



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



13th Annual International Conference on Communication and Mass Media, 11-14 May 2015, Athens, Greece

Organized by the Mass Media & Communication Research Unit

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

Monday 11 May 2015

08:00-08:30 Registration and Refreshments

08:30-09:00 (ROOM B) Welcome & Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

09:00-11:00 Session I (ROOM A): Politics, Media and Communications

Chair: Ms. Olga Gkounta, Researcher, ATINER.

1. Caja Thimm, Head, Department of Media Science, Bonn University, Germany, Alex Frame, Assistant Professor, Universite Dijon, France, Mario Anastasiadis, Research Assistant, Bonn University, Germany & Jessica Einspanner -Pflock, Research Assistant, Bonn University, Germany. Towards a Digital Public Sphere in Europe? Twitter at the European Parliamentary Elections 2014.
2. Chin-Chih Chiang, Associate Professor, National ChengChi University, Taiwan. News Selection and Quotation: A Study of Taiwanese Newspaper Reporters' Coverage of Broadcast Political Interviews.
3. Anya Luscombe, Associate Professor, University College Roosevelt (Utrecht University), The Netherlands. Eleanor Roosevelt, the United Nations and the Role of Radio Communication.
4. Roland Burkart, Professor, University of Vienna, Austria & Uta Rubmann, Professor, University of Applied Sciences, Austria. Quality of Understanding in Campaign Communication of Political Parties and Mass Media in Austria (1970-2008).
5. Christian Schnee, Senior Lecturer, University of Worcester, U.K. Understanding Mayoral Reputation: An Exploration of Communication Management in British and Italian Municipalities.

09:00-11:00 Session II (ROOM B): Internet, Websites, Digital & Mobile Media

Chair: Catherine Ann Collins, Academic Member, ATINER & Professor, Willamette University, USA.

1. Maurice Odine, Professor and Associate Dean, School of Journalism & Graphic Communication, Florida A&M University, USA. Middle East Youth Partnership with Mobile Phones.
2. Jaewan Moon, Professor, Hankuk University of Foreign Studies, South Korea. Infringement of Right to Personality on the Internet as Time Goes by: The Korean Experience.
3. Philip Onguny, Assistant Professor, Saint Paul University, Canada. Rethinking Peace Education and Conflict Prevention in Africa Through Digital Media Platforms.
4. Philippe Useille, Assistant Professor, University of Valenciennes and Hainaut-Cambresis, France. The Evolution of Information Culture in the Digital Media: The Case of Gamification of the News Treatment.
5. Tulia-Maria Casvean, Ph.D. Student, University of Bucharest, Romania. An Introduction to Videogame Genre Theory. Understanding Videogame Genre Framework.

11:00-13:00 Session III (ROOM A): Areas of Conflict & Threat	11:00-13:00 Session IV (ROOM B): Media Content and Media Effects I
Chair: <u>Caja Thimm</u> , Head, Department of Media Science, Bonn University, Germany.	Chair: Anya Luscombe, Academic Member, ATINER & Associate Professor, University College Roosevelt (Utrecht University), The Netherlands.
<ol style="list-style-type: none"> 1. Catherine Ann Collins, Professor, Willamette University, USA. Mediating Memory: Giving Voice to Japanese Americans Interned During WWII. 2. Patricia Varas, Professor, Willamette University, USA. Children and Civil War in Latin American Cinema. 3. Millaray Salas, Associate Professor, Pontificia Universidad Catolica de Valparaiso, Chile. A Critical Analysis of the Argumentation Advanced by Chilean Companies in Public Statements Issued after a Media Scandal. 4. Jeanne Ellen Clark, Associate Professor, Willamette University, USA. Animating Perspectives: War, Resistance Narratives, Visual Strategies. 5. David Mekelberg, Lecturer, Yezreel Valley College, Israel & Yehiel Limor, Professor, Tel Aviv University, Israel. Post Stamps as Territorial Declaration. 	<ol style="list-style-type: none"> 1. Patricia Dooley, Elliott Distinguished Professor of Communication, Wichita State University, USA. Radioactive Fallout: American's Use of Humor Following the 1946 & 1958 Bikini Atoll Nuclear Tests. 2. Margaret Cassidy, Associate Professor, Adelphi University, USA. Children and Media History: From Hornbook to Facebook. 3. <u>Ying Wu</u>, Associate Professor, Shanghai International Studies University, China & Tsan-Kuo Chang, Professor, City University of Hong Kong, Hong Kong. China Speaks and the World Listens: Manufacturing Consent and Building the Agenda in Foreign News. 4. Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA. A Comparison of the Source, Media Format, and Sentiment in Generating Source Credibility, Information Credibility, Corporate Brand Reputation, Purchase Intention, and Social Media Engagement in a Corporate Social Responsibility Campaign Presented Via Social Media. 5. <u>Di Cui</u>, Ph.D. Student, The Chinese University of Hong Kong, Hong Kong & Guangsheng Huang, Ph.D. Student, The Chinese University of Hong Kong, Hong Kong. How Perception of Economy Condition Influences Political Participation in China: Testing Direct and Indirect Effects.

