2015

Communication & Mass Media Abstracts

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

Edited by Gregory T. Papanikos

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

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Preface

This abstract book includes all the abstracts of the papers presented at the 13th Annual International Conference on Communication and Mass Media, 11-14 May 2015, organized by the Athens Institute for Education and Research. In total there were 65 papers and 82 presenters, coming from 26 different countries (Austria, Brazil, Canada, Chile, China, Colombia, Cyprus, France, Germany, Hong Kong, Hungary, Iran, Israel, Italy, Nigeria, Portugal, Romania, South Korea, Spain, Taiwan, Thailand, The Netherlands, Turkey, UAE, UK and USA). The conference was organized into sixteen sessions that included areas of Politics, Communications, Internet & Telecommunication, Digital & Mobile Media, Marketing, Advertising & Branding, Journalism and other related fields. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

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

PROGRAM
Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

Organization and Scientific Committee

1. Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
3. Dr. Yorgo Pasadeos, Head, Mass Media & Communication Research Unit, ATINER & Professor, University of Alabama, USA.
4. Ms. Olga Gkounta, Researcher, ATINER.
5. Dr. Catherine Ann Collins, Professor, Department of Rhetoric, Willamette University, USA.
6. Dr. Berrin Yanikkaya, Vice Dean, Yeditepe University & Associate Professor of Communication Sciences, School of Communications, Turkey.
7. Dr Veena P. Rawjee, Deputy Dean, Faculty of Management Sciences, Durban University of Technology, South Africa.
8. Dr. Emilie Yueh-yu Yeh, Director and Professor, Academy of Film, School of Communication, Hong Kong Baptist University, China.
9. Dr. Andžela Armonienė, Head of The Fund Young Researcher, Lithuania.
10. Dr. Mariam Gersamia, Professor & Head, Division of Journalism and Mass Communication, Ivane Javakhishvili Tbilisi State University, Georgia.
11. Dr. Jerry Agalo, Professor, School Of Information, Communication And Media Studies, Rongo University College, Kenya.
12. Dr. Ryumshina Liubov, Professor Faculty of Social Psychology, Southern Federal University, Russia.
13. Dr. Toufik Majdi, Professor, Faculty Poly disciplinary Khouribga, University Hassan 1st, Morocco.
14. Dr. Dali Osepashvili, Professor, Department of Journalism and Mass Communication, Ivane Javakhishvili Tbilisi State University, Georgia.
15. Dr. Wu Zhiyong, Professor, School of Communication, ECNU, China.
16. Dr. Egle Jaskuniene, Associate Professor & Vice Dean for Research, Faculty of Creative Industries, Vilnius Gediminas Technical University, Lithuania.
17. Dr. Nazlı Aytuna, Associate Professor, Faculty of Communication, Galatasaray University, Turkey.

Administration

Stavroula Kyritsi, Konstantinos Manolidis, Katerina Maraki & Kostas Spiropoulos

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	09:00-11:00 Session II (ROOM B): Internet, Websites, Digital & Mobile Media
Chair: Ms. Olga Gkounta, Researcher, ATINER.	**Chair:** **Catherine Ann Collins, Academic Member, ATINER & Professor, Willamette University, USA.
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. (Monday, 11th of May 2015) 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.	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: *Caja Thimm, Head, Department of Media Science, Bonn University, Germany.	**Chair**: **Anya Luscombe, Academic Member, ATINER & Associate Professor, University College Roosevelt (Utrecht University), The Netherlands.
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.	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. Ying Wu, 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. Di Cui, 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.
1. Nikolaj Ambrusevic, Associate Professor, Vilnius Gediminas Technical University, Lithuania. Design Impact through Brand Equity Approach: Example of Telecommunications Sector in Lithuania. 2. Hibai Lopez-Gonzalez, 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. Chu-Fang Lin, 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.	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. (Monday) 3. Gözde Öymen Kale, 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

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6. Tahera Al- Aamri, Lecturer, Nizwa College of Applied Sciences, Oman. The Role of Public Relations in Oman's Tourism Industry.</td>
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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
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.	1. *Valdecir Becker, 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.
1. *Hebatalla El Semary, Professor, Coordinator of the Mass Communication Program in English (MCE), Sharjah University, UAE & *Mai Al Khaja A. Alawadi, 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. Erika Cristina Dias Nogueira, 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.

1. Richard Gaughran, Assistant Professor, James Madison University, USA. Contrasting Communication Styles in Don DeLillo's *The Names*.
2. Yongsuk Hwang, Professor, Konkuk University, South Korea, Hyunjoo Lee, Professor, Konkuk University, South Korea & Hyejung Na, 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. (Tuesday, 12th of May 2015)
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 (Tuesday, 12th of May 2015)

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. (Tuesday, 12th of May 2015)
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. (Tuesday)

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: Tiago Quiroga, Professor, University of Brasilia, Brazil	**Chair:** Marketa Zezulkova, Doctoral Researcher, Bournemouth University, U.K. and Research Fellow, Charles University, Czech Republic.

1. Panpilas Kuldilok, Lecturer, Burapha University, Thailand. Thai Professionals Didn't Perceive Product Placement as Unethical Techniques.
2. Vasile Hodorogea, Ph.D. Student, University of Bucharest, Romania. Intersemiotics in Contemporary Advertising. From Sign Translation to Meaning Coherence.
3. Emel Ozdora Aksak, Faculty Member, Bilkent University, Turkey & Sirin Atakan-Duman, Faculty Member, Turgut Ozal University, Turkey. How a Turkish Bank uses Corporate Social Responsibility to Construct its Identity: A Case Study.
4. Ines Morais, Ph.D. Student, Nova University, Portugal. Communication of Difficult Memories: Portuguese Colonial War. (Tuesday, 12th of May 2015)

1. Can Guler, Research Assistant, Marmara University, Turkey & Utku Uraz Aydin, Research Assistant, Marmara University, Turkey. From the Construction of Hegemony to the State Crisis: Social Media and Political Power in Turkey.
2. Oya Saki Aydin, Associate Professor, Istanbul Commerce University, Turkey & Zeliha Hepkon, Associate Professor, Istanbul Commerce University, Turkey. New Perspectives on Communication Education: Student Involvement and Engagement.
3. Shujun Jiang, 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. Vitalis Torwel, 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. Matheus Pereira Mattos Felizola, 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: George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

1. Arantxa Capdevila Gomez, Senior Lecturer, Rovira i Virgili University, Spain & Carlota M. Moragas Fernandez, Ph.D. Candidate, Rovira i Virgili University, Spain. A People's Choice; Persuasive Strategies in the Scottish Independence Referendum. (Tuesday, 12th of May 2015)
2. Virginia Moreno Echeverry, Teacher/Researcher, Universidad Pontificia Bolivariana (UPB), Colombia. Digital Video Advertising Narratives as an Instrument of Persuasion in the Media Society.
3. Kyriakos Kolovos, Junior Researcher Advanced Media Institute, Open University of Cyprus, Cyprus & Athanassios Samaras, 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. Emmanouil Takas, Junior Researcher, Advanced Media Institute, Cyprus & Athanassios Samaras, Senior Researcher, Advanced Media Institute, Cyprus. Strategic Framing and Attribution of Blame during the Parliamentary Discussions on the Memorandum 2 in Greece.
5. Ozge Ercebe, Research Assistant, Atilim University, Turkey. The News Media as a Political Instrument: A Turkish Case. (Tuesday, 12th of May 2015)

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)

Aysun Akan

Lecturer, Izmir University of Economics, Turkey

From Partisan Journalism to Lap-Dog Journalism: A Persistent Trend in Turkish Journalism

Journalists and media have always been under the influence of politics and political authorities since the emergence of Turkish press in the mid-19th century. The tendency of political authorities to control, manipulate and censor media might be explained by the nature of political authority, which may be a trend throughout the world. However, journalists as ideologues for the political authorities seem to be a persistent trend since the 1920s in Turkish journalism.

In my paper I will focus on three historical periods where a significant number of influential journalists transformed from being partisan journalists to lap-dog journalists. I will analyze three different, but politically and historically significant periods in Turkish politics and journalism. The first covers the early 1920s, the second the early 1950s and the third, the early and late 2000s. In each of these periods a significant number of journalists acted as partisan journalists for the opposition political groups/ideas, however, immediately after the opposition groups or parties acquired power, journalists turned into lap-dog journalists. My paper is an attempt to explain a long standing journalism practice in Turkey in relation to the structural factors as well as the class character of the journalists.

Tahera Al- Aamri
Lecturer, Nizwa College of Applied Sciences, Oman

The Role of Public Relations in Oman's Tourism Industry

According to global travel and news publications, Oman has been voted as one of the most popular tourist destinations in 2015. Indeed, tourism is helping to diversify Oman's economy and contribute to the country's sustained GDP growth to face the sharp decline in the crude oil prices. It plays an integral role in job creation, heritage conservation and overall socio-economic development. In the highly competitive market, there is an increased need for PR as a communication strategy both for the industry itself and its 'players' such as tourist destinations, hotel, transportation and so forth to assist organizations to improve the quality of relations with their important publics. This study demonstrates the role and the importance of public relations work to promote the tourism industry by adopting a variety of tactics. Another purpose of this study is to identify how PR is defined and practiced in Oman's tourism industry, its structure in the organization, its role in managing issues and crises, and whether its role is strategic or not through exploring the profile of Ministry of tourism.

In depth-semi structured interviews are conducted with ten managers and PR practitioners in the ministry to obtain the data and information which are qualitatively analyzed. The study reveals the value of public relations, which could lead to management of mutually beneficial relationships between tourism organizations and their internal and external public. Findings illustrate that Oman requires PR as an effective communication strategy to maintain its image as a peaceful tourist destination. Respectively, the country should capitalize on this and apply proper public relations tools to promote tourism industry as to attract both domestic and foreign tourists to places of interest. The study also suggests that public relations should be integrated into the overall business strategy and actively participate in daily decisions regarding issues, opportunities, and challenges that the destination faces to contribute to organizational effectiveness.

Omer Alanka
Assistant Professor, Ataturk University, Turkey

The Ontological Meanings of Borders in Turkish Moral Geography and ISIL News

Moral geography not only clarifies the topological features of place but also it puts forwards certain relationship of a geographical area between culture and values. In this regard, it suggests that topos turns into nomos. This paper focuses on the ontological and cultural aspect of a border upon receiving news related to ISIL news taking place near on Turkish and Syrian Border. In Turkish politics culture, a border discussion also points out the importance of ethical concerns as well as political concerns. Therefore, a possible border violation means that the sacred values are also offended. It is generally reflected in Turkish media that border violations are depicted as a security concern making it clear that the overall sovereignty and state ontology is in danger. It is usually conceived that the borders are the ultimate lines for the state ontology. This problem also discloses the problem of state's political sovereignty and sacred of state territory.

