



17th Annual International Conference on Communication & Mass Media
13-16 May 2019, Athens, Greece

Organized by the Mass Media & Communication Unit of ATINER
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 13 May 2019

08:00-08:30 Registration and Refreshments

08:30-09:00 (Room B – 10th Floor): Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:00-10:30 Session I (Room B – 10th Floor): Globalization, Politics and Media

Chair: John Pavlik, Professor, Rutgers University, USA.

1. Judith Sylvester, Associate Professor, Louisiana State University, USA. President Trump and the Mother of All Bombs - Quickly Forgotten.
2. Laura Trujillo-Linan, Professor / Researcher, Universidad Panamericana, Mexico. Charles Taylor's Critique of Technopoly.
3. Xheni Simaku, PhD Student, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Globalization, Media and Cross-National Comparative Research: What is the Significance of Nation State on Shaping the News?
4. Patricia Dooley, Elliott Distinguished Professor of Communication, Wichita State University, USA. Making Sense of the Fake News Merry-go-Round: Globalization and the Future of Independent Journalism.

10:30-12:00 Session II (Room B – 10th Floor): Media Framing around the World

Chair: Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA.

1. John Mark King, Professor, American University of Sharjah, UAE & James Tutu Fiske, PhD Student, University of Arizona, USA. Global Media Framing of the "Third World" Construct.
2. Chris Underation, Associate Professor, Liberty University, USA. Unthinkable to Acceptable: How Stories can Make Controversial Ideas More Mainstream.
3. Ron Schleifer, Senior Lecturer, Ariel University, Israel. Foreign Media Coverage of the Arab-Israeli Conflict - A 25-Year Retrospective.

12:00-13:30 Session III (Room B – 10th Floor): Stress, Communication Apprehension and Educational Issues**Chair:** Annette Madlock Gatison, Professor, Liberty University, USA.

1. Kathleen Crowley, Professor, The College of Saint Rose, USA. The Growing Need for Undergraduate Media Psychology Courses.
2. Nunna Venkata Prasad, Associate Professor, Abu Dhabi University, UAE, Maryam Amoke Folarin, Student, Abu Dhabi University, UAE & Muhammad Ali Shaukat Sham, Associate Professor, Abu Dhabi University, UAE. A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University.
3. Lydia Fleming, Researcher, MacEwan University, Canada, Shannon Delaney, Researcher, MacEwan University, Canada, Megan Strachan, Researcher, MacEwan University, Canada & Jasmine Roy, Researcher, MacEwan University, Canada. How Communication Technologies Influence University Students' Stress Levels.

13:30-14:30 Lunch**14:30-16:00 Session IV (Room B – 10th Floor): Sports, Leisure, Media and Communication****Chair:** Li Yang, Associate Professor, Western Michigan University, USA.

1. Lisa Stansbie, Dean of the School of Art, Architecture and Design, Leeds Beckett University, UK. Fields of Vision: Arts and Sport Communities and Methods of Practice.
2. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic. Creating a Tool that Helps Adults to Consider their Free Time.
3. Bi Tizie Emmanuel Gala, Senior Lecturer, Université Félix Houphouët-Boigny, Côte d'Ivoire & Roland Bini Koffi, Researcher, Université Félix Houphouët-Boigny, Côte d'Ivoire. Social Significations and Promotion of Dan's Traditional Games in Côte d'Ivoire.
4. Lydia Anyonje, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children.

16:00-18:00 Session V (Room B – 10th Floor): ATINER's 2019 Series of Academic Dialogues: Globalization of Fake News**Chairs:** Gregory T. Papanikos, President, ATINER.

1. John Pavlik, Professor, Rutgers University, USA. Qatar and Quality Online Content: A Research Perspective on Fake News.
2. Lisa Stansbie, Dean, Leeds Beckett University, U.K. Social Media Fake News and the U.K. Brexit Referendum.
3. Gerald Steiner, Dean of the Faculty of Business and Globalization, Professor of Organizational Communication and Innovation, Chair, Department for Knowledge and Communication Management, Danube University Krems, Austria. Fake News – A Society Greedy for Extremes: Have we Lost our Moral?
4. John Mark King, Professor, American University of Sharjah, UAE. "How a Guerrilla Marketing Tactic for the Louvre Abu Dhabi Became Fake News about Religion in the Middle East".
5. Laura Trujillo Liñán, Professor/Researcher, University of Panamericana, Mexico. Fake News, Our New Reality.
6. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. "1932 Olympics in Los Angeles and the Case of Paavo Nurmi".
7. Chris Underation, Associate Professor, Liberty University, USA. The Globalization of Fake News: Relax, All is Well.

21:00-23:00 Greek Night and Dinner

Tuesday 14 May 2019

07:45-10:45 Session VI: An Educational Urban Walk in Modern and Ancient Athens

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)