13:00-14:30 Session V (ROOM A): Telecommunication	13:00-14:30 Session VI (ROOM B): Marketing, Advertising, Branding
Chair: Jeanne Ellen Clark, Academic Member, ATINER & Associate Professor, Willamette University, USA.	Chair: Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA.
<ol style="list-style-type: none"> 1. Nikolaj Ambrusevic, Associate Professor, Vilnius Gediminas Technical University, Lithuania. Design Impact through Brand Equity Approach: Example of Telecommunications Sector in Lithuania. 2. <u>Hibai Lopez-Gonzalez</u>, Lecturer, Universitat Pompeu Fabra, Spain & Frederic Guerrero-Sole, Lecturer, Universitat Pompeu Fabra, Spain. Narratives of Technological Empowerment and Social Disempowerment in Spanish Television News. 3. <u>Chu-Fang Lin</u>, Graduate Student, National Taipei University of Education, Taiwan & Chan-Li Lin, Assistant Professor, National Taipei University of Education, Taiwan. A Preliminary Study of Development Context of the Taiwan Documentary. 	<ol style="list-style-type: none"> 1. Arpad Papp-Vary, Dean, Faculty of Tourism and Business, BKF University of Applied Sciences, Hungary. People in Advertising Are Workaholic Lying Males with Chaotic Private Lives and Harmful Habits –The Portrayal of the Advertising Industry in Movies. 2. Ni Chen, Associate Professor, University of Macau, China. A Comparative Study of Ethical Orientations among PR Students in China, Hong Kong and US. 3. <u>Gözde Öymen Kale</u>, Assistant Professor, Istanbul Commerce University, Turkey & Gülay Öztürk, Associate Professor, Istanbul Commerce University, Turkey. Movies' Impact on Lifestyle Trend Branding: The Case of "Bi Kucuk Eylul Meselesi". 4. Ying Song, Lecturer, Beijing Foreign Studies University, China. Soft Power of Capital Cities - A Comparison of Official Tourism Websites of Beijing, New Delhi, London and Washington DC. 5. Tamara Fruehsorger, Ph.D. Student, University of Vienna, Austria. Intercultural Communication Focused on the Color Adoption for the Advertising. 6. Tahera Al- Aamri, Lecturer, Nizwa College of Applied Sciences, Oman. The Role of Public Relations in Oman's Tourism Industry.

14:30-15:30 Lunch

15:30 -17:00 Session VII (ROOM A): Education & Research I	15:30 -17:00 Session VIII (ROOM B): Journalism I
Chair: Hebatalla El Semary, Professor, Coordinator of the Mass Communication Program in English (MCE), Sharjah University, UAE	Chair: Alexandra Mittelstadt, PhD Fellow, Bremen International School of Social Sciences, Germany
<ol style="list-style-type: none"> 1. Lucy Bednar, Assistant Professor, James Madison University, USA. The Alchemy of Sound: The Power of Spoken Language in a Very Visual World. 2. Victoria Dauletova, Assistant Professor, Sultan Qaboos University, Oman. Engaging the Employer in Business Communication Courses. 3. Twange Kasoma, Assistant Professor, Radford University, USA. Service Learning and International Internships in Journalism Courses: A Pedagogy of Transformative Citizenship. 	<ol style="list-style-type: none"> 1. <u>Valdecir Becker</u>, Professor, Federal University of Paraiba, Brazil, Daniel Gambaro, Professor, Anhembi Morumbi University, Brazil, Aline Crisnir, Researcher, Federal University of Paraiba, Brazil & Samara Coutinho, Researcher, Federal University of Paraiba, Brazil. Migration of Television Audience to Digital Media: Impacts on TV Schedule and Journalism. 2. Ceren Sozeri, Associate Professor, Galatasaray University, Turkey. Rethinking Activist Journalism When the Freedom of Press Is Under Threat. 3. Omer Alanka, Assistant Professor, Ataturk University, Turkey. The Ontological Meanings of Borders in Turkish Moral Geography and ISIL News. 4. Fang Wu, Ph.D. Student, The Chinese University of Hong Kong, Hong Kong. Inter-Media Agenda Setting and Source Routine in Global Journalism: A Comparative Study of US and Chinese National Newspapers in Context of MH370 Incidence.

