



Athens Institute for Education and Research
A World Association of Academics & Researchers



11th Annual International Conference on Communication and Mass Media, 13-16 May 2013, Athens, Greece

Organized by the
Social Sciences Research Division
Mass Media & Communication Research Unit

Conference Venue: [St George Lycabettus](#), 2 Kleomenous Street, 106 75 Kolonaki, Athens, Greece

Monday 13 May 2013

08:30-09:00 Registration

09:00-09:30 Welcome and Opening Remarks

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

09:30-11:00 Session I: Social Media

Chair: Cleopatra Veloutsou, Head of the Marketing Research Unit, ATINER and Senior Lecturer in Marketing, University of Glasgow Business School, U.K.

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

11:00-12:30 Session II: Public Relations

Chair: Nathalie Hyde-Clarke, Head of the School of Communication & Associate Professor, University of Johannesburg, South Africa

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

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

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

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

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

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

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

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

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

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

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

Tuesday 14 May 2013

08:00-9:30 Session VII: Media Content

Chair: Michael Conyette, Professor, Okanagan College School of Business, Canada.

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

9:30-11:00 Session VIII: Advertising - Branding

Chair: Christo Lombaard, Professor, University of South Africa, South Africa.

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

11:00-12:30 Session IX: Journalism

Chair: Bem Le Hunte, Lecturer, University of New South Wales, Australia.

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

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

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

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

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

1. Xiaoping Li, Professor, Okanagan College, Canada. Blurring Boundaries and Shifting Tactics: A Reassessment of Chinese Language Media in Canada.
2. Raquel Ferreira, Professor, University Federal of Sergipe, Brazil. The Progress of the Multi-Theoretical Scheme of Uses and Gratifications and the Experience on the Model of Values of Media Gratification.
3. Bahar Senem Cevik-Ersaydi, Assistant Professor, Ankara University. Quest for Identity:Representation of Ottoman Images in the Turkish Mass Media.
4. Blerina Gjerazi, Head, General Directorate of Prisons, Albania. The Juvenile Offenders Audience Preferences.
5. Mihalis Kuyucu, Assistant Professor, Istanbul Aydin University, Turkey. The Problems of the Minority's Media: Sample of the Greek Minority Media in Istanbul.

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