Borders that are known as "Sine qua non" for countries are also one of the main aspects that describe a modern nation. While the authority of a political power to use strong precautions is decided within the borders, it is also outlined by its borders to finish using that power. In this sense, the latest border violations between Turkey and Syria points out a struggle for the national sovereignty. The ISIL's border violations are reflected as a thread for Turkey's national security in Turkish media. The multi-perspective and psychopathological structure of political power in Turkish culture is clearly reflected in news related to ISIL. It is also reflected in news discourse with expressions like "abusing, attacking and offending of sacred values" on ISIL news. The border violations between Turkey and Syria is not only a physical or political violation, but it also suggest an ethical and moral struggle. In this article, the ontological structure of border with regards to Turkish moral geography is studied and the political residue of ISIL news is traced.

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

This study builds on previous survey research by the investigators, as well as anecdotal reports, which imply that, despite having social interaction and communication difficulties, Internet communication (via email, chat rooms, newsgroups and bulletin boards) is welcomed by some people with high functioning autism (HFA) or Asperger syndrome (AS). Qualitative data about individual experiences, perceptions, and motivations regarding Internet based communication is obtained from 12 adolescences with HFA or AS, mainly via interviewing, but also by observation. Analysis base on grounded theory will reveals if the sample are able to use the Internet to lessen the emotional, social and time pressures experienced in offline situations.

Nikolaj Ambrusevic
Associate Professor, Vilnius Gediminas Technical University, Lithuania

Design Impact through Brand Equity Approach: Example of Telecommunications Sector in Lithuania

The telecommunications market is one of the fastest growing markets in Lithuania. At the moment sector of information and communication technology of Lithuania creates 2,2 percent of country's Gross Domestic Product, makes 2,5 percent of country's export and attracts nearly one billion Euros of foreign direct investment. Moreover, regarding statistical data Lithuania is one of the leading countries in the European Union in terms of internet access and the number of SIM cards and smart phones per 100 population.

After a long period of Lithuanian economic transition from planned into the market systems the country has experienced rapid changes. As a result the monopolistic market of telecommunications with the dominance of one company has been changed by oligopoly with tough competition of three main companies. There are several stages that may be distinguished in this process: firstly, the privatisation of Lithuanian telecommunications company by Scandinavian investors in 1998, secondly, fast grow and aggressive marketing of mobile phone providers focusing attention on the needs of youth segment, and, thirdly, following acquisition of mobile phone providers by global brands, such as Vodafone Group Plc. and TeliaSoneira AB. The activity of foreign investors in Lithuania have changed the understanding of importance of design in competitive battle. Unfortunately, the design still hasn't been evaluated as important tool of marketing and management in the telecommunications market in Lithuania.

The author of the presented paper aims at bringing forward an suggested methodology evaluating the impact of design through brand equity approach developing activity in the telecommunications market. The aim of the paper is based on the practical relevance. Regarding recently developed strategic patterns of the European Union all member countries are interested in creating a new type of economy with technologically oriented export and growing number of technologically equipped working places. Thus, in terms of growing competition and in order to achieve better results the companies should be more aware about positive impact of the design tools on the performance in the market. Moreover, within the existing literature on design, little attention has been paid to the evaluation of the contribution of design to the business development. This paper examines the role of design developing telecommunications industry, and represents an attempt to reveal the frames of evaluation that may

be in use supporting relations between business representatives and consumers.

Methodology of research includes the analysis of scientific literature, the systematic review of scientific statements and results of empirical research. Empirical research involves customer survey, expert survey based on multi-factorial analysis and competitor array analysis conducted with representatives of telecommunications companies revealing the main element characterizing importance of design evaluating brand equity.

The results of the research enable establishing the main elements of the design developing activity in the telecommunications market in Lithuania. The obtained research results can be implemented creating variety of strategies developing activity in terms of processes of internationalisation and recent changes of business conditions. The results may provide the practical solutions having specific economic issues and main problems in business environment. The theoretical guidelines evaluating the impact of design in the telecommunications market may be the object of discussion and further research.

Valdecir Becker
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

This article discusses the audience migration between Brazilian television and digital media. Since 2000, Brazilian free-to-air TV audience dropped by 28%. In the same period, Internet access increased 400%, and digital paid TV, more than 500%. The phenomenon accentuated after 2006, when pay TV had begun to grow on average 30% per year, and the Internet, 26%. A statistical comparison between this fall of audience with the increase of pay TV subscribers and growth of broadband Internet access shows that there is a migration of free-to-air TV audience towards these two media. Nowadays, one third of Brazilian population has access to pay TV and more than half use the Internet.

Through empirical investigation and statistical analysis, this paper investigates the implications for such decrease and the motivation of audience migration. The most important consequences are: a partial reformulation of television schedule, program focus and targets; transmedia productions, including new web narratives; focus on mobile applications, with interactivity and public participation; and new approaches on newscasts, which are becoming more informal, focused on opinion and local news.

From the reception point of view, the increased supply of Internet content and pay TV brought a credibility crisis for journalism programs. Research has shown that there is a change in the perception of information value. For decades the newscasts were major information sources in the country. With the spread of digital media, the newscasts are ceasing to be the main source of information.

Thus, this article offers an updated understanding on audience migration phenomena amongst different medias and its implications on social communications field, specially journalism.

Lucy Bednar
Assistant Professor, James Madison University, USA

The Alchemy of Sound:
The Power of Spoken Language in a Very Visual World

In our highly visual world, the potential power of spoken language is often neglected as a tool that can contribute much to students' linguistic competence. By privileging textual literacy over oral literacy, we are neglecting an important dimension of language, and we may be doing our students a disservice, especially in a world where the value of oral tradition and the power of narrative are gaining increased respect. In recent years, this reawakening of interest in spoken language and prosody has become evident in publications like Peter Elbow's Vernacular Eloquence: What Speech Can Bring to Writing and Steven Pinker's The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century.

My own inquiry into the connection between orality and literacy began with my interest in the growing popularity of audiobooks and whether or not they could be used in an academic setting to enhance students' reading and listening skills. In 2012, I presented a paper at the 10th Annual International Conference on Communication and Mass Media, in which I discussed audiobooks as a hybrid medium incorporating elements of both written and spoken texts. At the time, I was teaching an Honors course focusing on audiobooks and the fine art of listening. Since then, I have broadened my scope of inquiry, and in the spring 2015 semester, I will be teaching an updated version of the Honors class, which now includes units on reading aloud and using sound to improve writing skills. In the spring of 2013, I was given a unique opportunity to do some preliminary research on this topic when I worked with a colleague of mine from the Department of Philosophy and Religion at the university where I work. My colleague lost his eyesight and is now legally blind. He has adapted to the situation in part by having his students come to his office in small groups to read their writing assignments aloud to him and to one another, in lieu of submitting their work in the traditional way. I received IRB approval to observe some of these sessions, and to interview the professor, his assistant, and some of his students.

The information I collected was a good start. However, I hope to continue the research with my own students through the revised Honors class. I will again apply for IRB approval to use my observations in conjunction with student feedback to examine how the sound of language can affect skill with language. I am especially

interested in how reading their own work aloud affects not only larger elements of students' writing (like content, organization, tone, and register), but also the smaller elements (like sentence structure and word choice). I hope you will give me the opportunity to report on what I discover at the 2015 Annual International Conference on Mass Media and Communication.

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)

Following the notion of a deliberative democracy (Habermas 1992) political decisions are legitimized when they are based on a debate that permits the circulation of information, positions, arguments and ideas, in order to create mutual understanding. For citizens public debates are the main criterion upon which they base their decision. Mass media are a central factor within this process: They are the "principle institutions of the public sphere" (Curran, 1991).

The main objective of our research is to investigate to what extent political parties and the mass media follow the principles of a quality of understanding in political campaign communication. By building an *index of a quality of understanding* (VOI) we analyze political campaign communication. We defined four indicators: statement of reasons, proposals for solutions, respect and doubts. In accordance with the Habermasian perspective of understanding, we assume that in political discussions now and then political actors as well as the mass media, cast doubts on (other) political actors and their messages. They disbelieve the so-called "validity claims": They may doubt the intelligibility of statements, the truth of propositions, the truthfulness of the involved political actors as well as the legitimacy of their interests.

This study examines political parties' press releases (N=1341) and newspaper coverage (N=1420) of the Austrian National Elections in 1970, 1983, 1999 and 2008. Over the past forty years we can observe an increase in the quality of understanding of political discussions. One of the main findings is that the VOI of parties' press releases is double as high as the VOI of newspaper articles. Although there are no direct effects between the VOI and election results (as this has not been measured); however, the following tendency became apparent: The higher the VOI, the higher is the public support for the political party.

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

This study addresses the impact of source, media format, and sentiment in the influencing source credibility, information credibility, corporate brand reputation, purchase intention, and social media engagement in a corporate social responsibility campaign presented in a social media environment. The study utilized a 2 x 3 x 2 ANOVA to analyze results from an online survey that exposed respondents to various source, format, and sentiment combinations. The source was designated as either a corporation or a consumer. The media format was a news release, an advertisement or a news article. The sentiment was classified as either "with sentiment" or "no sentiment."

The ANOVA measured the impact of source main effect, source/format interaction effects, source/sentiment interaction effects, and source/format/sentiment interaction effects. Twenty hypotheses were posed. The results of this study found statistically significant differences in source, media format, and sentiment in stimulating aspects of source credibility, information credibility, corporate brand reputation, and purchase intention when considering source, source/format interaction, source/sentiment interaction, and source/format/sentiment interaction. Forty-six statistically significant differences were found. Of the 20 hypotheses tested, 13 were supported. This study was completed as a doctoral dissertation at Clemson University, Clemson, South Carolina, USA.

The author is currently an assistant professor of mass communications and has more than 20 years of career experience in journalism and public relations. She is accredited by the Public Relations Society of America.

Arantxa Capdevila Gomez
Senior Lecturer, Rovira i Virgili University, Spain
&
Carlota M. Moragas Fernandez
Ph.D. Candidate, Rovira i Virgili University, Spain

A People's Choice; Persuasive Strategies in the Scottish Independence Referendum

On 18 September 2014 Scotland held a referendum on its future. Scottish citizens had to decide whether they would like to continue being part of the United Kingdom or not by answering the question: 'Should Scotland be an independent country? (YES/NO)' Two years before, the campaign for persuading voters to take part for the *Yes* side or the *No* side was launched. This meant that both political parties and social movements such as *Yes Scotland* or *Better Together*, started to build their discourses about what Independence would imply. The aim of the present study is to analyze which are the different arguments that lie beneath these discourses, paying special attention to the use of the different figures of the speech such as personifications, metonyms and metaphors. For that, we have chosen the main political adverts from the Yes campaign and the No campaign and we have analyzed them by applying a rhetorical-argumentative methodology. This methodology is based on Discourse Analysis but considers the persuasive nature of political discourses. Because of that, it focuses on the different levels of the speech (deep, intermediate and superficial), which are intrinsically related with the rhetorical construction of persuasive discourses (*inventio*, *dispositio* and *elocutio*). Among the main results, the underlining of the importance of the decision that has to be taken on 18 September must be stressed. And this is done by presenting independence as an opportunity to build a fairer and more prosper country or as a risky option that will imply the loss of all that has been achieved while being part of the United Kingdom. To vote for one or the other option is in the Scottish society's hands and that bring political leaders to emphasize the electorate's responsibility towards the decision that has to be taken.

