

**Media Research:  
Learning from the Past,  
Strategies for the Future**

**Edited by  
Geneviève A. Bonin  
Yorgo Pasadeos**

**Athens Institute for Education and Research  
2013**



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# 1

## **Media Research: Learning from the Past, Strategies for the Future: An Introduction**

*Geneviève A. Bonin, University of Ottawa, Canada*  
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These days most books on communication begin by explaining the global economic context and the rapidly changing technological landscape. For example, “Technological, economic and social trends are changing the context of communication policy” is the first sentence of Just and Puppis’ (2012) book on communication policy research (p. 3). This book really is no different, as it would be difficult to avoid the time and context in which communication is being studied, whether it is relevant or not to our object of study. Even historians who explain and describe the past are relevant, as they help understand the present context. The future is still a mystery, but we can use the past and present as examples to help shape the world to come. Harold Lasswell’s (1948) famous theory on communication which resulted in “Who (says) What (to) Whom (in) What Channel (with) What Effect” has not been obliterated, but rather it has simply changed context over time. Whether we are looking at situations of violence or trying to grasp a new technological application, we still need to know the parties involved; what they are experiencing; how their messages are being communicated; and what the outcomes of these activities are.

Communication books have traditionally aimed at discussing one topic or a series of related topics in one book. Though this practice offers a significant contribution to a particular area of study, sometimes it is more important to be exposed to a variety of different ideas stemming from various theoretical frameworks or methodological perspectives. The advantage is that, although the contributions may come from the same discipline, a clash of ideas challenges our thinking and our perspectives and gives us the creative energy to think outside the box and propose new ideas. This is the approach taken in this book which will take you on an adventure through time and space which, at first glance, may or may not seem relevant to your work, at least in the case

of communication scholars who most frequently tend to read in their own specialized area for lack of time. However, with an open mind, you might be surprised to see how the analysis of a particular traditional medium can explain your reading of Tweets or that a pedagogical approach might be useful in managing a crisis or conflict whether you happen to be working or studying in an academic environment or not. Therefore, I invite you to learn from the past and present to help search for strategies that will improve the future in communication.

This is the eighth (8th) book of the Athens Institute of Education and Research (ATINER) Media series which have been put together as a compendium of books exploring various areas of media and communication. Historically, these books have included peer-reviewed and revised papers of participants in the Annual International Conference on Communication and Mass Media organised by the Mass Media and Communication research unit of ATINER. This year twenty-eight papers written by forty-one authors from sixteen different countries were selected to be part of this collection which is divided into five distinct, but intersecting parts: Traditional Media, Crisis and Violence, Education, Advertising and Business Models, Technological Applications and Beyond. The following paragraphs reveal a bit about each one.

### **Part 1: Traditional Media**

This part includes articles from our beloved traditional media: film, radio, television and the printed press. Though many have made a move to merge these mediums with the Internet and social media, much is still left to be said about the media themselves, which are continually evolving. Learning about our history also helps us understand the present and improve the future. The chapter begins with an article on film censorship during the Portuguese dictatorship (1926-1974) that provides us with a vivid account of censorship and reminds us of its lasting effects through film. According to the author, Leonor Areal, censorship comes about in different forms and conditions in society to self-censor itself by using alternatives to direct speech which results in a muted form of expression, and in this case a limited artistic view of the world around us. In another take on repression, Jeanne Ellen Clark discusses apartheid representations in three video contest winning short films sponsored by the It Is Apartheid Collective. Discrimination, physical and immaterial walls are discussed.

In a different film study, Okan Ormanli offers a brief historical account of the Turkish cinema industry. He traces the rise and fall of the industry and offers details of the factors that contributed to its rebirth as of the 1990s. Turkey's film industry today is smaller than what it had been fifty years ago, but its output now wins awards at international festivals. Taking a broader approach to film studies, Rengin Ozan focuses on the relationship of semiology

and Film. She shows that knowledge of the cultural and linguistic aspects of a country are crucial in analyzing the films of that country semiotically.

A number of studies are about broadcasting. As far as radio is concerned, *plus ça change, plus, c'est pareil*, as the French would say, in other words, the more it changes, the more it stays the same. As Anya Luscombe explains, the BBC radio news in the 1960s is not much different from what it is today with respect to certain journalistic practices, however, many social changes have occurred within the organization that have had an influence on the industry as a whole. Across the Channel, Alain Lamboux-Durand takes a historical approach to the study of television news in France. He identifies distinct periods of development of French television news and describes the impact of those developments on the form and structure of the news process.

Turning to the Middle East, Saadia Izzeldin Malik reports on a seminal study on Qatari women's views on satellite television programs. He attempts to evaluate women's television programs broadcast by Arab satellite channels and to explore their audiences' opinions, with an eye toward developing programs for women by women.

Veli Polat examines Kurdish-language broadcasts in Turkey. He discusses the role of state media and ethnic media, as well as the cross-border nature of broadcasting, and highlights the competing contexts of political empathy and conflict. Minority media are also the focus of Cindy Cheung-Kwan Chong, who uses both qualitative and quantitative methods to examine minority language newspapers of two types of expatriates in Hong Kong. She finds that community newspapers serving Filipino and Indonesian domestic workers are less integrated into mainstream society than the business newspapers of Japanese and Korean expatriates.

In the last paper of this section, Büyükbaykal & Mengü attempt to analyze the news about Greece in two Turkish newspapers. They find that the two newspapers had often used a humorous tone in reporting the current economic crisis in Greece. Still, the language used in that coverage was found to be cautious and not derisive.

