



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



14th Annual International Conference on Communication and Mass Media, 9-12 May 2016, Athens, Greece

Organized by the Mass Media & Communication Research Unit
Sponsored by the Athens Journal of Mass Media and Communications

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

Monday 9 May 2016

(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

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

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

09:00-11:00 Session I (ROOM B): Social Media and Communication Across Different Cultures

Chair: Olga Gkounta, Researcher, ATINER.

1. Yanick Farmer, Associate Professor, University of Quebec in Montreal, Canada. [Ethics, Conformity and Persuasion on the Social Web: An Empirical Study.](#)
2. [Ehsan Tavakkol Moghadam](#), Graduate Student, Allameh Tabataba'i University (ATU), Iran & Hossein Afkhami, Associate Professor, Allameh Tabataba'i University (ATU), Iran. Social Media Use among Upper Classes in Iran. [A Case Study on Music Trainees in City of Shiraz.](#)
3. [Kay Muehlmann](#), Researcher, Danube University Krems, Austria, Manuel Nagl, Researcher, Danube University Krems, Austria, Gunther Schreder, Researcher, Danube University Krems, Austria & Lukas Zenk, Researcher, Danube University Krems, Austria. [Social Systems, Culture and Communication: An Investigation into Automated and Implicit Cognitive Processes of our Collective World.](#)
4. [Ivan Petrov](#), Senior Sales Project and Provisioning Manager, Makedonski Telekom AD Skopje, FYROM & Toni Janevski, Ss. Cyril and Methodius University, FYROM. Design and Evaluation of Future 5G Mobile Network Transport Protocol.

11:00-12:30 Session II (ROOM B): Broadcasting & Video

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

1. Roel Puijk, Professor, Lillehammer University College, Norway. "Minute to Minute" – Slow Television in Norway.
2. Swati Joshi, M.Phil. Research Scholar, Gujarat University, India. [Embryo of Identity Embroided in the Imbrogljo Materialized by the Fabricated World of Video Games.](#)
3. Ayman Alrehaili, Ph.D. Student, Nottingham Trent University, U.K. The Restructuring of Broadcasting Methods and Preferences during the North African [Insurgencies of 2011: How Social Media Redefined Journalism and the Wider Media in Egypt and Tunisia during the Arab uprisings of 2011.](#)

11:00-12:30 Session III (ROOM C): Communication Studies Across Cultures and Countries

Chair: Yanick Farmer, Associate Professor, University of Quebec in Montreal, Canada.

1. Maria Ogecia Drigo, Researcher, Universidade de Sorocaba, Brazil. [Methodological Strategies to Analyze Moving Images: Reflections from the Deleuze and Peirce Ideas.](#)
2. Peng Duan, Director of Communication Committee, Communication University of China, China & Liu Yang, Lecturer, University of Shanghai for Science and Technology, China. [Social Media in the Changing Ecology of Organizational Identification in China.](#)
3. Ewelina Kancik-Koltun, Maria Curie-Skłodowska University (UMCS), Poland. Local Communication in the New Technologies' Era.
4. Michael Bourgatte, Assistant Professor, Catholic University of Paris, France. [Audiovisual Empowerment and Social Criticism.](#)

12:30-14:00 Session IV (ROOM B): Political & Development Communication	12:30-14:00 Session V (ROOM C): Media Effects Across Different Cultures and Religions
Chair: Roel Puijk, Professor, Lillehammer University College, Norway.	Chair: Michael Bourgate, Assistant Professor, Catholic University of Paris, France.
<ol style="list-style-type: none"> 1. Umur Bedir, Research Assistant, Galatasaray University, Turkey. Policy Experts as Fast-Thinker: Relationship between Media and Turkish Conservative Think Tanks. 2. Rasul Najmuddin, Lecturer, Andalas University, Indonesia. Media Usage, Citizenship Norms, and Political Participation of Transition to Democracy in Indonesia. 3. Bob Travica, Associate Professor, University of Manitoba, Canada. New and Old Media: From Embrace to Denial. 4. Patrick Vyncke, Professor, Ghent University, Belgium. The Impact of Nonverbal Interpersonal Communication Cues on the Likeability of Print Advertisements. 5. Kristyna Vyslouzilova, Ph.D. Student, Charles University in Prague, Czech Republic. The Rise of Tabloidization: Decline of Moral Values and How to Measure It. 	<ol style="list-style-type: none"> 1. Yue Chai, Lecturer, Dalian University of Technology, China, Qiaolei Jiang, Associate Professor, Dalian University of Technology, China & Wenying Wu, Associate Professor, Dalian University of Technology, China. Visualized Analysis of the Communication Effects of the Sina Weibo/Micro-blog of Chinese National Geography. 2. Fangfei Wang, Assistant Professor, Dalian University of Technology, China & Li Shao, Ph.D. Student, Syracuse University, USA. Complex Roles of Chinese Media: Regional Variation of Party Newspaper's Attitudes towards Government Agencies.

