## Monday 14 May 2018

### 08:00-09:00 Registration and Refreshments

### 09:00-09:30 (Room B-10th Floor): Welcome and Opening Address

**Gregory T. Papanikos**, President, ATINER.
**Nicholas Pappas**, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.

### 09:30-11:30 Session I (Room A-10th Floor): Media Content and Cultural Communication

**Chair**: Olgia Gkounta, Researcher, ATINER.

1. **Murat Mengu**, Head of New Media and Communication Department, Istanbul Arel University, Turkey & Seda Mengu, Professor, Istanbul University, Turkey. Re-thinking Social Media as a Culture Policy.

### 09:30-11:30 Session II (Room B-10th Floor): International Media, Crisis and Conflict

**Chair**: Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.

1. **Ivor Gaber**, Professor, University of Sussex, UK. It Might be True but is it “The Truth”? New Challenges for Broadcasters and Regulators in an Age of Fake News and a Post-Truth Environment.
2. **Catherine Ann Collins**, Professor, Willamette University, USA. From “Rocket Man” to “My Button’s Bigger”: Name Calling and Brinkmanship between Donald Trump and Kim Jong-un.
3. **John King**, Professor, American University of Sharjah, UAE & Meruyert Bakenova King, American University of Sharjah, UAE. Global Media Framing of a Diplomatic Rift in the Middle East.
4. **Jeanne Ellen Clark**, Associate Professor, Willamette University, USA. Framing Tamimi: The Girl Who Slapped a Soldier.
<table>
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<tr>
<th>11:30-13:00 Session III (Room A-10th Floor): Media and Politics</th>
<th>11:30-13:00 Session IV (Room B-10th Floor): Health Information, Leaks and Religion in Media</th>
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<tbody>
<tr>
<td><strong>Chair:</strong> John King, Professor, American University of Sharjah, UAE.</td>
<td><strong>Chair:</strong> Ivor Gaber, Professor, University of Sussex, UK.</td>
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<tr>
<td>1. Hongxiu Li, Professor, Chongqing Jiaotong University, China. Public Diplomacy in the Belt and Road within the New Media: Theories and Practices.</td>
<td>1. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. The Era of Mega-Leaks.</td>
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<td>2. Nazli Aytuna, Associate Professor, Galatasaray University, Turkey &amp; Yesim Ceren Capraz, PhD Student, Galatasaray University, Turkey. Political Persuasion and Digital Generation in Turkey: What about Social Media Use?</td>
<td>2. Sydney Dillard, Assistant Professor, DePaul University, USA. Fibroid Tumours: How the Mass Media Communicate and Frame Discussions of Health News to the Public.</td>
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<td>3. Xiaoping Li, Professor, Okanagan College, Canada. Instruments of Democracy or Mass Persuasion? A Close Analysis of Chinese Language Media’s 2015 Canadian Election Coverage.</td>
<td>3. Beom Jun Bae, Assistant Professor, Georgia Southern University, USA &amp; Yong Jeong Yi, Assistant Professor, Sungkyunkwan University, South Korea. How Consumer Preferences on Health Information differ in the U.S. and South Korea? A Comparison of the Best Answers about STDs on Social Q&amp;A.</td>
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<td>4. Francesca Lopez, Assistant Professor, Roma Tre University, Italy. Between ‘Normalization’ and Spectacularisation – Representing Violence against Women in TV Crime Series.</td>
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<th>13:00-14:30 Session V (Room A-10th Floor): Corporate Communication, Risk and Crisis Communication</th>
<th>13:00-14:30 Session VI (Room B-10th Floor): Mediated Storytelling, Diversity and Digital Design</th>
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<tr>
<td><strong>Chair:</strong> Catherine Ann Collins, Professor, Willamette University, USA.</td>
<td><strong>Chair:</strong> George Pavlou, Scientific Collaborator, European University, Cyprus.</td>
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<tr>
<td>1. Holger Sievert, Head of Media School, Head of Competence Center PR and Communication Management, Macromedia University of Applied Sciences, Germany &amp; Tobias Weiler, Associate Researcher, Macromedia University of Applied Sciences, Germany. A New Era? How Internal Social Media Might be Reshaping CSR Communication out of Mass Media.</td>