Margaret Cassidy
Associate Professor, Adelphi University, USA

Children and Media History:
From Hornbook to Facebook

Children have been active and enthusiastic media users for centuries. In the 18th century, hornbooks dangled from schoolchildren's belts. A hundred years later, children hid dime novels called "pernicious" by parents and teachers under their coats. Now, children's jackets and backpacks come with pockets specifically designed for smartphones and ipods, and school dismissals produce daily waves of children pulling out all the handheld electronic devices that they kept stashed away during school hours.

Clearly the media landscape is changing rapidly. Children are heavy owners and users of media that are often not well understood by adults who grew up in a different media environment. However, as much as celebrants and critics alike will call this situation "unprecedented," today's children and adults are going through very much the same process as every generation that came before them. Throughout history, as children have embraced new media, adults have worried about the potentially negative or unpredictable impact of those media on their children's lives or on their relationships with children. We are not the first to experience profound, destabilizing, and disorienting shifts in our media environment, nor are we the first adults to care about our children or to worry about their media use. All media were, at one time, "new media," and the people experiencing them as such had a great deal in common with us.

This presentation will explore the history of children and media, focusing on the ways in which new media enter into and become part of children's lives. It will examine a selection of "old media" when they were "new media," with an emphasis on understanding how children used those media and how adults felt about children's use of new media. The presentation will then consider contemporary children and new media in light of this historical context.

Tulia-Maria Casvean
Ph.D. Student, University of Bucharest, Romania

An Introduction to Videogame Genre Theory. Understanding Videogame Genre Framework

Nowadays, the videogames are available in the widest variety of forms, platforms, being played either alone (single player) or with multiple partners (multiplayer), or even on a large scale with many other players in the online environment (massive multiplayer online games - MMOG). It is possible to play games with or without the "story", with or without scoring, games that only require intellectual or body movements. Videogames categories are built on multiple perspectives that depend on the observer and his or her agenda. Pulling out their sap from the fertile field of popular culture, videogames are exploiting models and formal containers, pre-worked materials, well-known heroes, stereotypes and myths.

Acting as a transmission belt between producers and players, different videogame categories become, paraphrasing Umberto Eco, "playing contract" out of which players should instantly recognize a genre of game, characterized by a particular style. These genres have multiple meanings, functions, production models and audience expectations and evolve through time.

Because of these reasons, realizing if there is a videogame genre framework or there are just labels or marketing tools used by the game producers is essential for overall understanding videogames.

Finding out if there is a blueprint for videogame genres requires understanding of specific elements and their arrangement. Being aware that it is not possible to present an exhaustive genre categorization but only a general framework of videogame genres, this paper reviews the general and the specific genre literature and analyses the role and the characteristics of the mechanics, context, story theme and performance elements that articulate the videogame genres. The conclusions of this paper are also supported with interviews with game designers and a realization manager.

Ni Chen
Associate Professor, University of Macau, China

A Comparative Study of Ethical Orientations among PR Students in China, Hong Kong and US

Many critics view *deontology* (focusing largely on the merits of an action itself) and *utilitarianism* (evaluation of an action based on its projected consequences) as rival approaches to ethical decision-making. This survey of public relations students at three universities in the United States and one each in Hong Kong and mainland China suggests that, as various theorists propose, many people adhere to both schools of thought, with utilitarianism being the dominant view overall. Furthermore, belief in both schools appears to correlate with high-minded ethical thinking as measured by assessments of several hypothetical ethical decisions. Implications for teaching are suggested.

Chin-Chih Chiang
Associate Professor, National ChengChi University, Taiwan

News Selection and Quotation:
A Study of Taiwanese Newspaper Reporters' Coverage of Broadcast Political Interviews

A core skill for journalists is to convert interviews into news stories. Broadcast news interviews are vital performance stages for politicians and are frequently covered by news media, indicating the importance of producing news by using interview materials. In this study, in-depth interviews of 13 Taiwanese newspaper reporters were conducted to explore how journalists select materials for and use quotations in their coverage of broadcast political interviews to add value to the news. This study finds that journalists tend to report interview backgrounds or interaction processes in sidelights or feature articles in order to maintain the objectivity of straight news. Journalists select news materials based on intertextuality, the characteristics of broadcast interviews, and the needs to create the coherence of news articles. When writing news reports, journalists tend to determine the news frames and formulate news lead based on the content of broadcast interviews and accordingly select relevant interview segments to produce the body which supports the lead. Journalists incorporate the broadcast news interviewers' questions into news reports to highlight interviewees' responses and attitudes, to increase news uniqueness, and to describe the interactions that occur during interviews. In addition, direct quotations are used to emphasize main points, strengthen the sense of authenticity, pinpoint interviewees' emotions, or increase the vividness of news.

Jeanne Ellen Clark
Associate Professor, Willamette University, USA

Animating Perspectives:
War, Resistance Narratives, Visual Strategies

For twenty-five years B'Tselem, The Israeli Information Center for Human Rights in the Occupied Territories, has been documenting and publicizing human rights abuses in their region. After decades of ongoing struggle in Israel/Palestine many people both outside and within the region are innured to the violence and its impact on Israeli and Palestinian society. B'Tselem works to confront people with the costs of the conflict, to overcome the tendency to ignore what is unseen in mainstream media or what may have become so familiar as to seem normal. While written reports and citizen video footage are their primary forms of documentation, four videos highlighted by the website have employed graphic animation to convey their message about this long, sometimes hot, sometimes lukewarm war.

These short animated films posted on their website use animation to reshape the narratives that have grown to seem stale and insignificant though their familiarity, thus encouraging the audience to recognize what they might otherwise be unwilling to acknowledge. Animation, whether the childlike cartoon presentation of the implications of the siege of Gaza or the graphic, more realistic images associated with Waltz with Bashir and employed by B'Tselem to present pervasive norms of violence, serves to make unpleasant reality recognizable and confrontable. Animation allows a manipulation of narrative order that may seem less blatant than similar manipulation in ordinary documentary footage. The light touch of cartoon animation style reduces the threat in an unpopular message. In *Regarding the Pain of Others*, Susan Sontag (2003, p.8) tells us photography forces us to confront the horrors of war, to see how it "tears, rends." B'Tselem uses animation to perform the same function with the daily horrors of the occupation and the ongoing conflict.

Catherine Ann Collins
Professor, Willamette University, USA

Mediating Memory: Giving Voice to Japanese Americans Interned During WWII

The mass internment of Japanese Americans during WWII is a dark period in American history. It took the nation decades to conclude that "race prejudice, war hysteria, and a failure of political leadership," were the real reasons for the internment. The suppressed narrative of that event has emerged in recent years in film, YouTube videos, websites, and novels. Challenging the amnesia of the Japanese American internment has implications for current U.S. attitudes. This paper examines how physical and virtual pilgrimages are designed to both remember the forgotten victims and warn the American citizenry that war hysteria might once again subvert human rights.

Reader and Walter (1993, 9) contend that pilgrimage entails "the idea of quest, of seeking something. . .that will enhance or affirm his/her being". Pilgrimage to what remains of the camps and visits to nearby interpretive centres, by internees and others who seek to understand this part of America's national identity, serve to create communitas—the temporary sense of identification between individuals who otherwise would not interact (Turner 1977). For those who cannot visit the actual camps, web sites offer virtual pilgrimages— ways of experiencing what American citizens of Japanese heritage experienced. This essay explores how communitas is enabled by physical and virtual pilgrimages that evoke past pain and confront ongoing societal indifference to the internment of Japanese Americans. It focuses on physical pilgrimages to Camp Amache and Manzanar and virtual pilgrimages to these camps including audio tours, podcasts, photo galleries and informational essays via the Internet. Each of these forms of mediated communication shape the memory of a part of history seldom mentioned in American classrooms or civic texts in an effort to prevent future discrimination. New uses of the Internet and choreographed pilgrimages attempt to redress the wrongs inflicted by the U.S. on Japanese Americans.

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

After a complex research and experimentation on the definition of program guidelines, methodological and didactic application of my innovative pedagogical theory, based on re-reading application of Media Education in schools about the strategic use of new technologies in the definition of educational plans, to custom various difficulties - pathological and disabling of socio/cultural - I propose its instrumental application: an App that allows teachers and students, finally, to participate together with the construction of knowledge and how to learn it rather, to play video. An evolutionary ambitious project, which has pioneered the adoption of SMART information technologies in teaching and the use of technologically advanced software platforms for the integration of pupils with various disabilities. The research landscape to propose national educational seals the willingness to share, not only the success of my educational theory, now recognized worldwide, and titled: "Dis(ease)Ability", but also and above all, its new application.

Di Cui
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&
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How Perception of Economy Condition Influences Political Participation in China: Testing Direct and Indirect Effects

The value of active political participation is widely recognized in democratic societies, politically transitioning societies and even authoritarian regimes. Beyond the media-centered perspective, this study integrated the economic approach and the communication approach to explain political participation in China. In the past two decades China has witnessed rapid economic growth and unprecedented expansion of Internet-based technologies. However, there has not been a sign for loosening-up of the Party-state control over media and speech. The tension between economic/information development and continued political control offers us an intriguing context to examine how economic and Internet use jointly shape political participation in China. Based on second-hand data from a massive multi-sited survey (N = 3473), this study employed equation modeling to test how one's perception of macro economy condition will influence their political participation through Internet use and trust in public institutions in Mainland China. The results showed perception of economy condition had a positive direct relationship with political participation. However, indirect paths between perception of economy and political participation worked in contrary directions. For example, perception of economy condition was negatively associated with Internet use, which was supposed to boost political participation. Perception of economic condition was strongly correlated with trust in public institutions, which would, in turn, reduce political participation. The implications of the results were discussed in details.