14:00-15:00 Lunch

15:00-16:30 Session VI (ROOM B): Journalism	15:00-16:30 Session VII (ROOM C): Special Topics on Culture and Communication
Chair: Bob Travica, Associate Professor, University of Manitoba, Canada.	Chair: Ozlem Eylem, Ph.D. Student, VU Amsterdam University.
<ol style="list-style-type: none"> 1. Aysun Akan, Lecturer, İzmir University of Economics, Turkey. Greek Press in the late Ottoman Empire and the Early Republican Periods. 2. Federico Subervi, Professor (Retired), USA. Puerto Rico: The “Greece of the Caribbean”? News during 2015-16 of the Economic Crisis of the Last U.S. Colony. 3. Marina Urbanikova, Lecturer, Masaryk University, Czech Republic & Jaromir Volek, Lecturer, Masaryk University, Czech Republic. Professional Roles in the Intercultural Perspective: Comparative Analysis of Czech and Selected European Journalistic Communities. 	<ol style="list-style-type: none"> 1. Salvatore Lorusso, Professor, Alma Mater Studiorum Università di Bologna, Italy & Andrea Natali, Consultant, Conservazione dei Beni Culturali, Italy. Training Human Resources to Draw Value from Culture. 2. Tiziana Marinaci, Ph.D. Student, University of Salento, Italy & Claudia Venuleo, Assistant Professor, University of Salento, Italy. The Meaning of Problem Gambling within Group Culture: Narratives Collected from a Gamblers Anonymous Group. 3. Kathryn King-Shier, Professor, University of Calgary, Canada, Shaminder Singh, Ph.D. Candidate, University of Calgary, Canada, Pamela LeBlanc, Research Manager, University of Calgary, Canada, Hude Quan, Professor, University of Calgary, Canada, Danielle Southern, Data Analyst, University of Calgary, Canada & Nadia A. Khan, Professor, University of British Columbia, Canada. Ethno-cultural Influences in Acute Coronary Syndrome Management.

16:30-18:30 Session VIII (ROOM B): Teaching and Researching Across Different Cultures

Chair: Pamela Doyle Tran, Professor, University of Alabama, USA.

1. [Butler Cain](#), Assistant Professor, West Texas A&M University, USA & Kim Bruce, Assistant Lecturer, West Texas A&M University, USA. #WTAsia2015: Refining a Travel Writing Study Abroad Course.
2. [Michael Bruce](#), Assistant Professor, The University of Alabama, USA & Lindsey Conlin, Assistant Professor, The University of Southern Mississippi, USA. [Images of Conflict and Explicit Violence on Arab TV: A Visual Content Analysis of Five pan-Arab News Networks](#).
3. Myrene Magabo, Full-Time Faculty, University of Phoenix & Instructor of Communication, Penn State University, USA. "Do Activities" As Means to Enable Lifelong Learning.
4. Chris Underation, Associate Professor, Liberty University, USA. [A Misplaced Argument: Internet Reading is not making you Dumber, It is Creating a New Literacy Paradigm](#).
5. [Wenying Wu](#), Associate Professor, Dalian University of Technology, China, Qiaolei Jiang, Associate Professor, Dalian University of Technology, China & Yue Chai, Lecturer, Dalian University of Technology, China. [A Study on Instructional Communication Effects of Teachers' Nonverbal Immediacies among Chinese University Students](#).

18:30-20:30 Session IX (ROOM B): A Round Table Discussion on Sports as a Cultural and Leisure-Recreational Activity

Chair: Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER).

1. Seppo Suominen, Senior Lecturer, Haaga-Helia University, Finland.
2. Annemarie Farrell, Associate Professor, Ithaca College, USA.
3. Onur Burak Celik, Assistant Professor, Yasar University, Turkey.
4. Andreas Hebbel-Seeger, Professor and Head, Media School, Macromedia University of Applied Sciences, Germany.
5. Hal J. Walker, Chair, Sport & Event Management, Elon University, USA.
6. Angela Busacca, Professor, "Mediterranea" University of Reggio Calabria, Italy.
7. Laura Cousens, Associate Professor, Brock University, Canada.

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

Tuesday 10 May 2016

08:00-10:00 Session X (ROOM B): Culture and Communication

Chair: Michael Bruce, Assistant Professor, The University of Alabama, USA.

1. Cheng Han, Associate Professor, Zhejiang University of Media and Communications, China. [Idealised Urban Youth and Original Culture - Ideological Fantasy and Socialist Legacy.](#)
2. Murad Ozdemir, Assistant Professor, Galatasaray University, Turkey. [Filming in the Blanks: On Audiovisual Modes of Communicating Culture.](#)
3. Kristina Zabrodska, Ph.D. Candidate, Charles University in Prague, Czech Republic. [Gastronomy Heritage as part of Life Style Studies.](#)
4. Murat Seyfi, Researcher, University of Marmara, Turkey & [Deniz Guven](#), Research Assistant, University of Marmara, Turkey. [Perception and Awareness Levels of University Students in Turkey about Crises in Social Media: Marmara University Case.](#)
5. [Meng Tong](#), MFA Candidate, Communication University of China, China & [Xiaohui Gao](#), Tv School, Communication University, China. [Study on Social Media's Role in the Consumption Environment - Take Examples of the Wechat and Microblog.](#)

10:00-11:30 Session XI (ROOM B): Persuasive Communication

Chair: Florence Toussaint, Professor, National Autonomous University of Mexico (UNAM), Mexico.