## **Part 2: Crisis and Violence**

The part on crisis and violence builds on some of the ideas discussed in the articles on film about various repressive regimes. Mahmoud Eid's review article on women in the Arab world discusses the difficulties these women are facing in health, education, as well as cultural, social, economic, and political spheres. However, in the next paper, by Elena Gryzunova, we can see the positive aspect at looking to valuable communication strategies for improving difficult situations. Her article specifically tackles the way governments should handle public relations before, during, and after a terrorist threat. This article reads as a recipe for handling terror.

### **Part 3: Education**

This part brings together new pedagogical trends in communication education, in student preferences and learning styles. Bellarmine Ezumah revisits Uses and Gratification Theory to explore college students' preferences and uses of social media websites. Though Facebook may be the current trend setter, this study shows the ingredients needed to make a social media site attractive to the younger generation.

Lucille Mazo & Ieo Thira are interested in the communication-style and learning-style preferences applied by university educators when they are engaged in the three main lesson activities: developing, delivering, and debriefing. Findings of this study of 72 Canadian educators provide important information about how professors and instructors apply the ways they utilize those preferences in teaching and learning situations. Another Canadian case study by Geneviève Bonin explores the use of wikis and an Internet platform to teach about global media policy and expose university students to research.

Finally, is it education or propaganda? Catherine Ann Collins follows the controversy about the publication, shortly before the tenth anniversary of 9/11, of a graphic novel/coloring book for children. Some suggest that it is a disgusting caricature of Muslims; its publisher says it is a factual book. This essay offers a close reading of the form and content of the narrative and contextualizes the controversy through an analysis of the use of polarization.

### **Part 4: Advertising and Business Models**

From Groupon to Integrated Marketing Communications, this collection of articles examines the old and new ways the world is doing and promoting businesses. One of the more recent developments in this area involves the study of daily deal promotions. Though most people are familiar with discount purchasing sites and the use of coupons through extreme television shows, studies are now exploring consumer behaviour and perceptions related to the use of online daily deal promotions. Ariela Mortara and Antonella Ardizzone discuss this topic in their explorative research in Italy.

Business models and consumer behaviour are also part of Ardizzone's study on the Italian supply chain music industry. This article presents us with an empirical study on the ways in which supply chain music is successful and what aspects of their business models need improvement for lasting sustainability. In a study with similar goals, Iñaki Zabaleta, Arantza Gutierrez & Carme Ferré Pavia Nicolás Xamardo & Santi Urrutia present us with the funding sources of media in Catalan, Basque, and Galician Languages. With our world becoming ever more cosmopolitan, protecting one's language is crucial to maintaining culture and identity. This paper explores how those minority media are surviving by describing their various funding sources.

Politics of a different sort are at the heart of Rachel Grainger's paper about the British Conservative Party's *LABOUR ISN'T WORKING* poster from the

1978 General Election. Her paper examines the visual rhetoric of this well known in British political history poster in order to establish how and why it became so famous. Using a social semiotic analysis, she identifies and accounts for the visual rhetoric of the poster.

Neal Van Loock, Iris Vermeir & Maggie Geuens report on findings of the only experimental study in this tome. Two experiments were conducted to test the influence of the valence of the media context (positive or negative weather forecast; positive or negative news headline) on the effectiveness of embedded digital signage ads. Results indicate that positive context generates lower brand recall and that negative context may lead to negative attitude toward the embedded ad.

Finally, Nilüfer Fatma Göksu makes the case for IMC (Integrated Marketing Communications) as a powerful force in the structuring of brands. Her focus is on Turkish brands and, in particular, on the real estate sector. Her respondents at a sample of construction companies indicate that they coordinate communications with consumers at all contact points, and with multiple promotional efforts, in order to create positive and long-term corporate/brand images.

## **Part 5: Technological Applications and Beyond**

The final collection of works in this volume includes a wide range of articles about different types of technology to pique one's interest in a variety of areas related to our discipline. Though they intersect other chapters, these articles are in and of themselves, unique either by the methodology employed or by the original way in which they discuss a particular topic. To this end, we have also included more theoretical pieces in this section, which touch on the reasons for the existence of the media that surround us.

Arzu Toğuşlu Kızbaz & Murat Güreşçi touch on an aspect of Turkish culture that had been in the forefront of everyday life for centuries. The use of plants and flowers in all aspects of daily life had been important at the time of Ottoman Empire and botanic expression was a form of art. This paper describes a modern-day marvel of Turkish botanic expression: A series of botanical gardens located in the middle of Istanbul, a teeming metropolis.

Attractiveness may not be the only characteristic in adoption, particularly in the world of tactile media, but many companies would relish in knowing how some adjustments to their equipment will facilitate the lives of many visually impaired clients, as Sapora L. Bradley explains.

Raffaella Conversano, Gaetano Manzulli & Maurizio Binacchi look at “the Virtual Media as a tool for the development and the integration of pupils with disabilities.” They report on a study involving students with intellectual disabilities, specific disorders and learning disabilities (ASD, dyslexia, dysgraphia, dyscalculia). This is a trial of an educational project strongly oriented to the adoption of specific technologies for teaching and the use of

technologically advanced software platforms for the integration of children with various intellectual disabilities.

Anna Tereszkievicz uses-and-gratifications study investigates the role of online newspapers in Poland after a decade of their introduction to the Polish mass media system. Results of her survey reveal motivations for the use of online newspapers, reading patterns, exploitation of interactivity, and readers' approaches towards traditional and online equivalents of a newspaper.

After iPods and iPads, will there still be room for more traditional technology such as Audiobooks? After reading the article by Lucy Bednar, you almost feel the need to sit down with a cup of coffee and listen to someone tell you a story. Orality may no longer be the norm, but this article explains how audiobooks are a great way to return to our roots and experience reading by listening as a new way of learning. And, in the book's final chapter, Karen Sabina Freeman helps us understand youth online gaming practices and perceptions, particularly with respect to addiction.

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