates the consideration of the collective memory, in particular with its concepts of past, history, forgetting and remembering, as well as its relationship with power.

The relationship with the past is also of great importance for the establishment and maintenance of the legitimacy of the power. The modern state provides this legitimacy by means of the rationalization it produces through differentiated institutions and the collective identities it has invented. Media plays one of the most important roles among these institutions. The aim of this study is to explain how the historical television serials construct new memory by analyzing Turkish historical serial, "Payitaht Abdülhamid".

Ildiko Balatoni

Director, Clinical Center, University of Debrecen, Hungary

Henrietta Varga Szepne

University of Debrecen, Hungary

&

Laszlo Csernoch

University of Debrecen, Hungary

Free Time Activities of High School Students: Sports or Video Games?

Introduction

Data from various national and international surveys show that people in developed countries do not perform enough physical activity, even though it is an essential part of a healthy lifestyle. Young people spend most of their free time watching TV, using IT-tools, including computer games.

In recent years, video-game (i.e. e-sports) team competitions have become more and more popular in Hungary, with countless spectators and mass events that further promote this new sport. We were thus interested in what role do sports and video games play in the free time of high school students, and how the time spent on them is gender specific.

Materials and Methods

The survey was conducted in spring 2018 in Debrecen, among high school students. The completed questionnaires were processed with the EvaSys software. The first portion of our questions – beyond socio-demographic data – concerned the respective individual's sporting habits, after which the individual was asked about their computer games-related behavior, including the time spent on computer games, the platform of the game, the most popular games, and any plans for competing. While analyzing the data, the proportion of time spent on physical activity and video games was also examined and the scope extended to explore the differences between age groups and genders as well. The definition of sports in this context was at least 30 minutes of continuous physical activity outside of school physical education.

Results

The questionnaire was filled in by 563 students, their average age was 15.9±1.4 years, 59.6% of them were girls, 40.4% were boys. Respondents reported to have approximately 3 hours of free time on weekdays and 6.5

hours on weekends. Boys reported having half an hour more free time. 91.6% of the students do sports regularly, with no difference ($p > 0.9$) between the genders. Respondents have identified study load, fatigue, and lack of time as the main reasons for not doing sports.

Nearly 90% of boys play computer games on a regular basis, unlike girls, of whom more than 75% choose a different form of spending their free time. 59.8% of the players either use their computer and/or their phones for this purpose.

Students thus spend almost half of their free time both on weekdays and weekends playing computer games.

Conclusion

With the spread of the internet, computer games have become one of the most important factors in spending free time. This is even more so in the case of younger generations. However, in order to become an adult leading a healthy lifestyle, habits that affect health are to be established at a young age. Therefore, it is important that sports become a part of their everyday lives. In Hungary, the compulsory system of daily physical education in primary and secondary schools contributes greatly to this purpose, but the passion for and the enjoyment of physical activity is also important. At the same time, we need to be aware of the needs and interests of our children in order to influence their way of life in a positive way.

Henry Kojo Bonsu-Owu

Lecturer/Head of Department (Print Journalism), Ghana Institute of
Journalism, Ghana

**A Three Step Approach Analysis of the Portrayal of Images of
Women in Three Ghanaian Newspapers: *Newsone, Ebony and
The Mirror***

Media portrayal of women in traditional stereotypical roles such as mothers, or seductress has been the norm for years. However, the changing socioeconomic and political environment and advancement of women in today's society have given rise to questions on the appropriate portrayal of women in the media today. The purpose of the study is to analyze the portrayal of women in Ghanaian newspapers and find women's perception on the issue. The study uses a three step approach in gathering data for analysis. Using the stratified sampling method it analyzes front page images of women from 210 issues of the selected newspapers. Further, it administers questionnaires to 100 female students to find out how they relate to the images of women in the selected newspapers. Finally, editors of the newspapers are interviewed to find their rationale for portraying women as seen on their front pages. The findings suggest that the newspapers portray women for varied reasons such as promoting sales and influencing the public agenda. Further, the female students claim that in spite of women's vast contribution to the growth of society, the media continue to marginalize them. They add that such portrayals promote and reinforce social construct. The study concludes that the stereotyped portrayal of women is likely to continue if the government, regulatory bodies, the media and society do not make a conscious effort to address this problem.

Peter Bukhala

Senior Lecturer, Masinde Muliro University of Science and Technology,
Kenya
&

Isah K. Wabuyabo

Lecturer, Masinde Muliro University of Science and Technology, Kenya

Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya

Kenyan runners began winning in championships as early as 1930s. For instance, in 1934 Kenyan runners participated in the first inter-territorial athletics competition organized in Kampala - Uganda (Bale and Sang, 1996). Kenya has participated in Olympics from 1964, World championship since 1983, Common Wealth Games since 1954 and All African Games from 1965. Kenya has won medals in Olympics in middle and long distance events than any other country in the world. This includes winning every Olympics steeplechase event from 1968 to 2012 London Olympics. The Kenya men's' team has recorded the longest winning streak in international sporting history by scooping all IAAF World Cross Country Championship titles from 1986 to the year 2003 while 13 Out of the past 14 Boston marathons have been won by Kenyans. More remarkable is the fact that majority of the middle and long distance runners come from the Kalenjin tribe which constitutes 10% of the Kenyan total population. This athletics dominance of Kenyan middle and long distance runners has led to a series of studies seeking to explain this phenomenon. However many studies conducted have been pre-occupied with associating Kenyan middle and long distance running with pre-determined genetic superiority. The purpose of this paper is to explain from a historical perspective the emergence and development of Kenyan middle and long distance running athletics culture.

Michela Cavagnuolo

PhD Candidate, Sapienza University of Rome, Italy

&

Grazia Quercia

PhD Candidate, Sapienza University of Rome, Italy

The Facebook Watch Phenomenon in Italy: An Explorative Analysis

If, according to Eco, there are two phases of TV since the creation of the media, nowadays it's necessary to define the characteristics of a television that now converges with the Internet. Carlos Scolari calls it "hypertelevision" and frames it in a system of hypermediations and media convergence.