1. Vanessa Murphree, Associate Professor, University of Southern Mississippi, USA. [P.T. Barnum: The Media and the Media Manipulator.](#)
2. Javier Sanchez-Beaskoetxea, Lecturer, University of the Basque Country, Spain. [How to Improve the Media Image of Seafarers.](#)

10:00-11:30 Session XII (ROOM C): Special Topics on Culture and Communication I

Chair: Myrene Magabo, Full-Time Faculty, University of Phoenix & Instructor of Communication, Penn State University, USA.

1. Sara Calogiuri, Ph.D. Student, University of Salento, Italy & [Claudia Venuleo](#), Assistant Professor, University of Salento, Italy. [The Concept of Context in the Field of Addiction Research. A Review.](#)
2. [Ozlem Eylem](#), Ph.D. Student, VU Amsterdam University, The Netherlands, [Kamaldeep Bhui](#), Professor, Wolfson Institute of Preventive Medicine, Queen Mary University of London, U.K., [Shanaya Rathod](#) Southern Health NHS Foundation Trust, U.K., [Annemieke van Straten](#), Professor, VU Amsterdam University, The Netherlands & [Ad J.F.M. Kerkhof](#), Professor, VU Amsterdam University, The Netherlands. [Adaptation of a CBT-based Online Self-Help Intervention for Suicidal Thinking among Turkish-Speaking Migrants in the UK and in the Netherlands.](#)
3. Linda Lees, Director, Creative Cities International, USA. [Culture and the Migrant Crisis: Getting to the Heart of the Matter.](#)
4. Nesrin Yavaş, Assistant Professor, Ege University, Turkey. [Trauma, Memory and Geographies of Identity in Carol Edgarian's Rise the Euphrates.](#)
5. [Ebru Sahin Mercimek](#), Lecturer, Aksaray University, Turkey & [Behiye Isik Aksulu](#), Professor, Gazi University, Turkey. [A Study on Conservation of Architectural Housing Units in the Context of Sociocultural Structure and Alteration: Case of Cappadocia-Güzelyurt/Turkey.](#)
6. Faith Valente, Professor, Ganzaga University, USA. [Empathy & Communication.](#)

11:30-14:30 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)

14:30-15:30 Lunch

15:30-17:00 Session XIII (ROOM B): Topics on Culture and Communication in a Global World

Chair: Linda Lees, Director, Creative Cities International, USA.

1. Lorenzo Dalvit, Associate Professor, Rhodes University, South Africa. [Mediating the Territory: Mobile Phones and Hyperlocal Services in a Rural Community in South Africa.](#)
2. Qiaolei Jiang, Associate Professor, Dalian University of Technology, China. Smartphone Use and Mobile Phone Dependency among University Students in China: Personal Goals, Self-Esteem, Leisure Boredom, and Sensation Seeking.
3. [Josiane El Khoury](#), Assistant Professor, University of Balamand, Lebanon & Taly Tanos, Graduate Student, University of Balamand, Lebanon. The Possible Effect of Media on Cosmetic Procedures Among Lebanese Women.
4. Stanley-Naribo Ngoa, Professor, National Open University of Nigeria, Nigeria. Media in Public & Policy. Agenda Settings Proposing the DSIP Model.

17:00-18:30 Session XIV (ROOM B): Journalism and Other Essays

Chair: Josiane El Khoury, Assistant Professor, University of Balamand, Lebanon.

1. Vitalis Torwel, Senior Lecturer, Benue State University, Nigeria. Cultural Influence and the Framing of Fuel Policy Crisis in Nigerian Press, 1999 -2007.
2. Florence Toussaint, Professor, National Autonomous University of Mexico (UNAM), Mexico. [Challenges of Cyberjournalism: Anomalies of a New Paradigm?](#)
3. Karen Gabriel, Associate Professor, International Institute of Social Studies-EUR, The Hague / Delhi University, Netherlands / India. The Contemporary Technologies of Media, Sex and Commerce: The Case of Pornography.
4. Katia Vianou, Assistant Professor, Canadian University of Dubai, UAE. Making the Most of Development Research? An Exploration of Some “Best Practices” in Development Communication and the Ideologies that Shape Them.

21:00-22:30 Dinner (Details during registration)

Wednesday 11 May 2016
Cruise: (Details during registration)

Thursday 12 May 2016
Delphi Visit: (Details during registration)