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

Social media tools were instrumental in the early days of the Arab spring in transforming the political landscape in the Arab world bringing social change. Counter to this has been the use of social media by extremist elements as a propaganda tool to recruit willing members to come to the Middle East and consequently hijack the youth revolution and morph it into a vicious sectarian war. This paper examines effective ways to re-engaging the Arab youth in a pan-Arab cultural conversation to counter this process of sectarianism, reinventing the Arab narrative and strengthening a secular Arab identity that aims at reclaiming the revolution. The premise behind this proposition depends on fulfilling the contact theory key requirements that requires a space where exposure can occur not only with two equal actors but also in an open environment. Social media platforms provide such a space capable of promoting an open dialogue that produces a set of goals and a community to go with it. The next step in the process of engagement is to generate actions that will spill from the online environment to the streets. This online/offline movement can be explained by the Social Identity De-individualisation Effect model (SIDE) which states that reduced identifiably in the online context can still produce actions that are inline with a central context of a group's goal and that social identity "can be defined as that part of the answer to the question 'Who am I?' that is drawn from the groups that you are a member of, e.g., your gender, ethnicity, profession, etc." These group identifiers can then go beyond the traditional sense of a group and can be activated in relation to a topic or a campaign even when the campaign leads to offline actions.

Victoria Dauletova

Assistant Professor, Sultan Qaboos University, Oman

Engaging the Employer in Business Communication Courses

Following the recent recognition of the vital role industry and business sector should be encouraged to play in the field of business education in Oman, the Business Communication Unit in the College of Economics and Political Science, Sultan Qaboos University was urged to revisit their current courses and align them with labor market needs and expectations. Guided by the principles of active learning, a development-centered paradigm and enquiry-stimulating pedagogy, a brand new course design was introduced to the curriculum.

The course is delivered as a semester long project based on the students' on-going collaboration with a number of small-sized enterprises operating in Oman. The course features exposure to case studies based on real-life business practices; a focus on development and immediate application of students' business and professional communication skills to a real-life company; extensive reflection on learning process and course concepts; meaningful and product-based course outcomes. The shift from traditional Business Communication classes is reflected in all components of the new course - from elements of the course design to desired learner outcomes. The employer is actively engaged at all stages of the project and performs a dual role – as a knowledge provider and knowledge consumer. Co-creation of new experience, sharing ownership of the project, and enriching and challenging each other's views and perceptions add significant value to the course. All those attributes place the course in line with current trends in business education practices worldwide.

The course is technology-infused and supports blended learning with a range of web and mobile applications available for establishing and maintaining a communication network for the project.

For those business education institutions seeking ideas for linking academia with real-life businesses, the proposed course has the potential to serve as a model. Institutions can mindfully build on it and adapt to their learners. Indeed, they can go further and apply the model to cross-section or cross-disciplinary collaborative projects with business sector to expand their learners' contact with a larger and more diverse pool of knowledge and expertise.

Erika Cristina Dias Nogueira
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&
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

The most famous online social network, Facebook, can enable Brazilian environmental movements to publicize their causes more easily. In this space, such movements, in need of resources and willing to obtain greater autonomy in opposition to traditional media, can achieve a wider space to express and interact with activists. However, in order to mobilize citizens and get the public visibility they need to ensure that the issues raised in the social network are legitimized by society, these movements need to interact with the discourses produced by Internet-readers, who comment and participate in the construction of information in the digital space. For the digital atmosphere, new content is created by organizations and Internet-readers, with different discursive strategies produced to digitally move on platforms that have specific rules for virtual writing and reading. In this new context, this paper presents a preliminary analysis of some comments posted on the Facebook fanpage of a Brazilian environmental movement: The SOS Mata Atlântica Foundation. The comments were posted as discursive reactions to a post from June 16, 2014 and analyzed based on the theory of discourse by Charaudeau and on the sociological studies by Bauman and Wolton.

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

Throughout history, when confronted with cataclysmic events such as disasters and wars, humans have used humor to confront such events' inherent challenges. To understand this process, scholars representing diverse disciplines have compiled and analyzed the jokes and other forms of humor people have shared during such times of crisis. In a book titled *Comic Relief* (2009), for example, philosopher John Morreall explores the humor shared by those seeking to cope with the devastating effects of World War II's Holocaust. In a similar vein, research for this paper examines the humor surrounding another historically significant event: the creation, testing, and use of nuclear weapons. In previous research, I have studied the jokes and other forms of humor shared by Americans after the August 1945 dropping of atomic bombs on Hiroshima and Nagasaki, and the October 1963 Cuban missile crisis. This paper continues this research in an exploration of the humor shared by Americans as a result of the U.S. testing of atomic weapons at the South Pacific's Bikini atoll in 1946 and 1958. A grounded theory approach is employed in the analysis of the functions of the jokes and other examples of humorous communication shared by Americans during these nuclear device testing periods.

Hebatalla El Semary
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&
Mai Al Khaja A. Alawadi
Associate Professor, United Arab Emirates University (UAEU), UAE

Perceptions of Privacy Issues and Policies among Facebook Users in UAE

This study investigates Facebook users' perceptions of online privacy, exploring their awareness of privacy issues and policies. Furthermore, the study explores how their behavior is influenced by this awareness, as well as the role of trust in an online social networking environment. A sample of 600 subjects from two different group categories: University students in United Arab Emirates (18-30) and faculty members (35-60) were surveyed. Data was collected from a questionnaire designed to test the two groups' awareness of privacy policies and how this awareness did affect their behavior. Two scales were developed to measure the degree of privacy awareness and degree of privacy measures. Moreover, Facebook accounts are observed and analyzed to test the validity of users' responses. We hope that the findings of this study could help in developing a strategy that could increase awareness and help in educating the public about protecting privacy on Facebook.

Ozge Ercebe
Research Assistant, Atilim University, Turkey

The News Media as a Political Instrument:
A Turkish Case

This paper discusses the relationship between media and politics on the basis of political parallelism. In this paper, the Turkish media analyzed within the historical process on three levels: state intervention and legislative regulations, the organic link between political parties and newspapers, the journalistic professionalization. Following the Hallin and Mancini's analysis of the media systems, the polarized pluralist model can be used to typify the Turkish media. In polarized pluralist model, political parallelism is not emerge because the media instrumentalized by the contingent interests of the groups, individual politicians and business persons. I aim to analyze the Turkish media in historical process and to show the major forms of instrumentalizations in Turkish media case. This approach shows that the historical roots about the problems of Turkish media, especially, ownership, the government control, censorship and self-censorship end the professionalization of journalism.

Tamara Fruehsorger
Ph.D. Student, University of Vienna, Austria

Intercultural Communication Focused on the Color Adoption for the Advertising

First impression during the international integration of products wins with an advertising campaign. The advertising can be more efficient and increase profit through a smart strategy with adapted pictures and product colors promoting a new market. Many studies prove the importance to adapt commercials especially to Asia-specific needs. One of the most significant aspects is the color, which needs be considered for the Chinese market.

This paper evaluates the advertising of advanced European car companies such as Audi, BMW and Mercedes on the Chinese market since China´s accession to the WTO in December 2001 until the End of 2013. The content analyses sampling carried out both in Germany and China about all car advertising colors over the period from 2002 to 2013 and compares ad colors in Germany and China, to examine the adaptation strategy from Audi, BMW and Mercedes, focusing on their way of dealing from standardization to localization concerning color choosing for product advertising. The next step of the research is the survey methodology in China aiming at demonstrating the accuracy of population opinion with the ad colors for the car commercials and the introduction of the findings in comparison with current advertising.

To sum it up, the findings consist in the comparison of ad colors in Germany and in China for integration conclusion and verification of influence on the sales numbers. The implication of this paper is the confrontation between existing and desirable ad colors, found from the respondents in China through the survey methodology results.

Richard Gaughran
Assistant Professor, James Madison University, USA

Contrasting Communication Styles in Don DeLillo's The Names

In the late 1970s, prominent American novelist Don DeLillo lived and wrote in Greece, from where emerged his seventh novel, The Names (1982). This complex work, according to the novelist, marked a new beginning, in part because of the renewed attention to language and modes of communication. The Names is an "international novel," following in the tradition of American novelists such as Henry James. As with a Jamesian novel, readers follow an American as he confronts another culture. One of the most salient features of DeLillo's novel is the way it examines different modes of communication.

The American narrator, James Axton, initially an aloof, detached observer, notices the people of Athens as they connect with each other and their environment. Alluding to the foundations of this mode of communication in oral culture, he says, "Conversation is life, language is the deepest being." Late in the novel he finally walks up to the Acropolis, which he had thought of as cold, distant, and mute; he is surprised to discover that the place, rather than being a stony relic from the past, is integrated into the life of the city itself. He hears the voices of the people around him, a human feeling emerging from the stones. "Everyone is talking," he says. "This is what we bring to the temple, not prayer or chant or slaughtered rams. Our offering is language." He is referring to an organic, natural style of communication, one concerned with whatever is necessary to health and well-being.

DeLillo's novel contrasts this organic, living mode of communication, rooted in orality, with the distant, technocratic, literary mode as practiced by various characters, including the mysterious cult that murders individuals based on a purely aesthetic, sub-verbal matching of initials in place names with the initials of their victim's name. Other characters distance themselves from life through academic study, filming from a helicopter, and so on. "Technicians are the infiltrators of ancient societies," one character says. "They speak a secret language." Referring to the ways supposedly advanced societies attempt to rein in the unpredictability of language and the world itself, another character sums it up this way: "Subdue and codify."

If invited to this conference on communication and mass culture, I propose to further examine the ways this novel contrasts these two orientations toward language, bringing to the surface the way DeLillo's work, stemming from the writer's own experiences in Greece, privileges the organic, nourishing mode rooted in orality.

Can Guler
Research Assistant, Marmara University, Turkey
&
Utku Uraz Aydin
Research Assistant, Marmara University, Turkey

From the Construction of Hegemony to the State Crisis: Social Media and Political Power in Turkey

The Justice and Development Party (AKP) came to power in 2002 based on a discourse of democratization against the weight of the military on politics and policy restructuring the economy devastated by the crisis of 1999-2001. The AKP was successful in obtaining support from different fractions of capital and also from religious popular classes. However, after a relatively democratic -liberal period (2002-2008), the tension between the military forces and the government deepened. Therefore, the authoritarian nature of the AKP aiming at criminalizing and punishing any opposition became more obvious. Thus a hegemonic project based on an authoritarian populism and conservative identity politics took over. This hegemonic project is implemented in different parts of the public sphere. When the staggering government control over the media started to prevent the freedom of opinion and expression, social media emerged as a tool for the opposing viewpoints to be shared publicly and became a hotbed of information, debates and political conflict. On the other hand, the goverment increased the oppression over the web even further and passed a law filtering and restricting the content viewable on the internet to a degree that we might call as "the moralization of digital public sphere" in 2011.