But a television that depends on the Internet has been reality for some time and is almost normalized, also it pushes toward innovations in which the TV as a medium disappears and its formats become produced and distributed by the big online forces, which are not created specifically for it.

If Twitter, fusing with Periscope, started to cast sport events in live streaming, Facebook is trying to stay a step ahead by producing original contents. The area of the platform dedicated to videos is called Facebook Watch and went live already a year ago in the USA. Facebook branded serial products are already numerous, but they're available in Italy just recently. Because of this, it's appropriate to observe this new mash-up between social media and television.

In a hyperintegrated, interdisciplinary world, made by connections between knowledge and disciplines, there's the need to study different sides of the same phenomenon. The focus will be partly on analysing how the Watch section works, which are the original contents produced by Facebook, what are those available in Italy and will be studied the case of "Sorry for your loss", the biggest Facebook production until now, with Elizabeth Olsen.

From a sociological point of view, will be studied the relevance of the phenomenon, how the section is currently used, and mostly its social implications. The study is then also based on the reaction of Italian users and consumers through different research strategies.

Methodologically, and referring to social media, is impossible not to speak about Big Data and they need a mixed method research strategy. Using quantitative techniques like Web Scraping, will be extracted contents about the phenomenon from the same Facebook platform, to analyse the relevance; consequently, via qualitative strategies, will be studied the social implications and users/consumers reactions. In detail, the research design can be defined as "integrated", and it also refers to the

Grounded Theory model (Charmaz, 2014) for the theoretical construction. The integration of Big Data depends of a necessary sequentiality, so they are used as indicators in the analysis prosecution.

Kathleen Crowley
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The Growing Need for Undergraduate Media Psychology Courses

As people across the globe become increasingly enmeshed in technology, media consumption—and especially social media consumption—has grown dramatically (Smith & Anderson, 2018). Much has been written over the past two years about the outsize effect viral (and often “fake”) social media posts exert on opinions, behaviors, and (most alarmingly) elections (Allcott & Gentzkow, 2017). These trends have created a compelling need for increased understanding of how constant media exposure affects human development, cognition, emotion, motivation, and behavior. As Rutledge (2010) notes: “We need media psychology because media technologies are proliferating at the speed of light with new toys and gadgets on the market every day. These technologies are introducing capabilities that are redefining the way we work, play, and communicate” (p. 3). In this paper, I outline the growing need for undergraduate courses in Media Psychology. I also discuss the content and some of the teaching methods and strategies used to introduce this subdiscipline of psychology to undergraduates and to engage them in a critical analysis of the media and their effects on children and adults. This paper will detail the course syllabi, assignments, resources, and recent empirical findings from researchers focused on this rapidly-growing area of psychology.

Ozlem Danaci Yuce

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Working Conditions of Conservative Women Television Journalists in Turkey

Gender issues constitute a very representative indicator of political positioning of Turkey. Women rights and the presence of women in social life in general were and still are a challenge for both modernist and conservative ideologies. More than a century after the beginning of women's emancipation movement under the Ottoman Empire, women in Turkey continue their struggle to keep and improve gender equality in all its aspects.

Actually many questions, like the freedom of press in Turkey or the transformation of Turkish TV series on "soft power" as a tool of public diplomacy motivate researchers at both national and international levels, to investigate different aspects of Turkish media. As well, an overall analysis of the Turkish academic literature on gender points out that the role played by the media contents in production, reproduction and dissemination of patriarchal or gendered discourses are explored enough both by qualitative and quantitative researches. So far, the research has shown that women have less voice in the media than men do, both as the creators of news, the subjects, and the interviewees. This exclusion stands out especially in one of the most important areas such as politics. Moreover, the slight increase of the number of women working in Turkish news media is documented as well by some researches.

When the working conditions of women journalists in the news media in general are examined, it is seen that they encounter similar problems in all countries. However, in conservative and patriarchal societies such as Turkey, their material and moral secondary position, exposition to discriminatory behaviors and attitudes and prejudices against them still constitute an important battleground for women journalists. This paper wants to explore through in-depth interviews, the position and experience of conservative women television journalists in Turkey in both respects; whether they are experiencing the privilege of working in the most important medium and in the most popular section such as news, and whether the gendered power relations and political ideology are affecting the working environment of women television journalists. To be able to evaluate better the analysis, we also aim to keep in mind the prior findings about the gendered working environment of women journalists in liberal/secular media.

Patricia Dooley

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Making Sense of the Fake News Merry-go-Round: Globalization and the Future of Independent Journalism

The American magazine *Newsweek* recently published a story claiming that world leaders are mimicking U.S. President Donald Trump's fake news campaign (Oct. 11, 2018). Not only has Mr. Trump famously claimed that he invented the term "fake news," but he doesn't seem bothered by the distinction of being viewed as the instigator of this trend. The problem with this is that the oft-repeated narrative that Trump's anti-press campaign is leading other world leaders to threaten their country's journalists is not an accurate portrayal of recent events. Trump not only didn't invent the term "fake news," but his anti-press diatribes are anything but new. Instead, what Trump can take credit for is that he is moving the United States more in line with undemocratic countries like Russia and Nicaragua whose leaders have long taken steps to stifle independent journalists.

This work is part of a larger project on the long history of the use of the fake news moniker as used by a series of political and business leaders against a variety of news providers. Drawing from a wide range of sources (newspapers, research reports, and commentary of free press advocates), my Atiner presentation will explore the more recent history of the use of the "fake news" trope by President Donald Trump and other world leaders in an effort to understand who is leading whom. Employing critical globalization theory in light of today's technologically altered global news environment, I will consider the implications of Trump's introduction of the United States into the mix of countries whose leaders seek to strangle the influence of independent journalism.