17:00-18:30 Session IX (ROOM A): Social Media and Other Essays I
Chair: Ceren Sozeri, Associate Professor, Galatasaray University, Turkey.
<ol style="list-style-type: none"> 1. <u>Hebatalla El Semary</u>, Professor, Coordinator of the Mass Communication Program in English (MCE), Sharjah University, UAE & <u>Mai Al Khaja A. Alawadi</u>, Associate Professor, United Arab Emirates University (UAEU), UAE. Perceptions of Privacy Issues and Policies among Facebook Users in UAE. 2. Sohail Dahdal, Assistant Professor, American University of Sharjah, UAE. Crowd sourcing Arab Identity: Using Social Media to Engage Youth in Creating a New Arab Narrative. 3. <u>Erika Cristina Dias Nogueira</u>, M.Sc Student, Centro Federal de Educacao Tecnologica de Minas Gerais (CEFET-MG), Brazil & Lilian Arao, Professor, Centro Federal de Educacao Tecnologica de Minas Gerais (CEFET-MG), Brazil. Nature at Issue: A Study of Comments on Facebook about a Brazilian Environmental Movement.

18:30-20:00 Session X (ROOM A): Miscellaneous Communication Studies
Chair: Mai Al Khaja A. Alawadi, Associate Professor, United Arab Emirates University (UAEU), UAE.
<ol style="list-style-type: none"> 1. Richard Gaughran, Assistant Professor, James Madison University, USA. Contrasting Communication Styles in Don DeLillo's <i>The Names</i>. 2. Yongsuk Hwang, Professor, Konkuk University, South Korea, <u>Hyunjoon Lee</u>, Professor, Konkuk University, South Korea & <u>Hyejung Na</u>, PhD Student, Konkuk University, South Korea. Generation Gap in Content Creation and Online Participation: Identifying the Difference between Digital Natives, Immigrants and Retards in Korea.

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 12 May 2015

08:00-09:30 Session XI (ROOM A): Journalism II

Chair: Shujun Jiang, Assistant Professor, United Arab Emirates University, UAE

1. Ali Rafeeq, Assistant Professor, United Arab Emirates University, UAE. Finding the Missing Link: Context-Oriented Hyperlinking as a Key Option for Enhancing Interactivity and Adding Value to Online Journalism.
2. Aysun Akan, Lecturer, Izmir University of Economics, Turkey. From Partisan Journalism to Lap-Dog Journalism: A Persistent Trend in Turkish Journalism.
3. Lida Tsene, Teaching Associate, Advanced Media Institute, Open University of Cyprus, Cyprus & Sofia Iordanidou, Associate Professor, Advanced Media Institute, Open University of Cyprus, Cyprus. Shaping a New Curriculum for Journalism Studies: Preliminary Findings

09:30-11:00 Session XII (ROOM A): Social Media and Other Essays II

Chair: Ashley Woodfall, Lecturer, Bournemouth University, U.K.

1. Brandale Mills, Teaching Associate and Ph.D. Student, Howard University, USA. Social Media as a Recruitment Tool: An Analysis of How Universities Utilize Social Media to Engage Prospective Students.
2. Alexandra Mittelstadt, PhD Fellow, Bremen International School of Social Sciences, Germany & Ozen Odag, Jacobs University Bremen and Bremen International School of Social Sciences, Germany. The Role of Social Media in the Social Integration of Young Adults with Migration Backgrounds: An Interdisciplinary Approach.
3. Ren-Whei Harn, Ph.D. Student, University of Kansas, USA, Hyunjin Seo, Assistant Professor and Docking Faculty Scholar, University of Kansas, USA & Salman Husain, Undergraduate Student, University of Kansas, USA. Facebook Brand Communities: Implications for Dialogic Communication and Civic Engagement.
4. Mania Alehpour, Ph.D. Student, University of Tehran, Iran & Bahareh Rajabi Behjat, Graduate Student, Iran. The Internet: A Comfortable Communication Medium for Autistic People? A Study to Investigate how People with Asperger Syndrome (AS) or High Functioning Autism (HFA) Experience the Internet as a Communication Medium.

11:00-12:30 Session XIII (ROOM A): Education & Research II

Chair: Emmanouil Takas, Junior Researcher, Advanced Media Institute, Cyprus

1. Tiago Quiroga, Professor, University of Brasilia, Brazil & Claudia Sanz, Professor, University of Brasilia, Brazil. Cybernetic Theory and the Meaning of Education in Contemporary Society.
2. Raffaella Conversano, Educator, Comprehensive School "Aldo Moro", Italy. "Dis(ease)Ability Game" When you Apply an Innovative Pedagogical Theory is a No-brainer, but ... an App.
3. Ashley Woodfall, Lecturer, Bournemouth University, U.K. & Marketa Zezulkova, Doctoral Researcher, Bournemouth University, U.K. and Research Fellow, Charles University, Czech Republic. 'Media is a Plural' – What Children Might Know and Research May Seem to Forget.