This was rejected by tens of thousands of young people marching through the streets of Istanbul. It can be considered as the first public appearance of the youth which we would meet at Gezi Protests in 2013 again. The state crisis that this revolt created was a kind of spark but took a radical character by the conflict between the different forces within the power bloc. This crisis pushed the government to take even more radical decisions which would prevent any digital content on the web.

In this presentation, we aim to analyze the different stages of the intervention of political power over the freedom of opinion and expression on the web, based around the concept of hegemony. We will examine the cases which the goverment officials attempt to criminalize and punish opponents through the opinions expressed on social media and social media's function in expressing and organizing the reaction against the power holders, and finally, social mobilizations

for the defense of freedom of expresssion on social media.

Ren-Whei Harn
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Hyunjin Seo
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&
Salman Husain
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Facebook Brand Communities: Implications for Dialogic Communication and Civic Engagement

Popular social networking sites such as Facebook and Twitter have emerged as important channels for many organizations' external communications. This study examines how Facebook brand communities might help facilitate dialogic communication between an organization and its publics and cultivate different dimensions of organization-public relationships in the age of online social networking. In examining these issues, we investigate whether and how social impact companies differ from conventional for-profit companies in using social media for external communications. Our empirical data are wall posts and audience reactions to those posts from two Facebook brand communities—TOMS, a social impact company, and Sperry Top-Sider, a conventional for-profit company. We conducted a content analysis of 316 wall posts and 8,197 comments posted on the two Facebook pages between October 1, 2013 and September 30, 2014. These wall posts and comments resulted from a systemic random sampling of all posts and comments during the period.

Our content analysis identifies interesting differences and similarities between the two types of companies. TOMS' Facebook page featured a higher proportion of wall posts involving community engagement and social issues, compared to the Sperry Facebook page. While two-way communication between the organization and Facebook fans was prominent on both Facebook pages, the social impact company's online community was more likely to generate dialogue among Facebook fans from different cultures and countries than was the case for the conventional for-profit company. Despite these differences, product promotion was the most frequent topic in wall posts of both Facebook pages indicating that both companies used social media sites primarily to market their products. These and other findings are discussed in terms of how social media can support brands in creating a dialogic space effective in facilitating civic engagement.

Vasile Hodorogea
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Intersemiotics in Contemporary Advertising.
From Sign Translation to Meaning Coherence

The fundamental changes of the last years, from technological advances to terrorism and environmental concerns, have considerably influenced the ways we communicate and created a shift from "happiness that can be bought" (Brune, 2003) to a new and rational consumption, articulated on loyalty to community, responsibility for environment and the future and so on. This individual priorities shift has compelled changes in the advertising discourse, on all levels, from packaging to TV, from online to public events. Corporations understand now the symbolic consumption of their audiences and dynamic way of sharing the brand stories with and by the consumers (as Coca-Cola shows in a recent mission statement, the company will dominate the *popular culture* conversations by 2020). It becomes more and more visible: the advertising discourse needs to adapt to the consumers' specificities using instruments from established theoretical areas as well as some young disciplines.

The information democratization has transformed the consumer into a more advertising-reluctant individual who asks for coherence and transparency and engages in very critical analysis and dialogues on blogs and social-media when the new advert of a certain brand does not met his expectations. The need for local relevancy (as in the "glo-cal strategies") also contextualizes messages: in Romania, for example, we are "consuming" daily an advertising discourse trying to bring local and contextual relevancy even if the brand is international (Pepsi uses a Romanian song within Shazam and the international brand Danone mentions "Made in Romania" on its packaging).

This paper will explore a series of theoretical concepts, from the intersemioic complementarity and cohesion to a contextual model of social semiotics, from translation and adaptation theories to multimodality and intermediality, in order to find some simple instruments for the construction and adaptation of the advertising messages to the consumers' social, technological and cultural context, able to better target an audience and to maintain coherence all along a discourse that uses conventional print media and TV and very innovative mobile apps and other digital endeavors.

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Generation Gap in Content Creation and Online Participation: Identifying the Difference between Digital Natives, Immigrants and Retards in Korea

Digital divides of demographic characteristics such as gender, age, income and education in access and usage of ICTs(Information and Communication Technologies) have always been considered as one of the most important issues whenever in the rise of new media, for example, smartphones. Reflecting on the increase of the availability in mobile communication due to the rapid adoption of Internet-enabled smart devices in Korea, the study focuses more on age differences among demographic characteristics. Korea is one of the world's most speedy countries in technology adoption, but also the fastest aging societies, which may come into conflict with generations. Therefore, the main purpose of the study is to examine the intergenerational gaps of the three groups (digital natives, immigrants and retards) in determining factors which may have an impact on content creation and online participation. The study will identify the gaps between digital natives, immigrants and retards by analyzing the 2012 national data conducted by the National Information Society Agency. And then, the study will discuss the implication of the outcomes and suggest what the best solutions are in bridging the generation gaps of online participatory divides between the three groups.

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Rumor and Media Credibility: A Study of the Impact of Rumor on Media Credibility in the UAE

Today, with the easy access and availability of all types of media, people can get information more easily and faster then ever before. However, among the fast updating information from all sources, rumors are unavoidable sometimes, especially from new media, such as social media and the Internet which, unlike their traditional counterparts e.g. TV and newspapers, do not have a well-developed scrutinizing mechanism to gate keeping the messages. This study explores people's experience of rumor on both new and old media and its impact on the credibility of each type of news media. Survey was conducted towards media users (n=182) in the United Arab Emirates, where it has the highest penetration of digital devices across GCC countries. The findings show that people experience rumors the most from social media and the least from newspapers, a result coincide with people's perception of media credibility with newspaper has the highest credibility and social media has the lowest credibility. When referring to specific media types, it is found that whether people experience rumor or not do not make difference on their perception of media credibility of social media and news websites. It does make difference on the credibility of TV and newspaper with those who claim to have come across rumors have obviously lower credibility than those who claim not. Especially, there is significant difference on the credibility of breaking news, natural disasters, entertainment, health/life, culture/education, sports, and religious news on newspapers and breaking news and sports news on TV. The results show that rumor has impact on media credibility with more experience of rumor less credibility a certain media has compared with other media. At the individual level, people's experience of rumor affects their perception of credibility of traditional media such as TV and newspaper but does not make difference on the credibility of new media such as social media and news websites. These findings are discussed along with the limitations of the study and suggestions for future research.

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Service Learning and International Internships in Journalism Courses: A Pedagogy of Transformative Citizenship

This study explores the concept of transformative citizenship using student data collected over a 3-year timeframe. Students enrolled in two reporting and writing courses and an international journalism course were post-evaluated. The reporting and writing courses incorporated service learning projects while the international journalism course culminated in short-term media internships in Zambia. Post-evaluations of these courses showed that students highly valued the transformative sense of citizenship that resulted from their experiences. The study further found gender differences in this transformative sense of citizenship, particularly where international internships were concerned. Although the class sizes of the *Journalistic Practice in Zambia* course were small and had more male than female students, the former scored higher than their female counterparts on transformative citizenship indicators. The difference was explained away by prior travel experiences both within and outside the United States by the male students. For the female students, the Zambia trip was their first outside their native Virginia.

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Ad Hominem Arguments in Cyprus during 2013 Presidential Campaign: Analysis of Televised Presidential Debates

The ad hominem argument or negative ethotic argument is a rhetorical strategy that combines attack with ethos in order to deconstruct the credibility of the opponent. It comes in various forms. Its most usual is the *abusive ad hominem argument* which occurs when one party in a discussion criticizes of attempts to refute the other party's argument by directly attacking the second party personally. Another form is the *circumstantial ad hominem argument* according to which some "circumstances" of the arguer, other than his character, are used to attack his argument (Walton 1998).

This research examines the employment of ad hominem arguments during the televised presidential debates for the 2013 elections in Cyprus. Presidential debates were selected because they offer an epitome of campaign argumentation. The research project is a first step in the direction of identifying the strategic considerations that guide the employment of the ad hominem arguments in the Cypriot political communication system.

In this project qualitative – rhetorical analysis is employed. Every type of ad hominem argument directed towards right - wing candidate Anastasiades during the Presidential Debates is identified independently by the two co-authors. Source, target and theme of the attack as well as the premises and the conclusions for each ad hominem argument is identified. Then, a list of all ad hominem argument is constructed. Quantification emerges from this list of arguments rather than from a rigorous quantitative content analytical process. Both ad hominem arguments employed by politicians and those employed by journalists in their questions are included in the analysis.

The research identifies different patterns of ad hominem arguments used towards different candidates as well as differences between journalists and politicians. A key finding is that while ad hominem arguments against Anastasiades were triggered by his stance during the Annan Plan campaign referendum and his subsequent stance

towards late President Papadopoulos and their use against the left - wing candidate Malas were triggered by his association with the former President Christofias.

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Thai Professionals Didn't Perceive Product Placement as Unethical Techniques

The purposes of this research study were to study Thai professionals' ethics applied to product placement in situation comedy series television programs and the factors influencing the decisions to use product placement in situation comedy series television programs. This study employed qualitative research utilizing in-depth interviews for collecting data. Sixteen professionals consisting of marketing executives from product companies, advertising professionals from media agencies, and professionals from television program production companies were selected as samples for this study.

The findings revealed that all professionals had an appropriate understanding of issues relating to how products should be placed or tied to series' plots neatly. Most professionals had a positive attitude toward product placement because it was beneficial for the brand, not unethical in its application, and only somewhat influential on consumers. The reasons for using product placement in situation comedy series television programs were in organizational and individual level interests. Most professional ethics about product placement were at stage 3 of Kohlberg's Stages of Moral Development. The factors that influenced the professionals' ethical perspective toward product placement consisted of the television production companies' revenue, organizational policies, levels administration within the company, job responsibilities of executives, executives' work experiences and age.

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A Preliminary Study of Development Context of the Taiwan Documentary

Documentaries are not only a type of art but also an independent media, creating social dialogues and providing more diversified viewpoints. Since Taiwan had a special historical and political background, documentaries had long been a national political ideology tool in the early years. In the 1970's, local elements were added into such films. In the 1980's, citizen consciousness raised; documentaries in Taiwan started to sprout due to establishments of Green Team and Panoramic Image Studio and other environmental factors. In the 1990's, personal documentary films rose and documentaries in Taiwan entered into a take-off stage. After year 2000, Taiwan documentary film production had been thriving. In 2013, there were 12 documentary films played in cinemas. In 2014, there was more reflection on a rush of documentaries in Taiwan. From a social and historical perspective, this study analyzed development process of Taiwan documentaries dated from 1945 by compiling, consolidating and probing into literature to see the evolution of documentary production process, text contents and distribution channels under interrelationship of elements such as politics, economy, culture, and technology. Overall, development of documentaries in Taiwan has been increasingly open and diverse and there have been more and more distribution channels. After these many years, not only a great number of documentary filmmakers have been nurtured but also audiences who support such films have been developed.