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Shannon Delaney

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Megan Strachan

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&

Jasmine Roy

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How Communication Technologies Influence University Students' Stress Levels

The purpose of this study is to understand the ways in which evolving communication technologies influence university students' stress levels. Using a mixed methods approach that includes a survey and self-reflexive analysis, the study examines how university students' stress levels are affected by societal pressure to remain attentive to phone calls, texts, emails, and Facebook Messenger messages throughout the day and night. The survey was administered to 37 undergraduate communications students at MacEwan University to investigate stressors and perceived expectations to respond swiftly to mediated communication. The self-reflexive study was conducted by the authors to investigate how varying the time it takes to respond to mediated communication influences the perceived experience of stress. Survey results were tabulated and found that students have varying perceptions of stress depending on relationship to interlocutor, content of message, and tone of message. Additionally, the survey responses indicated more stress was experienced with significant others and work relationships rather than with friends and family. The self-reflexive study offered a qualitative analysis of student experiences and provides specific accounts of feelings when compelled to remain attentive to mediated communication influences stress. The results indicated similar trends from the survey, but also found that the greatest amount of stress was related to changing response habits—for both individual and widespread communication habits. This study furthers the body of research of university students' mental health, and provides a reference for further studies on the stress-related effects of mediated communication.

Bi Tizie Emmanuel Gala

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&

Roland Bini Koffi

Researcher, Université Félix Houphouët-Boigny, Côte d'Ivoire.

Social Significations and Promotion of Dan's Traditional Games in Côte d'Ivoire

Leisure is seen as part of the universal human rights (1948) and a cultural identity indicator. It promotes well-being and helps mobilise people. However in almost all countries in Sub-Saharan Africa the contact with colonial powers brought about an acculturation system rather than generating a cultural mix. This acculturation led eventually to the adoption of modern leisure introduced by the colonial administration at the expense of traditional leisure.

Cultural diversity subsumes a peculiar form of leisure namely traditional games (Mickaël Vigne & Alexandre Oboeuf, 2013). In the past, these games played a key role in African societies.

With regard to Côte d'Ivoire, traditional societies broke apart, as well as traditional games disappeared. As a matter of fact modern leisure from western countries such as electronic games (play station, Nintendo, etc.), leisure sports (soccer, basketball, etc.) and cultural leisure (modern music), invaded Ivorian villages and towns at the expense of traditional leisure.

Though traditional games play an educational role they are abandoned and unknown by young people. This alarming calls for a scientific research, hence the present survey. This study is based on a socio-historical and dialectic approach. It aims at setting up a repertoire of Dan's traditional games in the Tonkpi region in the western part of Côte d'Ivoire, analyzing their social significations, identifying the reasons why they are relinquished and putting up solutions for their revalorization.

David Garfinkle

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Embodied Semiotics in Science Fiction Studies

Building upon my prior research on the applications of both mimesis and media-logic to the televised and cinematic representations of imaginary futures, this next phase of research investigates how the affective turn has influenced semiotic analysis in film studies, as applied to the genre of science fiction. The key resource draws upon the work by Lakehead University's Professor of Sociology Gary Genosko and his recent publication of *Critical Semiotics: Theory, from Information to Affect* (London: Bloomsbury, 2016). Genosko's research proposes a range of innovative approaches to the use of semiotic analysis, such as in his identification of partial-signs as signals, fuzzy signs, obstacle and tensor signs, affect signs, among other sign types. His theoretical models reflect current research in analysis of mass media artifacts as commodities and for their ideological content, and in the application of affect studies and embodied ecological approaches to the interpretation of signs. My presentation will focus on a demonstration of typical semiotic analyses of science fiction media as informed by Genosko's recent theorization of semiotics.

Jacob Groshek

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Revisiting the Affordance Effect: The #MeToo Movement and the Cultivation of Reciprocal Journalism on Twitter

This study begins by re-considering reciprocal journalism as the byproduct of the technological affordances and actor agency on social media platforms (namely Twitter) as it relates to the reproduction of debate surrounding contentious political topics, in this case the #MeToo movement. Given the #MeToo movement was well underway by fall 2018, the two-month period of time for which data was collected – September 27, 2018 through November 27, 2018 – could be considered generally representative of #MeToo discourse on Twitter during an especially poignant moment. Namely, this timeframe collected data in the wake of the testimony provided by Dr. Christine Blasey Ford and Supreme Court justice nominee Brett Kavanaugh before the Senate on September 27, which was an event that more than 20 million people watched on television (Bauder, 2018).

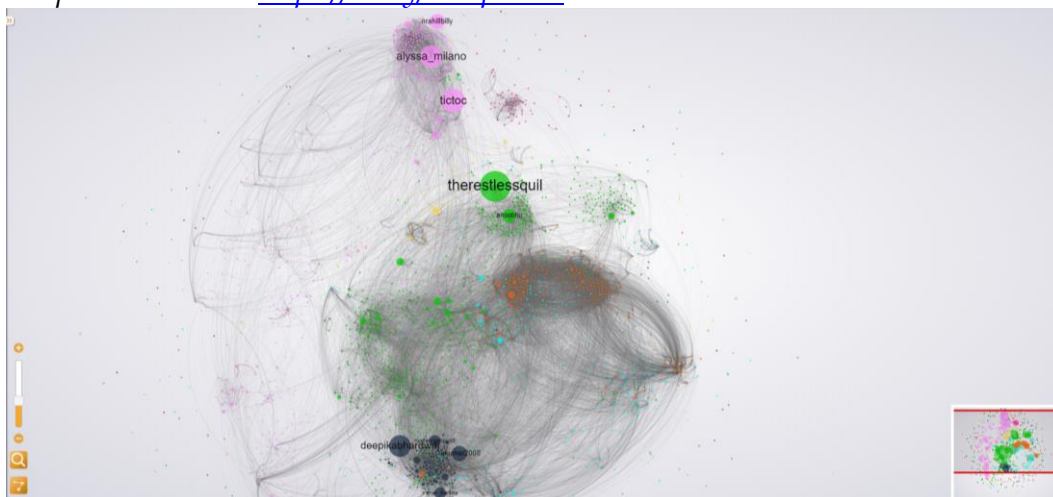
The analyses reported in this study are based on a corpus of just over 2.8 million Tweets that mention #MeToo to identify influential actors in this discursive space by applying social network analysis and a series of algorithmic filters. After constructing a network graph as shown in Figure 1, the most influential 250 users were classified along numerous dimensions, including journalistic affiliations, gender, support or opposition of #MeToo, and related metadata (i.e., follower count, verification, number of mentions and retweets). Overall, this graph visually and algorithmically sorts the “most between” users that were active in constructing the #MeToo debate when calculating the size of user nodes with the betweenness centrality algorithm. This algorithm is useful to indicate which users act as gatekeepers within a network (Tremayne, 2014), and put simply, node size in Figure 1 is a proxy for the relative degree of influence each user has in passing messages through the network of users that were active in the #MeToo debate. More specifically, larger nodes indicate greater activity in connecting to and with other users via @ messages across relatively diverse communities of user groups.

