



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



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

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

Conference Venue: [Titania Hotel](#), 52 Panepistimiou Avenue, 10678 Athens, Greece (close to Omonoia metro station)

Monday 12 May 2014

08:00-08:30 Registration

08:30-09:00 Welcome and Opening Remarks

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

09:00-11:00 Session I (Room A): Online/New Media

Chair: Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

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

11:00-12:30 Session II (Room A): Public Relations**Chair:** Renaud De La Brosse, Professor, Linnaeus University, Sweden

1. Liudmila Starostova, Associate Professor, Ural Federal University, Russia. Biennale as a Tool of Broadcast the Historic Identity of the City: The Experience of Yekaterinburg.
2. Skye Cooley, Assistant Professor, Mississippi State University, USA & Mark Goodman, Professor, Mississippi State University, USA. Propaganda as Public Policy in U.S. and DKPR Relations.
3. Pisapat Youkongpun, PhD Student, Griffith University, Australia. The Role of Alternative Media in Strengthening, Preserving, and Promoting Identity and Culture: A Case Study in Eastern Thailand.
4. Hui-Jung Chang, Professor, Fu-Jen Catholic University, Taiwan. Facebook Uses, Boundary Spanning Activities and Social Capital.

11:00-12:30 Session III (Room B): Television Studies**Chair:** Kristoffer Holt, Senior Lecturer, Linnaeus University, Sweden

1. Peter Robson, Professor, University of Strathclyde, UK. Women TV Lawyers in the 21st Century.
2. Marcia Perencin Tondato, Teacher, Escola Superior of Propaganda, Brazil. Consumption and Citizenship Media Construction in Fictional Television Discourses.
3. Roslina Abdul Latif, Lecturer, Taylors University Lakeside Campus, Malaysia. A Study on the Decision Making Process in Public and Private Broadcast Newsrooms in Malaysia.
4. Sarah El Mokadem, Teaching Assistant, Misr International University, Egypt. Media and Political Tolerance in Egypt: Content Analysis of TV News Programs.
5. Eucharia Ogechi Okwumba, Lecturer, Institute of Management and Technology, Nigeria. The Role of Mass Media as Agents of Mobilization for Community Development in Nigeria.

12:30-13:30 Lunch (details during registration)**13:30-15:00 Session IV (Room A): Advertising & Consumer Studies****Chair:** Mihalıs Kuyucu, Assist. Prof., Istanbul Aydın University, Turkey

1. Ye Hao, Assistant Professor, Shanghai Jiao Tong U., China. Sexual Contents in Chinese and British Television Commercials: A Cross-Cultural Comparison.
2. Kawakib Al-Momani, Associate Professor, Jordan University Of Science And Technology, Jordan, Fathi Migdadi, Associate Professor, Jordan University Of Science And Technology, Jordan & Mohammad Badarneh, Associate Professor, Jordan University Of Science And Technology, Jordan. Intergeneric Borrowings in Arabic Print Advertisement.
3. Jan Richard Baerug, PhD Student, University of Tartu, Estonia. Journalism or Advertising-Soon no Difference Anymore? The Widespread Hybridisation between Advertising and Journalism in Newspapers and Magazines in Northern Europe.
4. Young-Sung Kwon, Doctorate Course, Sungkyunkwan U., Korea. The Role of Opinion Leaders in Influencing Consumer Behaviors With a Focus on Market Mavens: Ameta-Analysis.

13:30-15:00 Session V (Room B): Communication Studies I**Chair:** Peter Robson, Professor, University of Strathclyde, UK.

1. Yun-Tsai Chou, Associate Professor, Yuan Ze University, China. The Stalemate of Cable Digital Switchover: A Study of Competition Effects and Deregulation.
2. Zhou He, Associate Professor, City University Of Hong Kong, China. The Interplay of Politics and Economics in the Development of Television 2.0 in China: A Model of Player/Referee Oligopolistic Competition.
3. Agnes Nepomuceno, Associate Professor, Bicol University, Philippines & Alex Nepomuceno, Associate Professor, Bicol University, Philippines. THE WE-Mens' FORUM: The Voice of the Voiceless, Hitting the 2015 Millennium Development Goal on Gender Equality.
4. Francis Haran, Lecturer, BI Norwegian Business School, Norway. The Greek Financial Crisis: Who Is Responsible?
5. Soheir Osman Abdel Haleem, Lecturer, Cairo University, Egypt. How Can the Egyptian News Organizations get Benefits from the Readership Researches, After the 30 June 2013 Events?

15:00-16:30 Session VI (Room A): Journalism & Journalists**Chair:** Ye Hao, Assistant Professor, Shanghai Jiao Tong U., China

1. Tsan-Kuo Chang, Professor, City University of Hong Kong, Hong Kong. Professional Journalism on Citizen Journalism: Journalistic Discourse in China, Hong Kong and Taiwan.
2. Mei Fung Meily Cheung, Assistant Professor, Hang Seng Management College, Hong Kong & Tin Chi Wong, Senior Lecturer, Hong Kong Baptist University, Hong Kong. Information Spinning and the Change in News Sources in Hong Kong Policy News Coverage.
3. Lida Tsene, Doctor, Open University of Cyprus, Cyprus & Sofia Iordanidou, Assistant Professor, Open University of Cyprus, Cyprus. The Role of Distance Learning Institutions in the Hybridization of the News-Making Process with the Web-Based Technologies: A Qualitative Analysis of Journalists' Perspectives: Preliminary Findings.
4. James Garrison, Student, Missouri Western State University, St. Joseph, MO, United States & Daniel Cobb, Student, Missouri Western State University, St. Joseph, MO, United States. Is America Really Internationally Divorced from News?