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Narratives of Technological Empowerment and Social Disempowerment in Spanish Television News

The economic crisis has hit hard in Spain. The unemployment rate in 2012 skyrocketed to over 25 per cent and the near future remains unclear. Spanish people felt disempowered and clueless about finding a convenient way out of the situation. In this context, Spanish media seem to have seen in technology one of the solutions for this critical condition. Technology is believed to be characterized by a 'materialistic component' (Sanz-Menéndez & Van Ryzin, 2013) which enhances the people's perceived capacity of technology to generate economic growth and development in our societies. In this paper we want to explore the representation of technological change in Spanish television. Drawing on the concept of 'technoculture' (Echeverría, 2003; Penley & Ross, 1991), we have examined the news items about technology in order to determine the values ascribed to it. In particular, we have tried to identify the agency allocation (van Leeuwen, 2008) by means of which the media discourses underestimate the human action while overestimating the technological agency. The representation of technology on television has depicted it as an autonomous problem-solver. Invested with magical features, technology has overcome the need for social compromises and has been presented as a solution in itself. Furthermore, technology has been presented as an intrinsic source of social transformation with no need for human action. This paper challenges the presumed 'political neutrality' of the adoption of technological advances and deepens in the role played by the media in constructing a view as such.

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Eleanor Roosevelt, the United Nations and the Role of Radio Communication

Eleanor Roosevelt communicated with the public through a variety of media, both before, during and following her time in the White House. In 1946 she became part of the US delegation to the newly formed United Nations and she used newspaper columns, speeches and radio broadcasts to converse with citizens about the importance of the UN. This paper focuses on some of her radio performances of the early 1950s, both in the USA and in Europe. Despite increasing competition from television in the 1950s, radio still played a vital role in reaching mass audiences. Through rhetorical analysis, this paper seeks to establish how Mrs. Roosevelt addressed her audiences and how she educated them about the United Nations. Furthermore, it will examine the reactions to her broadcasts. The aim is to study the way radio was used to encourage listeners, women in particular, to become active citizens and how Eleanor Roosevelt, as a "public diplomat", was uniquely placed to use the power of the media.

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Post Stamps as Territorial Declaration

Israeli society, from the settlement period to the present, has not yet developed its own final borders. The debate on the country's borders is the main cleavage in Israeli society, and a source of disagreement and debate in politics and society. The paper we present here examines the way in which the ruling elites outline geographic borders to the Israeli society through postal stamps.

Issuing stamps, like paper money, is the monopoly of the state. Issuing stamps, bearing the name of the state, is one of the most prominent symbols of statehood. Being an official document of the country, stamps can be regarded as agents that reflect values and policy. The national value system can be explored by looking at the stamps that a stated is issuing.

Postage stamps contribute for the construction of national narratives, collective memory and self-image of the nation, as they present "usual everyday situations" (Raento & Brunn, 2008: 49). Postage stamps are revealed as a means of identity and propaganda, and mechanisms for legitimizing authorities. They demonstrate the changes in the country's central concepts over time and the changing aspirations of the political elite (Dean & Dobson, 2005: 6).

Stamps have the ability to contribute to nation building, by defining the society, its borders and even territorial claims (Nuessel, 1992). Due to the fact that the stamps are distributed worldwide through personal and official mail or networks collectors, this capability is important to simultaneously transmit messages to local society and to the international arena. Each stamp indicates a defined territory and culture, in that it carries the name of the issuing country, official language (languages), and emphasizing certain symbols. In this sense, it constitutes a "geopolitical symbol" in a similar way to maps (Harley, 1988), emphasizing certain political-administrative boundaries, some existing territories and territorial vision.

The proposed research examines the changes that took place in Israelis postal stamps engaged in national borders between 1948-2014, according to political and social changes. Evident from the analysis that the changes in the ruling elite, as well as major historical events, changing the way in which the state defines its borders, in an attempt to convey this message to Israeli society and beyond.

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Social Media as a Recruitment Tool:
An Analysis of How Universities Utilize Social Media to Engage Prospective Students

While a great deal of research has focused on how higher education institutions market their university and recruit students for admission (Maringe, 2006), less is known about how these universities specifically target African-American students and whether this outreach affects the student's decision making process. There is even limited information available examining what methods both Historically Black Colleges and Universities (HBCUs) and predominately White universities (PWIs) use to recruit students. Traditionally, university recruitment and marketing strategies have relied heavily on recruitment officers, university reputation and alumni engagement. With the increased use of technology in American culture, colleges and universities have begun to embrace social media and have recognized the potential power and implications for using it as a marketing component (Reuben, 2008).

Research suggests that social networking sites like Facebook are favored among college students (Ghosh, Chawla & Mallott, 2012), so it has become imperative for higher education institutions to incorporate this in their marketing strategies. The Internet and social networking sites are forcing institutions like colleges and universities to re-examine how they interact and engage with the public. This research examined not only how higher education institutions are using social media to for recruitment purposes, but also the comparison between how PWIs and HBCUs utilize these forums to recruit potential students. Using a qualitative textual analysis, the Facebook, Twitter and YouTube pages were analyzed for the following universities: Harvard University, University of Pennsylvania, and Massachusetts Institute of Technology (MIT), Spelman College, Morehouse College and Howard University. By examining each of these university's Facebook, YouTube and Twitter accounts, the results show no differences in how PWIs and HBCUs utilize social media for recruitment purposes. While Harvard University served as a prime example of best practices for the examined schools to learn from, the remaining institutions fell short in maximizing the full capability of social networking sites as it relates to recruitment.

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The Role of Social Media in the Social Integration of Young Adults with Migration Backgrounds: An Interdisciplinary Approach

Germany's society is growing more ethnically and culturally diverse as a result of increased migration. Today, over 19% of the German population has a so-called migration background. Migration of people and cultures is not a new phenomenon. However, with technological advances in transportation and particularly in communication, the process of migration has been significantly accelerated and altered in ways that pose new challenges to societies, also in terms of integration.

The Internet and the development of social media have contributed to the growing transnational interconnectedness, where geographical distance is no longer an obstacle. Especially social media have started to play an important role in social interactions, as they have transformed communication behaviors and the nature of social relations. This is not only affecting social life online but also the social life offline; a relation that is still under-researched.

Therefore, this paper takes a closer look at the role social media plays for the social integration of young adults with migration backgrounds living in Germany. The social media use is studied in relation to social integration, which is measured both offline and online, e.g. in terms of language use. Furthermore, the relationship between social integration offline and online is tested to see in how far they are similar or different from each other.

Conceptually, this paper draws on theories from three different disciplines, namely media studies, sociology, and psychology, integrating the Uses and Gratifications Theory (Katz et al., 1974), with Esser's dimensions of social integration (Esser, 2001) and Berry's acculturation model (Berry et al., 2006). Empirically, an online survey was constructed based on the conceptual framework. Preliminary results will be presented.

The aim of this paper is to expand integration research to social media as well as to offer a broader interdisciplinary approach. The forthcoming results of this research will provide a better understanding of social media use linked to the social integration of young adults with

a migration background in Germany, and by this giving input for future integration policies.

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Infringement of Right to Personality on the Internet as Time Goes by: The Korean Experience

News articles, which were legitimate when printed, may be illegitimate as time went by. In an analog age, it is not required to re-evaluate out of date articles' legitimacy as old articles have lost interest among current people. Nowadays, due to internet searching engines and digital data bases, old news articles are consumed just as new ones. It means that persons, whose right to personality, were invaded at some previous time by news articles, are prone to be hurt perpetually by the same news articles repeatedly shown on the internet. A new privacy right to delete old news articles is being introduced to cope with this new problem in European countries. The purpose of this paper is to assess the new right as an effective but the least dangerous mean to protect the people from infringement of right to personality.

The main findings are as follows: First, it is required to block flows of old articles, namely personal data on the internet when those are repeatedly infringing data subjects' right to personality even though they were legitimate in old days.

Second, deleting old articles is not always necessary to protect data subjects' right to personality. The right should be outcome of balancing two fundamental rights: data subjects' right to privacy and the public's right to know.

Third, the legal grounds for the right to delete can be found at current data protection law. On May 13, 2014, the Court of Justice of the European Union opened door for the right to be forgotten in Google case. The Court ruling is based on the 1995 Data Protection Directive while, in many advocates' opinion, the Directive is fall short of the right to be forgotten.

Forth, it is online service providers such as search engines that are mainly responsible for spreading harmful information. It should be noted that one effective way of harmonizing two conflicting fundamental rights is to request deletion not to publishers of original articles, but to online service providers.

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Communication of Difficult Memories: Portuguese Colonial War

The portuguese colonial war started in 1961 and finished in 1974, with the end of a dictatorial regime in the country. This war happened between Portugal's army and the colonies' national movements namely in Angola, Guinea and Mozambique.

The result was their independence and the exodus of hundreds of thousands of portuguese citizens from these former colonies.

This paper will try to understand how this event is communicated nowadays by the portuguese mass media. It will be an initial overview that will try to analyse the information with a specific selection of channels.

And on the other hand, due to its extension, we will just question a small sample between 50-75 years old, the generation influenced by this reality, about their opinion of the way mass media deals with this subject; and a small sample between 15-40 years old about what do they know and from which channels do they have the information.

In sum, we will try to understand how the portuguese society deals with this difficult memory and what is the mass media role in this healing process. Accordingly to the definition of difficult heritage from Sharon Macdonald (2007), "histories and pasts that do not easily fit with self-identities of the groups of whose pasts or histories they are part. Instead of affirming positive self-images, they potentially disrupt them or may threaten to open-up social diferences and conflicts".

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Digital Video Advertising Narratives as an Instrument of Persuasion in the Media Society

In industrial societies is considered that advertising is part of the final cycle of the market economy, since it lubricates the gears and speeds. One of the tasks of advertising in this society is to inform the characteristics of a product, to finally generate sales and is considered by implicit persuasion in advertising discourse, manages to generate more consumption.

In turn, the advertising language is seen as an integrative phenomenon of consumer society and culture as seen from the sum of ways of being and thinking. From another perspective, one could say that is a kind of actor present in everyday life, which is manifested by different means; is a communication system that uses all channels and techniques with a utilitarian purpose, aimed at the production / consumption. As say Joan Costa (1992), in both cases, the fundamental characteristic of advertising is omnipresent, since it can become a cultural symbol of industrial societies.

In this context of production / consumption advertising seen on the internet the preferred channel to keep in touch with people, talking of a 24/7, round the clock, seven days a week immersed in the advertising, resulting in a constant saturation, which has led people to see advertising as a medium generator invasive and social problems, but also has come to consider that managed to transform processes to the point of generating a change culture.