In this analysis, the 25 most influential users were @therestlessquill, @tictoc, @alyssa_milano, @deepikabhardwaj, @rakumar2008, @nrahillbilly, @anoobhu, @trehan_barkha, @humanrightsact6, @mikohiyama, @siddonsdan, @theasianfmnst, @sushant_says, @bainjal, @indiametoo, @imra_mra, @pooja303singh, @jamieglazov, @theharyanavi, @chinmayi, @agirlofherwords, @roarquette, @drshobha, @indiatoday, @feminisminindia. Of these influential users, eight appeared to be against the #MeToo movement, 15 were supportive, and two accounts did not

demonstrate a clear preference (which were both accounts of journalistic organizations).

While the results of statistically analyses are only preliminary at this point, there is early evidence to suggest that legacy media organizations and journalists continue to be relatively removed from constructing and reifying journalistic debates on social media (cf., Groshek & Tandoc, 2017), but that such engagement is improving on the whole. Social and methodological implications will be considered and discussed.

Figure 1. Network Graph of 888,853 Users in 2,873,509 Tweets about #MeToo (09/27 - 11/27/2018) Summarized into 2,500 Nodes and 35,652 Directed Edges. Spatialization: Open Ord; Size: Betweenness; Color: Modularity. Interactive Graph Available at <https://bit.ly/2TLpN2U>.



Rong Han

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Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy

This study undertakes a comparative investigation of media responses to China's Artificial Intelligence (AI) strategy, at a key moment when China is striving for recognition as an AI superpower. China has increasingly focused on enhancing its soft power and national image through AI.

The emergence of AI has created new venues for countries to project their influence and soft power. Constructivists in world politics examine relationships between AI and society and argue that soft power could be generated if AI, nations and the world confederacy resonated in terms of the values of humanism. China, with a huge number of AI users, strong market demand, close cooperation between the academia, companies and government, is already an AI powerhouse and has been perceived as aiming to surpass the United States, world's AI leader.

Therefore, this study will seek to find out how Chinese and US news frames differ in reflecting China's soft power and national image through the venue of AI. To do so, it will ask the following questions. (1) What were Chinese media's intended frames in China's AI strategy? (2) What were the locally constructed frames in US media? (3) To what degree is there congruence or lack thereof between Chinese intended frames and locally constructed US media frames? Framing theory will be employed in the examination of rhetorical structures in news frames in Chinese newspapers' and American newspapers' reportage of China's AI strategy.

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**Storybranding: The Power of Digital Stories for Corporate
and Community Brand Voice**

Communities are becoming progressively defined by the personal stories shared by community members, instead of the community's larger brand narrative. Why are these individual stories, histories, and experiences able to garner such attention? How can sharing a personal experience through social media cause community growth or new communities to emerge? The answer to both questions is digital storytelling. Using multimedia outlets to share stories creates spaces for education, social change and reflection. Available to individuals and organizations alike, digital storytelling creates connections, bolsters brand identity, empowers expression and expands personal voice.

How does one engage digital storytelling in ways that are compelling and effective? By understanding what storytelling is and what it can do. Not only do stories resonate with us as Fisher's "story-telling animals," but also the structure of digital storytelling aligns with the way we learn, aids in memorization and recall, and resonates in a way that mere facts cannot. Stories are vessels that create a sense of life and color. Yet, the medium through which these stories are shared has oft been described as the message and that rings true here as well; the medium of multimedia has revolutionized storytelling.

There are certain requirements for a good story—conflict, characters, form, resolution—but perhaps the most important requirement is to resonate with the audience. When an organization fails to listen to their consumers or audience, when companies forget what their audience values, stories fail. "My" story needs to connect to "your" story to create an "our" story. Just as an excellent storyteller ("me") anticipates what the audience ("you") wants, PR practitioners must consider how the audience thinks—there is no room for disconnect between audience and storyteller—they must create a shared meaning, a shared "our" story that, in turn, creates a larger brand narrative, the shared reputation.

This project embraces the use of digital storytelling for pragmatic goals. From the PR perspective of storybranding, digital storytelling allows audiences to share their stories in ways that interweave into the

larger fabric of a community or brand's story. Drawing on the work of Lambert and Miller, digital storytelling functions strategically to integrate multiple stories and viewpoints and give voice not only to individual identities, but to create a larger communal brand identity. This cohesive voice, the communal brand identity, drives the most powerful and dynamic story a brand can tell—a brand's reputation. Understanding an audience and giving them opportunities for two-way engagement with a brand, organization, or other members of that audience drives connections and interaction. Engagement and the resulting audience response allows practitioners to execute effective campaign tactics and programming to meet objectives. This project hopes to demonstrate that by extending Signorelli's concept of storybranding to digital storytelling, public relations practitioners can engage audiences, execute creative programming, meet objectives, and provide space for a shared sense of meaning to emerge.

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Cuban Entrepreneurs: Opportunities and Challenges in the Social Media Context

Cuba has gone through immense economic, political, and social transformations in the last decade. The restoration of diplomatic relations with the United States was one of those milestones which triggered a series of events that would have been impossible in another political scenario: the shooting of the film *Fast and Furious 8*, the arrival of the first American cruise ship to Havana after 50 years, the first fashion show of Chanel in a Latin American country and The Rolling Stones concert. As a result of all these events, there was an increase in tourism in Cuba since 2016 with a record for that year number of 4 million visitors, according to the Cuban official website *Cubadebate*. This year is expected to receive more than 5 million foreign tourists.