<td>1. Juan Gonzalez Martinez, Professor, Universitat de Girona, Spain, Meritxell Estebanell Minguell, Professor, Universitat de Girona, Spain, Moisés Esteban-Guitart, Professor, Universitat de Girona, Spain, Elisabet Serrat-Sellabona, Professor, Universitat de Girona, Spain &amp; Carles Rostan-Sanchez, Professor, Universitat de Girona, Spain. Are our Students really Transmedia?</td>
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<td>2. Inci Cinarli, Professor, Galatasaray University, Turkey. Apologia as a Self-Defense Strategy to Support the Public Persona in Crisis Communication Process.</td>
<td>2. Chyng Sun, Clinical Professor, New York University, USA. The Challenge of Investigating the Global Impact of Sexually Explicit Materials.</td>
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<td>3. David Brusi Belmonte, Associate Professor, University of Girona, Spain, Pedro Alfaro, Professor, University of Alicante, Spain &amp; Marta Gonzalez, Geologist, Cartographic and Geological Institute of Catalonia (ICGC), Spain. Geological Risks in Mass Media. The Informativve Treatment of Natural Disasters.</td>
<td>3. Brita d’Agostino, Assistant Professor, New Mexico State University, USA. Digital Design and Online Storytelling.</td>
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<tr>
<td>4. Brita d’Agostino, Assistant Professor, New Mexico State University, USA. Digital Design and Online Storytelling.</td>
<td>4. Zeynep Genel, Lecturer, Okan University, Turkey. The Blur Age: Producing Hyper-Reality with Digital Communications Tools.</td>
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14:30-15:30 Lunch
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<tr>
<th>Time</th>
<th>Session VII (Room A-10th Floor): U.S. vs the World: A Comparison of Advertisements, Election Coverage and Front-Page Content in American and International Newspapers</th>
<th>Session VIII (Room B-10th Floor): Fake News &amp; Other Essays</th>
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<tr>
<td>15:30-17:00</td>
<td>Chair: Robert Bergland, Professor, Missouri Western State University, USA.</td>
<td>Chair: Patricia L. Dooley, Elliott Distinguished Professor of Communication, Elliott School of Communication, Wichita State University, Wichita, Kansas, USA.</td>
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<td>1. Rose Cadden, Student, Missouri Western State University, USA &amp; Devin Guerrero, Student, Missouri Western State University, USA. Seeing Red: Similarities and Differences in the Front Page Coverage of the Trump Election in Five Countries.</td>
<td>1. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. Mere Observations, Fair Comment and Actual Facts – The Voice of Rehman Rashid.</td>
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<td>2. Rachel Bertram, Student, Missouri Western State University, USA. Ad(d) it Up: A Comparison of Advertising on Newspaper Webpages in Europe, Canada and the United States.</td>
<td>2. Lauriane Tremblay, PhD Student, Laval University, Canada &amp; Geneviève Bonin, Associate Professor, University of Ottawa, Canada. Demonizing the Enemy: An Analysis of ISIS’ Communication Strategy in Dabiq Magazine.</td>
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<td>17:00-19:00</td>
<td>1. Ivor Gaber, Professor, University of Sussex, UK. &quot;The Fake News About Fake News&quot;</td>
<td>3. John Willome, Graduate Teaching Assistant, Wichita State University, USA. Political Botnets: An Analysis and Forecast of Twitter's Fake News Problem.</td>
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<td>2. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. &quot;Can the Media and Political Centres Hold?&quot;</td>
<td>4. Evan Pflugradt, Graduate Student, Wichita State University, USA. Facebook and Fake News Dilemmas.</td>
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<td>3. Inci Cinarli, Professor, Galatasaray University, Turkey. &quot;Homo Credens (the believer) and the Weapons of Manipulation: A Perfect Match of the Post-Truth Era&quot;</td>
<td>5. Toufik Majdi, Professor, University Hassan Ist of Settat, Morocco. &quot;Social Media: Main Online Activity of Moroccans&quot;</td>
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<td>4. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. &quot;Fake News: A Malaysian Scenario&quot;</td>
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<td>5. Toufik Majdi, Professor, University Hassan Ist of Settat, Morocco. &quot;Social Media: Main Online Activity of Moroccans&quot;</td>
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21:00-23:00 Greek Night and Dinner
**Tuesday 15 May 2018**