With the above context the research presented the conceptual references of advertising in digital media, digital narrative and visual rhetoric as fields of study the capacity of humans to produce and understand content visual moving images. The persuasion process to guide people toward the adoption of an idea, attitude, but all being analyzed from the perspective that presents cyberculture and video as a tool of persuasion in digital media.

Maurice Odine

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Middle East Youth Partnership with Mobile Phones

The Middle East is the world's second-fastest growing mobile market, with 60 percent youth population under the age of 29. In Kuwait, Lebanon, Saudi Arabia, and the United Arab Emirates (UAE), smartphone penetration has risen 11 percent in recent years. Although purchasing is driven by passion or prestige, youth are generally drawn to latest mobiles loaded with technology-driven features. Current favorites include Samsung Galaxy 5S, Note III, iPhone 5S (5C), Nokia 925, and Blackberry Q30. The "winner" is the emergence of youth partnership with mobile phones, a voice manifested in Egypt and Tunisia during spring 2011 uprising. Despite residual conservatism, virtual words and Internet access have broken societal cultural barriers. Mobile phones have become gadgets for companionship and social interaction; communicating text messages and/or pictures is circumvented. Youth have paid with their lives and jail sentence. But the passion for mobile phones and their role in society is unyielding. Youth mobiles crystallize and highlight community problems. Advancement in mobile technology can only engender more intimate youth-mobile partnership.

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Harnessing the Potential of Mobile Media to Enhance Humanitarian Operations and Post-Conflict Transformation

This article examines the extent to which mobile technologies can be adapted to meet humanitarian objectives in conflict-affected areas. It focuses on Ushahidi and SNA-K, mobile-based applications that are increasingly playing an important role in understanding how ordinary individuals and affected communities directly contribute to crisis preparedness, mitigation, response, and recovery. These interactive technologies have been applauded for providing dynamic timelines to track events as they happen and where they occur, offering multiple geo-locatable data streams to collect information via different sources such as YouTube, Facebook, and SMS, and enabling interactive mapping features to visualize activities on a map. Although there is an emerging discourse suggesting that the future of humanitarian work hinges on how innovative first responders adopt mobile technologies in their work, it is still uncertain if the expounded benefits outweigh the risks in terms of practicality. Often, two lines of argument seem to dominate the literature on the topic. The first one focuses on whether or not interactive media represent an alternative means to reach and mobilize segments of population alongside mainstream media and well-established organizations. The second, related to the first, suggests a correlation between online and offline civic activities such as political demonstrations. While these studies offer interesting perspectives on the potential uses of mobile media in areas such as global activism, less work has been done to examine how such applications can be best integrated into humanitarian activities and post-conflict transformation, a gap this article seeks to address.

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Movies' Impact on Lifestyle Trend Branding: The Case of "Bi Kucuk Eylul Meselesi"

Lifestyle can simply be defined as "how one lives". In marketing, "lifestyle", however, describes the behavior of individuals, a small group of interacting people, and large groups of people (e.g. market segments) acting as potential consumers. Thus, the concept of the lifestyle represents a set of ideas which are quite distinct from that of personality. The lifestyle relates to the economic level at which people live, how they spend their money, what interests they have, how they view themselves and the world around them and how they allocate their time (Anderson and Golden, 1984).

Recently with the help of globalisation, media (movies, television shows and series, magazines) and technological improvements, changes in lifestyle started to increase rapidly. These lifestyle changes include how people eat, dress, communicate, go on a vacation etc. and these new liftsyles form the lifestyle trends. Within this study the movies' impact will be disccussed in terms of lifestyle trends. The movies offer marketers to brand lifestyle trends as an alternative marketing tool. Places, beaches, hotels, night clubs, cafes, restaurants where the movies are shot or even the soundtrack of the movie can indepently become lifestyle trends.

The aim of the study is to evaluate how effective are the places, products, music etc. in movies on lifestyle trend branding decisions. In this study film analysis method will be used and lifestyle trends will be explained in terms of branding. In this context, we selected "Bi Kucuk Eylul Meselesi" as a sample movie because it played an important role in creating various lifestyle trends.

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How a Turkish Bank Uses Corporate Social Responsibility to Construct its Identity: A Case Study

This paper aims to understand corporate social responsibility (CSR) agenda, organizational identity construction, and its communication by focusing on one of Turkey's largest banks, Garanti Bank. The role of CSR in establishing a legitimate identity has been investigated in past studies, however this study will focus on a specific bank's organizational identity and CSR agenda in order to develop a deeper understanding of the role of CSR in identity construction and gaining legitimacy. The study includes an analysis of Garanti Bank's corporate website and social media accounts (Facebook and Twitter), in addition to qualitative in-depth interviews with communication and CSR managers. By engaging in a thematic content analysis, the authors try to understand how on of the largest banks in Turkey define its identity, claim legitimacy, and develop a CSR agenda and communicate all of these attributes to their various stakeholders. Based on institutional theory, this paper tries to reveal the role of CSR in organizational identity construction and online communication by providing insights from a bank in Turkey.

This research makes use of secondary data by including an analysis of Garanti Bank's corporate website and social media accounts at the corporate level, and primary data by including qualitative interviews with communication and CSR managers. The website analysis included a thematic analysis of the textual data from the about us, history, mission and vision, and corporate social responsibility sections of Garanti bank's corporate website. In addition, the social media analysis included a thematic analysis of Facebook posts and Tweets on Twitter. The data collected from the websites and social media was copied on a separate word processing document and analyzed both quantitatively to determine usage patterns and frequencies and qualitatively to develop a thematic understanding of the identity content. In addition, the qualitative interviews provided primary data for the study and allowed the researchers to unveil the motivations behind engaging in various CSR initiatives and the decisions behind these initiatives.

The results showed that Garanti Bank heavily emphasized the themes sustainability and corporate social responsibility for their identity construction on their corporate websites and social media accounts. The qualitative interviews provided detailed explanations for the reasons

behind emphasizing these non-economic outputs such as CSR as a strong identity element, more than economic outputs such as core banking functions.

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People in Advertising Are Workaholic Lying Males with Chaotic Private Lives and Harmful Habits–The Portrayal of the Advertising Industry in Movies

The use of movies is a neglected tool in communication education, although there are several pieces that feature advertising, marketing, or public relations professionals, and thus could be used as illustrations excellently.

Nevertheless, it is also a fact that movies often stereotype this profession; furthermore, in the majority of cases, they depict a negative image of it. This is probably the result of two things: the negative public image of the advertising profession and movie makers' efforts to create portrayals that are as dramatic as possible.

In the current study we examine how 27 films depict the marketing and communications profession, with special regard to the characters' personality, dressing, appearance, marital status, attitude to work and harmful habits.

The results can be summarized in a single sentence: people in advertising are workaholic lying males with chaotic private lives and harmful habits.

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The Organizational Communication in Small and Medium Brazilian Companies: Brazil's Northeast Reality

In Brazil, the organizational communication, also known as public relations, or integrated management of communication, always focused on great organizations, although in every part of Latin America the small and medium companies correspond to more than 80 % of companies in operation. In this sense, the interest in work emerged through consulting services in the field of marketing, organizational communication and public relations in some cities in Brazil and because of the necessity of critically assessing the current moment of organizational communication. The work had as its objective the investigation of the organizational communication in small and medium companies in Brazil's northeast. The methodology used was exploratory, with a multiple case study of ten companies of various fields, all of them settled in Brazil's northeast. It was analyzed the companies' strategic planning of communication and marketing, events, advertisement campaigns, websites, blogs and web pages in social networks. Besides, it was developed in-depth interviews with those involved with communication of those companies, who normally were the owners. In conclusion, it was possible to observe that entrepreneurs and employees have a clear notion of marketing's tasks and roles, mainly when it comes to sales field and with actions of promotions, with a lot of investment in publicity and with occasional sales promotion, taking care of internal and external salespeople training, besides actions of teleshopping or telemarketing. Moreover, it was also noticed that within these companies, some roles of organizational communication are used, in its administrative, internal, marketing and institutional communication. Finally, it is important to highlight that the concepts and instructions of the field are not taken into consideration in any of the companies studied and hardly exist an analysis of effectiveness and efficiency of communicational processes.

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Cybernetic Theory and the Meaning of Education in Contemporary Society

The internet is one of the most important phenomenon to impact the twenty-first century and has been the subject of studies around the world. An analysis of social communications research easily pinpoints the consequences of the internet, which are a source of broad interests in this particular field of knowledge. Studies can range from understanding how digital devices arise in our cultural space, to developing new ways of organizing social production, to reconfiguring nature itself. Consequently, the challenges presented by the internet unfold in many different ways. However, in discussing cultural changes, research tends to disregard the fundamentals of cybernetic science. This article will consider contemporary culture by discussing two texts: The Mathematical Theory of Communication (1969) by Warren Weaver and Claude Shannon, and The Human Use of Human Beings by Norbert Weiner (1954). These authors state that information is a unit of measurement regardless of its meaning. For example, when we have two information units, one heavy in meaning and the other generic, they are the same. Mathematical theory defines information as the measurement of free choice. This means the more freedom of choice, the bigger the uncertainty, which in turn means more information. Therefore, the moment the internet became the new paradigm, this mathematical communication proposal was incorporated into different parts of society with intense outcomes. One of the affected parts is education and the specific problem of meaning in an information society that demands speed and efficiency, where what matters is not what things mean, but rather how they work. This is the central idea of the new paradigm of contemporary culture and it is founded on cybernetics theory. This article critiques the notion of information being more valuable than meaning. This notion especially affects the field of education in terms of autonomy, expression, and understanding. To help understand this issue, we will discuss the concept of life experience as defined by Wilhelm Dilthey (1833-1911). The objective is to draw on the concept of life experience from history and question the understanding of information, which has mostly been defined from a mathematical theory point of view.

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Finding the Missing Link: Context-Oriented Hyperlinking as a Key Option for Enhancing Interactivity and Adding Value to Online Journalism

One of the defining features that make online journalism interactive and a hybrid form, compared to linear print journalism, is hypertextuality. Providing hyperlinks, within news stories, to relevant primary news sources and archived content give media users an enhanced news reading experience that is not possible in conventional print journalism. While context-oriented hyperlinks within news stories add value to journalism, and is seen by many media practitioners as an 'intrinsic part of the web writing' the use of this feature among online news websites are varied. This research looks into mainstream online news websites from four countries – the United States (washingtonpost.com), Britain (theguardian.com), Australia (news.com.au) and New Zealand (nzherald.co.nz) to investigate the use of hypertextuality as a method for enhanced online journalism. Using a content analysis and qualitative study of the websites, the different approaches used in hyperlinking editorial content were investigated. While hyperlinking is an important feature that enhances interactivity, credibility, transparency and diversity, the news websites analyzed varied in their use of hypertextuality in online journalism.