Consequently, new private businesses –protected by the economic transformations that the Cuban government has promoted in recent years–, have emerged and satisfy the growing tourist demands. In my opinion, the new business, specifically, the gastronomy business in many cases, are a little space of freedom of expression. With the emergence of restaurants, bars and private cafes, there is also a possibility to socialize and communicate from a non-state perspective, issues that previously only remained in the privacy of the home.

At the same time, these new startups have made the most of the communication transformations that the country has experienced in recent years and the greater access to new information and communication technologies. The new startups actively use social media and other underground communicative spaces in Cuba, such as the “Weekly Package”, to advertise their business.

In this paper I analyze the role played by the use of social media for the development of these new startups in Cuba. In addition, I explore the opportunities and challenges that social media offers to Cuban entrepreneurs. This research is part of my doctoral thesis project, whose objective is to analyze the communication strategies of several Cuban entrepreneurs, and to explain how they use heritage as a discursive operator and one of the main attractions of the services they offer. I focus on gastronomic entrepreneurs (owners of restaurateurs, bars, cafes) in Old Havana.

In this study, I emphasize the existence of an alternative look to the Authorized Heritage Discourse (Smith, 2006). Cuba as a socialist country has used the concept of patrimony, at least during the Revolution and particularly after 1976, to inculcate the dominant ideology (Alonso, 2015).

In that sense, and as Smith (2006, p.30) states, "heritage discourse, by providing a sense of national community, must, by definition, ignore a great diversity of subnational cultural and social experiences".

However, in the new context, entrepreneurs are highlighting and valuing the informal heritage (Harvey, 2008) and everyday heritage (Heinich & Ruiz, 2014) through communication to promote their business. I intend to focus on these entrepreneurs because they are also shaping the image of the country

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Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran

The purpose of this research was to analysis of factor affecting the readiness of managers to deal with terrorist group attacks in sporting events on Middle East. Statistical population of this study included all of the faculty members of physical education colleges in sport management field, large, medium and small sports facilities managers, police and security specialists in Iran that their numbers were unclear. On the basis of Cochran formula, 384 persons were randomly selected of research samples. To achieve the research goals, the made researcher questionnaire was used. Validity of questionnaire was confirmed by 20 experts, and its structural validity was confirmed by confirmatory factor analysis. Its reliability was studied in a pilot study with 30 subjects and calculated as 0.79. For data analysis the descriptive statistics and inferential statistics methods, including Kolmogorov- Smirnov, KMO, Bartlet test, exploratory factor analysis with Varimax rotation and confirmed factor analysis by application of AMOS software and SPSS software were used. Research findings showed that there are 8 factors such as information, security, preparation, coordination, technology, management, education and citizenship rights that they effect on the behavior and readiness of managers to deal with terrorist group attacks in sporting events.

John Mark King

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&

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Global Media Framing of the “Third World” Construct

A quantitative content analysis of a global random sample of 402 newspaper stories published Jan. 1- Dec. 31, 2009 was conducted. The analysis unit was any mention of the term “Third World.” Independent variables were the nations in which the newspapers were published and the nation that was the subject of the story. Dependent variables were tone (negative, positive or neutral), page prominence (front page, section front or inside page), story prominence (headline, lead sentence, paired with a photo/graphic or body of the story) and framing of “Third World” as a political, social or economic construct.

The study was designed to provide a clearer understanding of the construct, “Third World,” which may not have a consensus meaning. This is because its perceived definition is linked first to feudalism and then to the socio-politico conditions that existed during the period leading up to and immediately after the cold war. Whether and how contemporary definitions of “Third World” have changed since then should be of interest to scholars and was the focus of this study.

Results showed that Western and non-Western newspapers frequently used negative tones when discussing “Third World” constructs. Non-Western newspapers more frequently linked nations in Africa, Asia and South America to the “Third World” than Western newspapers. Western newspapers more frequently used “Third World” in headlines than non-Western newspapers. Non-Western nations were more frequently linked to positive “Third World” references than Western nations. “Third World” was frequently framed in the Western newspapers as a terminological construct to prime readers to think about the worst case scenario of an event occurring in the Western countries.

Overall, the “Third World” construct was framed most frequently as a social issue, followed by economic and political issues; this was true in Western and non-Western newspapers.

Mihalis Kuyucu

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The Social Media Revolution in Political Communication: A Case Study about the Turkish Local Elections of March 2019

Social media started to shape peoples lives. Social media brought a revolution in all the markets. This includes media, music, education and politics too. By the invention of web 2.0 every sector start using social media as new type of communication in the 2010s. This new type of communication start dominating especially the new generation who start using social media more than the previous generations. The politicians start using social media as well as the others who want to attract the attention of their audience. This paper is about how politicians shape their communication by using social media in their promotion and marketing in the elections. In the first part of the paper there is a conceptual research about social media term and its updated specifications. In the second part of the paper the use of social media in politics and elections is explored historically with examples and case studies from the world. How do the politicians use social media in their election campaigns? What kind of interaction do they prefer? The research part of the paper contains the municipal elections that were done in Turkey in the 31st of March 2019. The research explores the social media use of the winners and losers of municipal elections done it Turkey in the two big cities İstanbul and Ankara. The research gives a detailed descriptive analyze of how the Turkish politicians used social media interaction in their competition in the local elections.

Zhibin Lei

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Next Generation Blockchain Communication Network (BCN)

The increasing Pico/Femto/Wifi base stations in future generation communication networks are becoming the starting points of mesh P2P blockchain nodes. Three trends are happening:

- 1) Telecom BS are getting smaller in size and covering smaller region with much higher throughput,
- 2) Storage and IDC are being pushed towards the network edge where big data are originally generated,
- 3) Computation resource is getting more parallel and distributed, thanks to the blockchain token mining incentives

A disruptive revolution is forming for the blockchain based communication network framework with end-to-end P2P based architecture of distributed computation, storage, and networking paradigm - the Next Generation Blockchain Network (NGBN). The core theme of NGBN is to push up communication PHY layer and push down application layer (e.g. storage and computation) to converge on a single networking layer - called Blockchain Network Layer (BNL) - such that blockchain token economy can be efficiently implemented to support an end-to-end P2P mesh network with unlimitedly scalable, available to everyone, and expandable by peer nodes' joining openly, robust and secure network environment for all the IoT, big data, AI applications to be coming in the next 10 years. To achieve this goal, a joint effort is needed to pull together various resources, including network resources, communication resources, application and chip level support, software and system, and initial PoC trials for the end-to-end deployment.