15:00-16:30 Session VII (Room B): Branding**Chair:** Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer, University of Glasgow, U.K..

1. Andreas Baetzgen, Professor, Stuttgart Media University, Germany & Joerg Tropp, Professor, Pforzheim University, Germany. The New Era of Owned Media in Brand Communications.
2. Valentina Pitardi, PhD Candidate, Sapienza University Of Rome, Italy & Andrea Rea, Professor, SDA Bocconi School Of Management, Italy. Drivers of Consumer Brand Engagement in Social Media Sites. An Explorative Analysis.
3. Anna Llacher, PhD Student, Ramon Llull University, Spain & Sue Aran-Ramspott, Professor, Ramon Llull University, Spain. Brand Content and Social Media in Spain: The Case of "Etiquetas/Tags".
4. John Pavlik, Professor, Rutgers University, USA. Transformation: Examining the Implications of Emerging Technology for Journalism, Media and Society
5. Maria Lombard, Assistant Professor in Residence, Northwestern University in Qatar, Qatar. Too Risky to Travel? Communication and Brand Preservation for Tourist Destinations in Crisis.

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

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

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

Tuesday 13 May 2014

08:00-10:00 Session IX (Room A): Film, Audio and Visual Communication

Chair: Catherine Ann Collins, Professor, Willamette University, USA.

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

10:00-11:30 Session X (Room A): Frames and Narratives

Chair: Sarah Sparke, Researcher, University of the West of England, UK.

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

10:00-11:30 Session XI (Room B): Social & New Media

Chair: Robert G. Nulph, Assistant Professor, Missouri Western State University, USA.

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

11:30-13:00 Session XII (Room A): Web/Internet Studies**Chair:** Jeanne Clark, Associate Professor, Willamette University, USA.

1. Orayb Najjar, Professor, Northern Illinois University, USA. Internet Laws in the Arab World: A Copy of Regulations of Print Media or a New Beginning?
2. Ali Dashti, Assistant Professor, Gulf University for Science and Technology, Kuwait & Ali Al-Kandari, Associate Professor, Gulf University For Science and Technology, Kuwait. Fatwa and the Internet: A Study of the Influence of Muslim Religious Scholars on the Diffusion of the Internet in Saudi Arabia.
3. Erika D' Amico, Researcher, University of Urbino, Italy. Web Series as a Heterotopic Space. An Analysis about Black Mirror and the Italian Web Series Lost in Google.
4. Viktorija Car, Assistant Professor, University Of Zagreb, Croatia. Nationalism and Digital Activism in Croatia: The Case of Croatian Wikipedia.

11:30-13:00 Session XIII (Room B): Health & Science Studies**Chair:** Christopher Bond, Professor, Missouri Western State University, USA

1. Fatma Ucar, Researcher, Anadolu University, Turkey, Erkan Yüksel, Professor, Anadolu University, Turkey, A. Yalçın Kaya, Professor, Selçuk University, Turkey, Abdullah Koçak, Professor, Selçuk University, Turkey & Sinan Aydın, Associate Professor, Anadolu University, Turkey. How Do Turkish People Use the Media Content of the Health Issues?
2. Kelsey Guthery, Missouri Western State University, Missouri Western State University & Abbey McKern, Missouri Western State University, United States of America. The Westboro Baptist Church Anomaly: A Content Analysis of the Effects of the Media on a Religious Extremist Group's Public Relations Efforts.
3. Jodi Stamback, Student, Missouri Western State University, United States of America, Stephen Solomon, Student, Missouri Western State University, United States of America, Christopher Bond, Professor, Missouri Western State University, United States of America, & Kaleigh Frazier, Student, Missouri Western State University, United States of America. Communicating the Communicable: How health risks associated with tick borne illnesses reach mass audiences.
4. Jean-Philippe De Oliveira, Researcher, Sup'Biotech Paris – Higher School of Experts in Biotechnology, France. Science Being Done: The French Medias Implication about Biotechnology.

13:00-14:00 Lunch (Details during registration)**14:00-15:30 Session XIV (Room A): Communicators & Communication Studies II****Chair:** Viktorija Car, Assistant Professor, University of Zagreb, Croatia.

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

15:30-17:00 Session XV (Room A): Communication Studies III

Chair: Baris Coban, Head of Communication Sciences Department, Dogus University, Turkey.

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

15:30-17:00 Session XVI (Room B): Communication Studies IV

Chair: Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

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

17:30-20:30 Urban Walk (Details during registration)

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

Wednesday 14 May 2014

Cruise: (Details during registration)

Thursday 15 May 2014

Delphi Visit: (Details during registration)