



**16<sup>th</sup> Annual International Conference on Communication and Mass Media, 14-17 May 2018, Athens, Greece**

**Organized by the [Mass Media & Communication Unit](#)**

**Sponsored by the Athens [Journal of Mass Media and Communications](#)**

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

**Monday 14 May 2018**

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

**09:00-09:30 (Room B-10<sup>th</sup> 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-10<sup>th</sup> Floor): Media Content and Cultural Communication**

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

1. Murat Mengü, Head of New Media and Communication Department, Istanbul Arel University, Turkey & Seda Mengü, Professor, Istanbul University, Turkey. Re-thinking Social Media as a Culture Policy.
2. Qiaolei Jiang, Associate Professor, Dalian University of Technology, China & Kexin Xu, MSc Student, Dalian University of Technology, China. Fandom, Gratifications, and Communicative Practices in China's Computer-Mediated Fan Culture. Fandom, Gratifications, and Communicative Practices in China's Computer-Mediated Fan Culture.
3. Genta Maghvira, PhD Candidate, University of Padjadjaran, Indonesia. Representation of the So-Called "Banci" as Verbal Violence on Transsexual Personnel in Indonesian Online Mass Media.

**09:30-11:30 Session II (Room B-10<sup>th</sup> 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.
5. Oxana Onilov, PhD Candidate, University of Technology Sydney, Australia. Exploring the Impact of Social Media Use on Protest Participation through the Concept of Online Social Capital: The Case of Moldovan Anti-Government Protests, 2015-2016.

<b>11:30-13:00 Session III (Room A-10<sup>th</sup> Floor): Media and Politics</b>	<b>11:30-13:00 Session IV (Room B-10<sup>th</sup> Floor): Health Information, Leaks and Religion in Media</b>
<b>Chair:</b> John King, Professor, American University of Sharjah, UAE.	<b>Chair:</b> Ivor Gaber, Professor, University of Sussex, UK.
<ol style="list-style-type: none"> <li>1. Hongxiu Li, Professor, Chongqing Jiaotong University, China. Public Diplomacy in the Belt and Road within the New Media: Theories and Practices.</li> <li>2. <u>Nazli Aytuna</u>, 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?</li> <li>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.</li> <li>4. Francesca Lopez, Assistant Professor, Roma Tre University, Italy. Between 'Normalization' and Spectacularisation – Representing Violence against Women in TV Crime Series.</li> </ol>	<ol style="list-style-type: none"> <li>1. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. The Era of Mega-Leaks.</li> <li>2. Sydney Dillard, Assistant Professor, DePaul University, USA. Fibroid Tumours: How the Mass Media Communicate and Frame Discussions of Health News to the Public.</li> <li>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.</li> </ol>

<b>13:00-14:30 Session V (Room A-10<sup>th</sup> Floor): Corporate Communication, Risk and Crisis Communication</b>	<b>13:00-14:30 Session VI (Room B-10<sup>th</sup> Floor): Mediated Storytelling, Diversity and Digital Design</b>
<b>Chair:</b> Catherine Ann Collins, Professor, Willamette University, USA.	<b>Chair:</b> George Pavlou, Scientific Collaborator, European University, Cyprus.
<ol style="list-style-type: none"> <li>1. <u>Holger Sievert</u>, Head of Media School, Head of Competence Center PR and Communication Management, Macromedia University of Applied Sciences, Germany &amp; <u>Tobias Weiler</u>, Associate Researcher, Macromedia University of Applied Sciences, Germany. A New Era? How Internal Social Media Might be Reshaping CSR Communication out of Mass Media.</li> <li>2. Inci Cinarli, Professor, Galatasaray University, Turkey. Apologia as a Self-Defense Strategy to Support the Public Persona in Crisis Communication Process.</li> <li>3. <u>David Brusi Belmonte</u>, 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 Informative Treatment of Natural Disasters.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Juan Gonzalez Martinez</u>, Professor, Universitat de Girona, Spain, <u>Meritxell Estebanell Minguell</u>, Professor, Universitat de Girona, Spain, Moisès 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?</li> <li>2. Chyng Sun, Clinical Professor, New York University, USA. The Challenge of Investigating the Global Impact of Sexually Explicit Materials.</li> <li>3. Brita d'Agostino, Assistant Professor, New Mexico State University, USA. Digital Design and Online Storytelling.</li> <li>4. Zeynep Genel, Lecturer, Okan University, Turkey. The Blur Age: Producing Hyper-Reality with Digital Communications Tools.</li> <li>5. Hellen Yoranita Souisa, PhD Candidate, The University of Melbourne, Australia. Beyond Concentration of Ownership: A Study of Content Diversity in Contemporary Indonesian Television.</li> </ol>