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&

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Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism

Virtual Reality(VR) technology has advanced and been applied in journalism. The so called immersive journalism is a new kind of journalism for professionals to explore. Due to virtual reality technology, people could have presence, empathy and immersive experience in the digital environment. Even the virtual is characterized as the opposite of the real, the notion “real virtuality” that virtual embodiment is a part of reality for participants.

Convergence is a popular word and has created numerous ideas for digital development in the digital age. The convergence of virtual reality and real virtuality is an interesting issue in immersive journalism. The relationship between virtual reality technology and its participants in that context of interaction has blurred the boundary the virtual and the real. We need a theoretical framework to make virtual processes of meaning making more apparent. It also recall modern journalists to rethink the ethical code when they conduct computer generated (3D) reporting which could create real feeling about virtuality.

Through questionnaire surveys and in-depth interview, this paper will analyze the data from 244 persons who have worn headset to watch a computer generated immersive reporting. This paper also interview 8 professionals in UK, including journalist, engineer and producer to discuss the process and ethical questions in creating real virtuality in virtual reality.

Annette Madlock Gatison
Professor, Liberty University, USA

Moving Beyond Awareness: The Black Women's Health Imperative 2018 National Health Policy Agenda in the Current US Political Climate

The use of social media is a powerful political and health communication tool in various types of communication campaigns seeking to achieve a range of health-related impacts that include legislative and policy-related health information. As an area of current research interest my objective was to describe the use of Social Networking Sites (SNS) Facebook, Twitter, Instagram, and YouTube by the Black Women's Health Imperative (BWHI), the oldest Black women's health organization in the United States, as they distributed their 2018 National Health Policy Agenda prior to the 2018 United States midterm elections. Using Gordon's social media health promotion framework - theorizing, targeting, and tracking - the 3 T's approach, the aforementioned SNSs were analyzed between the September 2018 launch of the BWHI's 2018 National Health Policy Agenda and November 2018 election day. Although the BWHI provided free access to their 2018 Health Policy Agenda as a PDF download, called for other organizations and individuals to freely use the information contained, initiated real-world workshops and town hall meetings to discuss the upcoming elections, along with calls for mobilization and voter registration. Research findings indicate a disconnect with the 3T's and overall between the number of BWHI followers and those who actually share posts or comments related to the BWHI's 2018 National Health Policy Agenda and offline action plan.

Katharine Nohr

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**Hot Topics in Sport Risk Management:
The Future of Sport in a World with Global Warming, Active
Shooters, Cyber Attacks, Drone Risks and Robotics**

Global warming, active shooters, cyber attacks, drone risk, cyber security, and increased use of robotics are some of the hot topics in sport risk management today. On October 1, 2017, more than 50 people were killed in Las Vegas, USA when a lone gunman from a hotel room high above a concert venue used automatic weapons to fire hundreds of rounds of ammunition on people below. A cyber attack caused internet disruptions during the opening ceremony at the 2018 Pyeongchang winter Olympic Games, preventing spectators from printing out reservations and attending the ceremony, which resulted in an unusually high number of empty seats. Global warming threatens winter sports, such as skiing and snowboarding and is anticipated to cause more devastating weather events that will impact sporting events worldwide. Drones not only have changed the way we watch sporting events, but threaten sport if not used safely. Robotics will surely replace humans in roles in the sport environment, but may lead to increased lawsuits where failure of human supervision will cause increased accidents. This presentation will address the hottest topics in sport risk management and discuss the future impact to sport, and what steps can be taken to assess, control and finance such risks.

Joana Peregrino

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Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production

With six laws, one decree, six standardized norms and four specific rules, Brazil is ahead of all other South American countries regarding the accessibility of hearing and visually impaired individuals to several types of media. In 2010, according to the IBGE (Brazilian institute of geography and statistics), Brazil had a population of over sixteen million people with a visual or auditory disability.

In 2014, Brazil's ANCINE (National Cinema Agency) determined that any independent audiovisual content producer that makes use of public funding, and is managed by ANCINE, must deliver, together with the regular version of the content, a version with accessibility measures in place: LIBRAS (Brazilian sign language) interpretation, audio description and descriptive subtitles.

In 2016, that same agency determined that film distributors based in Brazil must distribute versions of films with these accessibility measures in place, regardless of the movie's country of origin. ANCINE also determined that exhibitors must equip their theatres with accessibility technology, allowing the visually and hearing impaired to enjoy movies together with those who can see and hear normally. This demand affected approximately 3200 cinemas in Brazil.

With this major advancement in accessibility, until now unseen in South America, millions of visually and hearing impaired Brazilians may now enjoy national and international productions in the country's movie theaters.

The Brazilian audiovisual market now has a major demand for the implementation of these accessibility measures, both for cinema and television. Said implementation has many specific nuances and characteristics that are usually unknown to audiovisual professionals. To many, words such as accessibility, Libras, audio description and descriptive subtitles are practically unknown. For that reason, the development of a technical manual that aims to guide accessible content production has become very important, as it will bring much needed knowledge and security to audiovisual projects, as well as giving content creators a new perspective in regards to the importance of these accessibility measures, and how these measures can help increase the visibility of their works, creating a new public for said projects.

In that sense, we see the creation of this Manual for the Production of Accessibility Features for Audiovisual Content as a very important

contribution to society, as it will help guide producers in creating content with great accessibility features.

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&

Herica Lene

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Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication

This article aims to address the indiciary paradigm as a methodology for research on the History of Media understanding it as part of a broader field: History of Communication. In this sense, we follow the characterization made by Ana Paula Goulart Ribeiro and Micael Herschmann (2008) on the field of historical studies of Communication in terms of methodology and research. The authors emphasize the historiographic analysis of the media of communication is relegated still as low priority. Although the interest in historical themes of Communication has been presenting in the last years as a growing trend both in Communication and History. As an example of the application of the scientific method of indicial studies in this area we analyze the work *Cultural History of the Brazilian Press - 1800-1900* (2010) by the researcher Marialva Barbosa. The indiciary paradigm was created by Italian historian Carlo Ginzburg based on the book *Myths, Emblems and Signs* (2009), in which he presents the paradigm of index knowledge inspired by Sigmund Freud, Sherlock Holmes, art critic Morelli among others.