**07:45-11:00 Session X: An Educational Urban Walk in Modern and Ancient Athens**

**Chair:** Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

**Group Discussion on Ancient and Modern Athens.**

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

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### 11:15-13:00 Session XI (Room B-10th Floor): Social Media and Culture

**Chair:** Roslina Abdul Latif, Associate Professor, Taylor’s University, Malaysia.

1. Mihalis Kuyucu, Associate Professor, İstinye University, Turkey. The World of Facebook: A Research about Facebook Using Habits in Turkey. *(Tuesday, morning session)*
2. Elif Sesen, Assistant Professor, Nigde Omer Halisdemir University, Turkey & Perihan Siker, Assistant Professor, Nigde Omer Halisdemir University, Turkey. The Effect of Using Celebrities in Television Advertisements on Children.
3. Murad Ozdemir, Assistant Professor, Galatasaray University, Turkey. Invisible Music and Cultural Proximity: The Case of Turkish TV Serials.
5. John Hendricks, Professor and Head, Department of Mass Communication, Stephen F. Austin State University, USA & Dan Schill, Associate Professor, James Madison University, USA. Social Media Strategies & Platforms in 2016: The Trump and Clinton Campaigns.

### 11:15-13:00 Session XII (Room C-10th Floor): Social Issues & Politics*

**Chair:** Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.

1. David Chaplin, Professor, Northwest Nazarene University, USA & John Harris, Associate Dean, Glasgow Caledonian University, Scotland, UK. He does Not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing.
2. Synthia Sydnor, Associate Professor, University of Illinois at Urbana-Champaign, USA. Treatise on Sport: A Proem.
3. Axel Maugendre, PhD Student, Université de Strasbourg, France. An Ethnography of the Lebanese Football Clubs.
5. Jamie Cheever, Graduate Student, University of Minnesota, USA & Marla Eisenberg, Professor, University of Minnesota, USA. The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females.

*This session is jointly offered with the Sport, Exercise, & Kinesiology Unit*

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**13:00-14:00 Lunch**
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<tr>
<th>14:00-15:30 Session XIII (Room B-10th Floor): Big Data, The Environment and the Expression</th>
<th>14:00-15:30 Session XIV (Room C-10th Floor): Video Technology within Sports*</th>
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<tr>
<td><strong>Chair:</strong> Hatem Alsridi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.</td>
<td><strong>Chair:</strong> Marco Di Domizio, Researcher, University of Teramo, Italy.</td>
</tr>
<tr>
<td>1. Maurice Odine, Professor, Dean of School of Communication, Texas Southern University, USA. African Media Respond to Imperative in Preserving the Environment.</td>
<td>1. Andreas Hebbel-Seeger, Professor &amp; Head, Media School, Macromedia University of Applied Sciences, Germany. The Usage of 360-Degree Content within Social Media Communication in Soccer Sports. (SPOVID)</td>
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<tr>
<td>2. Tugba Tas, Assistant Professor, Ankara University, Turkey. Visual Violence in the Images Aiming at Preventing and Combating Violence against Women in Turkey.</td>
<td>2. Roselis Natalina Mazzuchetti, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil, Vinicios Mazzuchetti, Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR), Brazil &amp; Sebastiã Cavalcanti Neto, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil. A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers.</td>
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*This session is jointly offered with the Sport, Exercise, & Kinesiology Unit*