11:00-13:00 Session VII (Room B – 10th Floor): Women, Gender and Social Media

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

1. Jacob Groshek, Associate Professor, Boston University, USA. Revisiting the Affordance Effect: The #MeToo Movement and the Cultivation of Reciprocal Journalism on Twitter.
2. Annette Madlock Gatison, Professor, Liberty University, USA. Moving Beyond Awareness: The Black Women's Health Imperative 2018 National Health Policy Agenda in the Current US Political Climate.
3. Mihalis Kuyucu, Lecturer and Media Professional, Istanbul Aydın University, Turkey. The Social Media Revolution in Political Communication: A Case Study about the Turkish Local Elections of March 2019.
4. Ozlem Danaci Yuce, Associate Professor, Galatasaray University, Turkey. Working Conditions of Conservative Women Television Journalists in Turkey.
5. Michela Cavagnuolo, PhD Candidate, Sapienza University of Rome, Italy & Grazia Quercia, PhD Candidate, Sapienza University of Rome, Italy. The Facebook Watch Phenomenon in Italy: An Explorative Analysis.
6. Nadia Herrada Hidalgo, PhD Student, Pontificia Universidad Católica de Chile, Chile. Cuban Entrepreneurs: Opportunities and Challenges in the Social Media Context.
7. Henry Kojo Bonsu-Owu, Lecturer/Head of Department (Print Journalism), Ghana Institute of Journalism, Ghana. A Three Step Approach Analysis of the Portrayal of Images of Women in Three Ghanaian Newspapers: Newsone, Ebony and the Mirror.

13:00-14:30 Session VIII (Room B – 10th Floor): Historical Considerations and Social Issues

Chair: Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.

1. Li Yang, Associate Professor, Western Michigan University, USA. Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China.
2. Francisca Selidonha Pereira da Silva, Professor, University of Vila Velha, Espírito Santo, Brazil & Herica Lene, Professor, Federal University of Recôncavo da Bahia, Brazil. Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication.
3. Liyin Zhang, Lecturer, Wuhan University, China. The Renaissance in Middle Ages Europe: A Spiritual Inspiration for Urban Cultural Communication and Reconstruction in Contemporary China.
4. Sena Aydin, Research Assistant / PhD Candidate, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Mediating History: Television Serials and New Memory.

14:30-15:30 Lunch

15:30-17:30 Session IX (Room B – 10th Floor): Social and Technological Issues in Sports and Media

Chair: Gustavo Paipe, Auxiliary Professor, Pedagogical University, Mozambique.

1. Zhibin Lei, Acting Director, ASTRI, Hong Kong. Next Generation Blockchain Communication Network (BCN).
2. Chao Chen (Caroline) Lin, Professor, Graduate Institute of Journalism, National Taiwan University, Taiwan & Ying Chia (Louise) Hsu, PhD Student, Institute of Applied Arts, National Chiao Tung University, Taiwan. Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism.
3. Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA, Garrett Hedrick, Graduate Student Assistant, Liberty University, USA & Caitlyn Richard, Graduate Student Assistant, Liberty University, USA. Storybranding: The Power of Digital Stories for Corporate and Community Brand Voice.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. Hot Topics in Sport Risk Management: The Future of Sport in a World with Global Warming, Active Shooters, Cyber Attacks, Drone Risks and Robotics.
5. Loghman Keshavarz, Faculty Member, PNU University, Iran, Masoumeh Bahmanzadeh, MA Student, Kharazmi University, Iran & Mohammad Mahdi Keshavarz, Student, PNU University, Iran. Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran.
6. Rong Han, PhD Candidate / Lecturer, Macquarie University / Northwestern Polytechnical University, Australia / China. Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy.

17:30-19:00 Session X (Room B – 10th Floor): Special Topics in Sports and Media

Chair: George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. Gerald Steiner, Dean of the School of Business and Globalization, Danube University Krems, Austria & Kay Muehlmann, Researcher, Danube University Krems, Austria. Transdisciplinarity as 21st Century Approach for Communication & Mass Media.
2. David Garfinkle, Contract Instructor, MacEwan University, Canada. Embodied Semiotics in Science Fiction Studies.
3. Georgios Andronikos, Teaching Associate, Edinburgh Napier University, UK, Tony Westbury, Associate Professor, Edinburgh Napier University, UK & Russell Martindale, Associate Professor, Edinburgh Napier University, UK. Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective.
4. Joana Peregrino, Master Student, Federal University of Rio de Janeiro, Brazil. Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production.
5. Peter Bukhala, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya & Isah K. Wabuyabo, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya.
6. Ildiko Balatoni, Director, Clinical Center, University of Debrecen, Hungary, Henrietta Varga Szepne, University of Debrecen, Hungary & Laszlo Csernoch, University of Debrecen, Hungary. Free Time Activities of High School Students: Sports or Video Games?

20:00- 21:30 Dinner

**Wednesday 15 May 2019
Mycenae and Island of Poros Visit
Educational Island Tour**

**Thursday 16 May 2019
Delphi Visit**

**Friday 17 May 2019
Ancient Corinth and Cape Sounion**

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academics, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
3. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
4. Patricia Dooley, Academic Member, ATINER & Elliott Distinguished Professor of Communication, Wichita State University, USA.
5. Chris Underation, Academic Member, ATINER & Associate Professor, Liberty University, USA.
6. Kristen Hark, Chair, Department of Strategic & Personal Communication and Graduate Director, School of Communication & Digital Content, Liberty University, USA.
7. Annette Madlock Gatison, Professor, Liberty University, USA.
8. Li Yang, Associate Professor, Western Michigan University, USA.
9. Danilo Yanich, Academic Member, ATINER & Professor, University of Delaware, USA.
10. Mihalis Kuyucu, Academic Member, ATINER & Lecturer and Media Professional, Istanbul Aydın University, Turkey.
11. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.
12. Gustavo Paibe, Auxiliary Professor, Pedagogical University, Mozambique.
13. Marina Shilina, Professor, Plekhanov Russian University of Economics, Advertising, PR & Design Chair, Russia.
14. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University Cyprus, Cyprus.