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A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University

A quantitative investigation was conducted to explore the communication apprehension among undergraduate students of Abu Dhabi University. Communication apprehension (CA) is an individual's level of fear or anxiety associated with either real or anticipated communication with another person or persons. All individuals experience some level of communication apprehension. A total of 100 participants selected through a stratified sampling method, which includes 50 males and 50 females participated in the study. The research was conducted by distributing the personal report of communication apprehension questionnaire, randomly amongst these students. Results were affirmative with previous researches conducted. Demographics, age, or college year did not make any significant differences amongst the undergraduate students. More students were found to have high CA with public speaking rather than other scenarios. And lesser students were found to have high CA level with one-on-one conversations although a significant number of them still tested to have high CA with interpersonal communications.

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Creating a Tool that Helps Adults to Consider their Free Time

The purpose of this research was to create a tool that can help adults consider their free time. Research questions are the following. How did the participants describe the FTT? Is there something that should be changed about the free time test? This instrument was initially created as a result of concepts such as free time and worship (Pieper, 1952), free time and work, deGrazia (1962), history of and meanings of leisure (Goodale and Godbey, 1989), the ideas of solitude (Thoreau, 2008/1854), the concepts of nature and beauty (Muir, 1990/1838), and the intensity of high involvement (Ciszkszentmihalyi, 1997). After creating the FTT, I began to use this with students; we would discuss the contents of the exam as well as their opinions. Also, I gave the FTT to participants at several conferences as a part of a presentation. The comments continued to be supportive of this exam. The FTT was evaluated, according to ideas of andragogy and adult education, rather than standard procedures of validity or reliability. Each person can determine if this is helpful; there are no correct answers. (Jarvis, 2001). In addition I wanted to create a tool that is free and easily accessible.

Eventually I gave this to many of my colleagues and friends and asked for their input and impressions. And, I also created a shorter version, if they felt this was too long. In addition, we evaluated the FTT in one class of my contemporaries which included a professional language expert. They in particular were looking for wording which was confusing.

Students in a recent class gave the FTT to fifteen of their family and friends for their output. Lastly, I gave the FTT to all of the students at our college who were enrolled in an English language class. As a result of all of this, 223 questionnaires were returned to me. The purpose of this was not to consider or evaluate their answers to the actual FTT. Rather, the purpose was to consider their reaction to the FTT. On the FTT used in this study, the first part was kept by the participant; the second part is an evaluation of the FTT and was returned to the researcher.

The first part of the FTT is kept by the individual in order to promote a self-directed educational experience about their free time. The second part of the questionnaire was returned to the researcher. According to the purpose of the study, the following results reflect the participant's responses. Quotes represent direct statements from the participants, and if there is a number behind a statement or sentence, this indicates how many people indicated this thought or idea. Although we received 223 questionnaires, the numbers will not add to this sum because some of the

participants did not complete each question. The Table One is general information about what the individual thought about the FTT.

Ron Schleifer

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Foreign Media Coverage of the Arab-Israeli Conflict - A 25-Year Retrospective

The dilemma of manipulated media coverage is a ubiquitous concept that has far-reaching ramifications for Western countries operating in conflict zones today. Israel is a “perfect storm” case study that should be thoroughly dissected; the concept of the people’s right to know becomes significantly more complicated during a protracted war, and therefore the ongoing Arab-Israeli Conflict is a worthwhile analysis. Media and public diplomacy are to be assessed as part of the battlefield in the same way that we evaluate land, maritime, air, and other classic aspects of military strategy.

Since the mid-1970s, the Palestinians have realized the potential of “soft power” and hastened to harness it on a large scale. One arrowhead has been directed toward co-opting the foreign media.

This paper is a summation of a two-year project based on in-depth interviews with Daniel Seaman, an employee and head of the Israeli Government Press Office for over three decades. Seaman’s testimonials have been corroborated with documents and contemporary media output. The result is a set of principles that academics as well as decision makers should be aware of when approaching any aspect of an Arab-Western world conflict. It includes the decades-long process of befriending, threatening, extorting, and misleading, and also exploits media shortcomings, such as pressing deadlines and lack of knowledge and cultural understanding. This research can contribute to grasping current issues concerning foreign news coverage in various global conflict zones.

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&

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**Globalization, Media and Cross-National Comparative
Research: What is the Significance of Nation State on Shaping
the News?**

Globalization; is described as a brand new phase in the history of capitalism, where social life and world order are restructured and interdependence and integration have increased historically. This study will try to discuss the theoretical approaches around the globalization debates and the reflections of these approaches in the field of communication in the context of the relations between the global news flow and the process of determining the national media policies. This study presents a cross-national comparative analysis between Italy and Turkey within the framework of Polarized Pluralist Model introduced by Daniel C. Hallin and Paolo Mancini. This study presents a comparative content analysis of the Turkish and Italian national press in order to explain the effect of media systems on journalistic discourse.

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**Fields of Vision:
Arts and Sport Communities and Methods of Practice**

The worlds of the arts and sport are commonly separated in academic study, research, professional practice and cultural policy, even though in the UK they both lie within the remit of a single department of Government (Department for Culture, Digital, Media and Sport). In the UK the relationship between arts and sports can sometimes appear awkward, with the two disciplines often only brought together for large sporting events.

However, links between the arts and sport can enhance strategies to increase participation in each and promote cultural citizenship, stimulate experimentation and be aesthetically innovative. This paper takes *The Fields of Vision* Project, Long & Sandle (2013) and the associated *Fields of Vision Manifesto* (2017) as a departure point to propose pioneering modes of practice that cross the discipline boundaries of Sports and Art, whereby a dialogue and community of practice develops that encourages audience diversity, community engagement and hybrid forms of practice. Utilising case studies from the 2012 U.K. Cultural Olympiad, The 2015 Tour de Yorkshire Festival and international contemporary precedents, propositions are expressed for new experiences and opportunities for practitioners, producers and audiences that might offer impact and legacy.