**14:30-15:30 Lunch**

<b>15:30-17:00 Session VII (Room A-10<sup>th</sup> Floor): U.S. vs the World: A Comparison of Advertisements, Election Coverage and Front-Page Content in American and International Newspapers</b>	<b>15:30-17:00 Session VIII (Room B-10<sup>th</sup> Floor): Fake News &amp; Other Essays</b>
<b>Chair:</b> Robert Bergland, Professor, Missouri Western State University, USA.	<b>Chair:</b> Patricia L. Dooley, Elliott Distinguished Professor of Communication, Elliott School of Communication, Wichita State University, Wichita, Kansas, USA.
<ol style="list-style-type: none"> <li>1. <u>Rose Cadden</u>, Student, Missouri Western State University, USA &amp; <u>Devin Guerrero</u>, Student, Missouri Western State University, USA. Seeing Red: Similarities and Differences in the Front Page Coverage of the Trump Election in Five Countries.</li> <li>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.</li> </ol>	<ol style="list-style-type: none"> <li>1. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. Mere Observations, Fair Comment and Actual Facts – The Voice of Rehman Rashid.</li> <li>2. <u>Lauriane Tremblay</u>, 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.</li> <li>3. John Willome, Graduate Teaching Assistant, Wichita State University, USA. Political Botnets: An Analysis and Forecast of Twitter's Fake News Problem.</li> <li>4. Evan Pflugrad, Graduate Student, Wichita State University, USA. Facebook and Fake News Dilemmas.</li> </ol>

<b>17:00-19:00 Session IX (Room B-10<sup>th</sup> Floor): A Symposium Discussion on Social Media: Fake News, Fake Democracy, Hate Speech and Data Privacy</b>	
<b>Chair:</b> John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.	
<ol style="list-style-type: none"> <li>1. Ivor Gaber, Professor, University of Sussex, UK. "The Fake News About Fake News"</li> <li>2. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. "Can the Media and Political Centres Hold?"</li> <li>3. Inci Cinarli, Professor, Galatasaray University, Turkey. "Homo Credens (the believer) and the Weapons of Manipulation: A Perfect Match of the Post-Truth Era"</li> <li>4. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. "Fake News: A Malaysian Scenario"</li> <li>5. Toufik Majdi, Professor, University Hassan 1st of Settat, Morocco. "Social Media: Main Online Activity of Moroccans"</li> </ol>	

**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).

### 11:15-13:00 Session XI (Room B-10<sup>th</sup> 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 of 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.
4. Seda Gokce Turan, Instructor, Bahcesehir University, Turkey. Justification of Cyber-Infidelity: Adolescent's Perception.
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-10<sup>th</sup> Floor): Social Issues & Politics\*

**Chair:** Andreas Hebbel-Seegeer, 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.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea.
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*

**13:00-14:00 Lunch**

<b>14:00-15:30 Session XIII (Room B-10<sup>th</sup> Floor): Big Data, The Environment and the Expression</b>	<b>14:00-15:30 Session XIV (Room C-10<sup>th</sup> Floor): Video Technology within Sports*</b>
<b>Chair:</b> Hatem Alsriddi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.	<b>Chair:</b> Marco Di Domizio, Researcher, University of Teramo, Italy.
<ol style="list-style-type: none"> <li>1. Maurice Odine, Professor, Dean of School of Communication, Texas Southern University, USA. African Media Respond to Imperative in Preserving the Environment.</li> <li>2. Tugba Tas, Assistant Professor, Ankara University, Turkey. Visual Violence in the Images Aiming at Preventing and Combating Violence against Women in Turkey.</li> <li>3. Veronika Szeghalmi, Visiting Lecturer / Media Specialist, University of Szeged / National Media Authority, Hungary. Blurring the Boundaries in Strasbourg Case Law: Transforming the Conventional set of Criteria in Balancing the Right to Private Life and Freedom of Expression.</li> </ol>	<ol style="list-style-type: none"> <li>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)</li> <li>2. Roselis Natalina Mazzuchetti, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil, Vinicios Mazzuchetti, Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR), Brazil &amp; Sebastião Cavalcanti Neto, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil. A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers.</li> <li>3. Christopher Branch, Consultant / Online Tutor, Ghostthinker GmbH, Germany. Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association.</li> </ol>
<i>*This session is jointly offered with the Sport, Exercise, &amp; Kinesiology Unit</i>	

<b>15:30-17:00 Session XV (Room B-10<sup>th</sup> Floor): Public Relations in a Global Context</b>	<b>15:30-17:00 Session XVI (Room C-10<sup>th</sup> Floor): Team Sport and Policy*</b>
<b>Chair:</b> Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA.	<b>Chair:</b> Foula Kopanidis, Senior Lecturer, RMIT University, Australia.
<ol style="list-style-type: none"> <li>1. Toufik Majdi, Professor, University Hassan 1<sup>st</sup> of Settat, Morocco. Corporate Communication: New Trends.</li> <li>2. LaRissa Lawrie, Graduate Student, Wichita State University, USA. Fake News and Post-Truth Politics, the 2016 US Presidential Election.</li> <li>3. Chung Joo Chung, Associate Professor, Kyungpook National University, South Korea. A Big Data Analysis of Korea and Japan Nation Branding.</li> </ol>	<ol style="list-style-type: none"> <li>1. Seamus Kelly, Lecturer, University College Dublin, Ireland. The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club.</li> <li>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.</li> <li>3. Adriano Gomez-Bantel, Communications Manager, Daimler AG, Germany. The Social Mission of Football Clubs and its Benefits.</li> </ol>
<i>*This session is jointly offered with the Sport, Exercise, &amp; Kinesiology Unit</i>	

**17:00-18:30 Session XVII (Room B-10<sup>th</sup> 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.
4. Muria Endah Sokowati, Lecturer, Universitas Muhammadiyah Yogyakarta, Indonesia. Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of *Hai* Magazine).
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**

**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 16<sup>th</sup> 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, İstinye 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 Alsriddi, 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.
16. Karen Gabriel, Associate Professor, International Institute of Social Studies-EUR, The Hague, The Netherlands, and Head, Department of English, St Stephen's College, Delhi University, India.
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.