12:30-14:00 Session XIV (ROOM A): Communication II	12:30-14:00 Session XV (ROOM B): Media Content and Media Effects II
Chair: <u>Tiago Quiroga</u> , Professor, University of Brasilia, Brazil	Chair: <u>Marketa Zezulkova</u> , Doctoral Researcher, Bournemouth University, U.K. and Research Fellow, Charles University, Czech Republic.
<ol style="list-style-type: none"> 1. <u>Panpilas Kuldilok</u>, Lecturer, Burapha University, Thailand. Thai Professionals Didn't Perceive Product Placement as Unethical Techniques. 2. <u>Vasile Hodorozea</u>, Ph.D. Student, University of Bucharest, Romania. Intersemiotics in Contemporary Advertising. From Sign Translation to Meaning Coherence. 3. <u>Emel Ozdora Aksak</u>, Faculty Member, Bilkent University, Turkey & <u>Sirin Atakan-Duman</u>, Faculty Member, Turgut Ozal University, Turkey. How a Turkish Bank uses Corporate Social Responsibility to Construct its Identity: A Case Study. 4. <u>Ines Morais</u>, Ph.D. Student, Nova University, Portugal. Communication of Difficult Memories: Portuguese Colonial War. 	<ol style="list-style-type: none"> 1. <u>Can Guler</u>, Research Assistant, Marmara University, Turkey & <u>Utku Uraz Aydin</u>, Research Assistant, Marmara University, Turkey. From the Construction of Hegemony to the State Crisis: Social Media and Political Power in Turkey. 2. <u>Oya Saki Aydin</u>, Associate Professor, Istanbul Commerce University, Turkey & <u>Zeliha Hepkon</u>, Associate Professor, Istanbul Commerce University, Turkey. New Perspectives on Communication Education: Student Involvement and Engagement. 3. <u>Shujun Jiang</u>, Assistant Professor, United Arab Emirates University, UAE. Rumor and Media Credibility: A Study of the Impact of Rumor on Media Credibility in the UAE. 4. <u>Vitalis Torwel</u>, Senior Lecturer, Benue State University, Nigeria. Moral Framing and the Development of Political Conflicts: A Critical Analysis of New York Times' Stories in the Build up to the 2003 Iraqi War. 5. <u>Matheus Pereira Mattos Felizola</u>, Professor, Federal University of Sergipe's, Brazil. The Organizational Communication in Small and Medium Brazilian Companies: Brazil's Northeast Reality.

14:00-15:00 Lunch

15:00-16:30 Session XVI (ROOM A): Various Media and Communication Issues
Chair: <u>George Poulos</u> , Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
<ol style="list-style-type: none"> 1. <u>Arantxa Capdevila Gomez</u>, Senior Lecturer, Rovira i Virgili University, Spain & <u>Carlota M. Moragas Fernandez</u>, Ph.D. Candidate, Rovira i Virgili University, Spain. A People's Choice; Persuasive Strategies in the Scottish Independence Referendum. 2. <u>Virginia Moreno Echeverry</u>, Teacher/Researcher, Universidad Pontificia Bolivariana (UPB), Colombia. Digital Video Advertising Narratives as an Instrument of Persuasion in the Media Society. 3. <u>Kyriakos Kolovos</u>, Junior Researcher Advanced Media Institute, Open University of Cyprus, Cyprus & <u>Athanassios Samaras</u>, Senior Researcher, Advanced Media Institute, Open University of Cyprus, Cyprus. Ad Hominem Arguments in Cyprus during 2013 Presidential Campaign: Analysis of Televised Presidential Debates. 4. <u>Emmanouil Takas</u>, Junior Researcher, Advanced Media Institute, Cyprus & <u>Athanassios Samaras</u>, Senior Researcher, Advanced Media Institute, Cyprus. Strategic Framing and Attribution of Blame during the Parliamentary Discussions on the Memorandum 2 in Greece. 5. <u>Ozge Ercebe</u>, Research Assistant, Atilim University, Turkey. The News Media as a Political Instrument: A Turkish Case.

16:30-19:30 Urban Walk (Details during registration)

20:30-22:00 Dinner (Details during registration)

Wednesday 13 May 2015
Cruise: (Details during registration)

Thursday 14 May 2015
Delphi Visit: (Details during registration)