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<th>15:30-17:00 Session XV (Room B-10th Floor): Public Relations in a Global Context</th>
<th>15:30-17:00 Session XVI (Room C-10th Floor): Team Sport and Policy*</th>
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<tr>
<td><strong>Chair:</strong> Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA.</td>
<td><strong>Chair:</strong> Foula Kopanidis, Senior Lecturer, RMIT University, Australia.</td>
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<tr>
<td>2. LaRissa Lawrie, Graduate Student, Wichita State University, USA. Fake News and Post-Truth Politics, the 2016 US Presidential Election.</td>
<td>2. Marco Di Domizio, Researcher, University of Teramo, Italy, Raul Caruso, Associate Professor, Catholic University of the Sacred Heart, Italy &amp; Carlo Bellavite Pellegrini, Professor, Catholic University of the Sacred Heart, Italy. Does Diversity in the Payroll Affect Soccer Teams’ Performance? Evidence from the Italian Serie A.</td>
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<tr>
<td>3. Chung Joo Chung, Associate Professor, Kyungpook National University, South Korea. A Big Data Analysis of Korea and Japan Nation Branding.</td>
<td>3. Adriano Gomez-Bantel, Communications Manager, Daimler AG, Germany. The Social Mission of Football Clubs and its Benefits.</td>
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*This session is jointly offered with the Sport, Exercise, & Kinesiology Unit*
17:00-18:30 Session XVII (Room B-10th Floor): Special Topics

**Chair:** John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.

1. Shixin Zhang, Associate Professor, University of Nottingham Ningbo China, China. Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017.
2. Desiree Hill, Assistant Professor, University of Central Oklahoma, USA. Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing.
3. Hatem Alsridi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.
5. Adam Pitluk, PhD Student, University of Oklahoma, USA. A Glance Backwards Is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future.

20:00- 21:30 Dinner

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**Wednesday 16 May 2018**
Mycenae and Island of Poros Visit
Educational Island Tour

**Thursday 17 May 2018**
Delphi Visit

**Friday 18 May 2018**
Ancient Corinth and Cape Sounion

All ATINER’s conferences are small events which serve the mission of the association (https://www.atiner.gr/mission) under the guidance of its Academic Committee (https://www.atiner.gr/academic-committee) which sets the policies (http://www.atiner.gr/acceptance). In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the academic committee of the 16th Annual International Conference on Communication and Mass Media, 14-17 May 2018, Athens, Greece were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
4. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
5. Ivor Gaber, Professor, University of Sussex, UK.
6. Patricia L. Dooley, Academic Member, ATINER & Elliott Distinguished Professor of Communication, Elliott School of Communication, Wichita State University, Wichita, Kansas, USA.
7. Catherine Ann Collins, Academic Member, ATINER & Professor, Willamette University, USA.
8. Mihalis Kuyucu, Academic Member, ATINER & Associate Professor, Istinye University, Turkey.
9. Jeanne Ellen Clark, Academic Member, ATINER & Associate Professor, Willamette University, USA.
10. Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA.
11. John King, Professor, American University of Sharjah, UAE.
12. Roslina Abdul Latif, Academic Member, ATINER & Associate Professor, Taylor’s University, Malaysia.
13. Hatem Alsridi, Academic Member, ATINER & Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.
14. Robert Bergland, Professor, Missouri Western State University, USA.
15. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University, Cyprus.
17. Ewa Nowak-Teter, Head of Doctoral Studies & Associate Professor, Journalism Department, Maria Curie-Skłodowska University, Poland.
18. Vesna Baltezarevic, PhD in Law and President Alma Mater Europaea of the European Academy of Sciences and Arts, Serbia.
19. Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.
20. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
21. Foula Kopanidis, Senior Lecturer, RMIT University, Australia.
22. Marco Di Domizio, Researcher, University of Teramo, Italy.
23. Olga Gkounta, Researcher, ATINER.

The Organizing Committee of the conference was:

1. Fani Balaska, Research Assistant, ATINER.
2. Hannah Howard, Research Assistant, ATINER.
3. Konstantinos Manolidis, Administrator, ATINER.
4. Kostas Spyropoulos, Administrator, ATINER.