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Transdisciplinarity as 21st Century Approach for Communication & Mass Media

Mass media faces great challenges with respect to an increasingly complex world. Whereas in past the transfer of knowledge based on appropriate language patterns was in the center of interest, today's increasingly complex world calls for dynamic knowledge integration between the various involved stakeholders, from society as well as from science. Within this mutual learning process (in opposite to previous one-sided communication processes), mass media plays a crucial role for future communication strategies by being an important interface between a mutual knowledge integration process of science and society.

This calls for appropriate thinking paradigms, which allow leaving a reductionist point of view and moving forward to enable a form of multidimensional knowledge integration to deal with complex real-world challenges. At the methodological level, a joint communication patterns that makes use of physical and virtual communication is of key importance in order to enable knowledge integration across stakeholder groups, time frames, and space (e.g., urban and rural).

This paper outlines examples and a conceptual model for potential futures paths of developments based on a close interplay of transdisciplinary and the possibilities offered by mass media. In integrating the communicative patterns of the mass media into transdisciplinary processes of multi-level knowledge integration has the possibility of proving beneficial for both: the media as well as Transdisciplinarity and in the end it may be for the benefit of society as a whole.

Judith Sylvester

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President Trump and the Mother of All Bombs - Quickly Forgotten

When the United States military dropped the GBU-43/B Massive Ordnance Air Blast (MOAB) in Nangarhar Province in Afghanistan both the news media and social media also blew up. MOAB was the largest non-nuclear bomb ever dropped. It literally came out of the blue, shocking not only the tunnels in Afghanistan it was meant to destroy, but the entire world – at least for a couple of weeks. A number worldwide news articles about the bomb and the destruction it caused were pulled via Nexus Uni. Public opinion expressed through social media were analyzed using Crimson Hexagon. American media were less critical of dropping the bomb than were European and Middle Eastern media. However, the majority of the news was concentrated in a two-week period. The predominant social media posts expressed fear. The majority of these posts also covered a short period of time. This paper explores reasons why coverage of the bomb lasted for such a short time and the likelihood of a new non-nuclear arms race.

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Charles Taylor's Critique of Technopoly

We live in a society absorbed by the media. The individual loses himself by interacting with society and its members through technology. Neil Postman critiqued this kind of society by creating a new concept: Technopoly, showing the hegemony of the media in society. Similar critiques have been made by philosophers such as Charles Taylor, who explains the alienation of the individual from moral principles. The man has been unconsciously manipulated by the media led by the State. Released from natural laws, man depends on the media. The individual loses the meaning of everything around him, and this makes him "the measure of all things." The aim of this paper is to analyze Technopoly through Charles Taylor's theory about the Malaise of Modernity, to show how the pursuit of freedom has led to man's dependence on media, which control and shape him. That is to say, man has lost his freedom while looking for it. He is no longer able to think or to speak his own words. Rather it is the media that think and speak through him.

Chris Underation

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**Unthinkable to Acceptable:
How Stories can Make Controversial Ideas More Mainstream**

The Islamic State is a brand of Islam that styles itself as the new caliphate. IS fights for the liberation of the Sunni faithful and claims to be the leader of the world's Muslim population. Westerners and others who oppose IS have used a good deal of ink trying to explain what gives this group its power – is it the extreme violence it uses on the battlefield, is it the financial resources the group holds, or is it the fact that they have boldly claimed a new caliphate and that it is obligatory for the world's Muslims to support them? This paper argues that the power of IS comes from the stories it tells. These stories are assessed according to the paradigm of Jim Signorelli's StoryBranding, which explains how stories can become powerful tools of persuasion that create loyal, committed followers and make brands powerful.

Li Yang

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Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China

With tourism boom in China in the past decades, small historical towns have become an important cultural and historical resource for tourism. The purpose of this study is to examine the development of heritage tourism in a small historic town, and to discuss, in a broader context, issues and considerations that are pertinent to the management and development of historic attractions. An empirical study was conducted in Daxu Ancient Town in Guilin, Guangxi Province, China in the summer of 2018. Multiple research methods, including in-depth interviews, informal discussions, on-site observations, and secondary data review were employed to measure residents and tourism decision-makers' perceptions of heritage tourism and to explore the impacts of tourism on the town and local community. Key informants from government officials, tourism developers, managers and local community were interviewed. The study reveals that cultural heritage is the essence of tourism in the town. Daxu is well-known for its historic buildings, stone-paved old streets and traditional culture. It has attracted a large number of domestic tourists and oversea visitors. Tourism is now a new economic driver of the community providing opportunities for the creation of small businesses. Although tourism has brought socio-economic benefits to the town, there is a general concern about the destruction of heritage and an erosion of local environment and place. It is argued that the conservation of heritage should be enhanced if long-term sustainable development of tourism is to occur and the loss of heritage is to be avoided.

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**The Renaissance in middle Ages Europe:
A Spiritual Inspiration for Urban Cultural Communication
and Reconstruction in Contemporary China**

The Renaissance upon the Middle Ages brought about a new value system, a new form of social organization, and a new way of life in Europe. Beginning with a basic revival of arts in cities, the Renaissance not only transformed political, economic, social, and cultural landscapes, but also prepared soils and planted seeds for liberty, democracy, capitalism, and various other institutions of modernity across the civil society. China is now in a period of rapid economic development and widespread social change. The reconstruction of cities appears to be one of the most outstanding features. While the hardware of the Chinese city takes an impressive shape in a short span of time, the software or the "soft power" of culture across the Chinese urban sphere remains a daunting task for years to come. There is a critical lack of cultural elites, elitisms, masters, and masterpieces on the one hand, and a phenomenal lack of social appreciators, appreciations, consumers, and consumptions on the other. This paper connects cultural reconstruction of contemporary Chinese cities to the Renaissance in fourteen to seventeen-century Europe to see how the former can draw from the latter as a source of inspiration as well as what a new line of interpretation the latter may gain from the former.