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&
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New Perspectives on Communication Education: Student Involvement and Engagement

In the past few years, scholars began to define literature in a more extensive way. The definition expanded and began to embrace all forms of written and audio visual forms. According to this very approach, components of communication are named as forms of literature. From this point of view literature and communication are elements which intersect and interpenetrate. Particularly "adaptation" studies crystallize this tendency. Furthermore, the notions of text and texuality can lead us to more common points.

Communication scholar Walter Ong, analyzing communication from a techno-determinist point of view comes to the conclusion that communication technologies transform our way of thinking, evaluating and sharing our thoughts. Whereby the crucial variable is the technologies like; writing, the print and electronic communication devices. Departing from these points in this paper we ask the questions below:

- What are the intersections between literature and communication?
- How can we use literature as a material for communication education?
- How can scholars utilize "creative writing" sessions to discover the creativity of their students?

In this paper our aim is to answer the questions above within the framework of the new notion of literature. We will use qualitative research methods. First of all we will realize a document research to create theoretical basis than as a case study we will analyze the course named "Literature and communication" at the Communication Faculty of Istanbul Commerce University.

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A Critical Analysis of the Argumentation Advanced by Chilean Companies in Public Statements Issued after a Media Scandal

When facing a scandal, most companies establish communication in an attempt to reduce the effects of negative publicity on its corporate image. In the last six years, three major corporate scandals (La Polar accounting scandal, the scandal of the secret pharmacy cartel and the chicken price-fixing case), widely covered by the media, have shaken the Chilean nation. Drawing on Pragma-Dialectical Discussion Rules (van Eemeren, Grootendorst & Snoeck Henkemans, 2002), this paper aims to critically analyze the argumentation brought forward in a corpus of 26 public statements issued by Chilean companies facing a crisis in the period January 2008 to September 2014. Most of the written public statements were published in the form of paid inserts in the Chilean broadsheet *El Mercurio* and a few in the companies' web pages. The analysis shows that in the argumentation put forward by Chilean firms several pragma-dialectical discussion rules are violated and thus the argumentation is not valid. Out of the 26 texts, only four do not contain fallacious arguments. The most widely used fallacies are evading the burden of proof (13 cases), *argumentum ignoratio elenchi* (9 cases), and *argumentum ad hominem* (8 cases). These unethical rhetorical strategies also reveal a lack of respect for the stakeholders (particularly, consumers and the public administration), as well as a lack of transparency and moral accountability in Chilean corporate culture.

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Understanding Mayoral Reputation:
An Exploration of Communication Management in British and Italian Municipalities

Aim: This study explores reputation management in local politics with a particular focus on the strategic and tactical processes that generate and safeguard the reputation of directly elected mayoral candidates and incumbents.

Methodology: Using grounded theory and drawing on interview data from the UK and Italy I established a theoretical framework that allowed me to identify patterns, correlations, illustrate processes and generate an excellence theory that serves to guide professional communications practice in local elections.

Justification: The justification for this research is provided by a growing number of directly elected mayors in Europe. In the UK following the Local Government Act in 2000 16 cities are managed by directly elected chief executives, among them London, Liverpool, Bristol and Leicester. Directly elected mayors proliferated in Europe and became common features in Germany and Italy since the 1990s. As a result of the growing popularity of direct mayoral elections and the persistent relevance of indirectly elected municipal political executives there is an increased interest in how candidates use personality public relations to generate favorable public perceptions which in turn may influence their popular support, strengthen their managerial and institutional clout and tip election results one way or the other.

Research gap: Research in political reputation management is at an incipient stage. My book on strategic approaches to reputation management among Westminster politicians is the first that explores and combines reputation management with the concept of strategic communications in an electoral and party political context (Schnee 2015). Likewise for local politics the question as to how reputation can be managed in support of the candidate has not attracted the focus of academic research. Leading writers on political science and political marketing tend to focus on marketing and PR in national politics at the expense of processes in municipalities (Baines 2001; Lilleker 2011; Ormrod 2011; Gregory 2011; Moss 2011; Savigny 2012; O'Shaughnessy et al. 2012).

Findings: Interviewees – mainly communication and political advisors to candidates and incumbents – confirm the centrality of reputation management in municipal politics. They illustrate political,

sociocultural and economic as well as historical factors that shape the ideal profile for a municipal leader the electorate is hoping for. This profile may alter over time, which requires for the incumbent's perception management to be adjusted accordingly and for the selection of candidates to be aligned with available public opinion survey data. It is clarified that limited resources do not allow local candidates to conduct extensive opinion surveys. Instead, their media advisors need to rely on hunches and anecdotal evidence to decipher the kind of mayoral profile citizens prefer. Interviewees specify that building personal reputation is a long term endeavour and point out the most severe threats that on the way may derail communications efforts or subsequently can erode an already well- established public persona.

Relevance of findings: Firstly, the insights drawn from my research helps practitioners advance political public relations practice by identifying prerequisite features for excellent strategic management of reputation in local politics. Secondly, at a broader, societal level, my findings contribute to disseminating expertise which helps create a level playing field between political contenders in local elections. Thirdly, this paper makes a theoretical contribution to the discipline of public relations by generating a model that serves as interpretive tool for future researchers to identify attributes which define practice and processes in political reputation management.

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Soft Power of Capital Cities - A Comparison of Official Tourism Websites of Beijing, New Delhi, London and Washington DC

The improvement of a city's image would contribute to the building of a better image of the home country, which will further strengthen the country's soft power. Among all the cities, the capital city is the decisive one. The tourism website of a city may be the first place a tourist will go to for information, therefore the tourism websites can play an important role in projecting the image of the city. Beijing, New Delhi, London, and Washington D.C. are all famous capital cities and tourism cities at the same time. And all of the four cities have their own official tourism websites. This paper will carry out an analysis of the official tourism websites of Beijing (english.visitbeijing.com.cn), New Delhi (www.delhitourism.gov.in), London (http://www.visitlondon.com/), and Washington D.C. (http://washington.org/) from the perspectives of texts and pictures respectively, so as to explore how well the four cities introduce themselves to the world and what kind of image of capital cities is built. Firstly, a content analysis will be carried out to analyze the pictures of the websites in order to reveal the theme of the pictures presented via both the manifest content and the latent content. Secondly, a correspondence analysis will be used to analyze the texts of the websites, so as to establish a relational construct of the 50 most frequently used words in the texts of the websites. Lastly, the five main elements --- (a) narrative of the nation, (b) origins, continuity, tradition, and timelessness, (c) the invention of tradition, (d) a foundational myth, and (e) a pure, original people or 'folk') --- introduced by Stuart Hall will be used to analyze the research results from the previous two steps, so that this paper can further explore how the websites help to project the image of capital cities.

Ceren Sozeri

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Rethinking Activist Journalism when the Freedom of Press is under Threat

Concentration of media markets, the close relationship between media owners and the governments, dissatisfaction of mainstream media's coverages raised the concerns on future of journalism in many countries. Especially, when journalists deal with censorship and self-censorship in their media organisations, the traditional journalistic hallmarks like objectivity, impartiality became more problematic. However, journalists can share the real stories or their thoughts through new digital technologies. They can be active participant in a social debate, moreover, they can become advocate of some social movements particularly in a conflict situation. As is seen in many instances during last social movements in many countries, the line between the journalism and activism became blurred. The new journalism tends to be more personal, but transparent nevertheless the form of journalistic practices need to be discussed.

The journalism in Turkey caught between structural problems and political pressure by the government nowadays. Many journalist lost their jobs in the last few years due to their critical comments on government policies. Self-censorship became so widespread since the media owners eager to please the government on every occasion. However, especially during and after Gezi protests, while mainstream media outlets ignored the stories from the streets due to their corporate purposes, the breaking news was disseminated by journalists (some of them anonymously) through the social media accounts after-hours. It is observed that they adopted some journalistic standards to their Twitter posts and played important role to news sharing during the events. This research aims to discuss the line between journalism and activism particularly where the freedom of press is under pressure. The eights journalists' opinions and experiences regarding their news sharing during Gezi protests was evaluated through semi-directive interviews. Besides, some journalistic news sharings during the events was analyzed to understand how the journalistic practices is leading to the journalistic activism. The first findings showed that, social media became very important for journalists in Turkey who feel themselves under pressure. However, the question of how journalism can compatible with activism is not clear even they took side like an activist.

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Strategic Framing and Attribution of Blame during the Parliamentary Discussions on the Memorandum 2 in Greece

Strategic frame implies that the actors of political activity are self-interested, dishonest about their intentions and driven by a desire to stay in power. There are two mutually exclusive rationales that interpret the motives of political acts. The first is the normative rationale that assumes that public actors are being truthful and clearly state their intentions, and the second the strategic rationale, that assumes that public actors manipulate through propaganda and act based on an agenda (Samaras 2002).

Strategic framing holds a strong linkage to attribution theory, in the sense that it provides a rationale that interprets political activity, thus effecting social cognition. Strategic rationale can be explained by two main biases, presented in Attribution theory: The Fundamental Attribution Error (Heider, 1958) and the actor-observer bias (Jones & Nisbett, 1971).

This project examines the operationalization of strategic frame as a tool of strategic political communication within the Greek political communication system. Two main functions of strategic framing are explored: (a) as a tool of delegitimizing the opponent by counter-framing normative rationales and (b) as a key instrument of attribution of responsibility to be employed at blame games.

The paper combines qualitative and quantitative content analysis. Qualitative analysis in the form of grounded theory is employed to identify the variations of the strategic frame employed during the particular Parliamentary discussions. The categorization of variations of strategic framing is formulated into a taxonomical system that operates as the protocol for the quantitative content analysis.

The research questions examined are:
(a) What is the relation of strategic framing with financial crisis in Greece? To what extend and in what ways particular aspects of the financial crisis trigger the employment of certain forms of the strategic framing?
(b) Does campaign mode, i.e. each party strategic considerations, affect the nature and level of strategic framing employed? Which

factors affect the level of employment of strategic framing (e.g. source, target, theme)?

(c) To what extend and to what effect are attributional cognitive biases integrated into the formulation of strategic framing?

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Towards a Digital Public Sphere in Europe?
Twitter at the European Parliamentary Elections 2014

The changes in the perspectives on the digital public sphere have led to the assumption that the internet has not only become a mass medium, but is also on the way to influence the construction of the public sphere. To probe into this assumption, the paper will focus on the digital public sphere during the European parliamentary elections in 2014. Use of social media for political debate, in particular the micro-blogging service Twitter, is progressively increasing, and the European elections are no exception. Our research draws on data collected from the Twitter accounts of all MEP candidates in France and Germany during the election period, plus relevant hashtag-based exchanges. Based on the "operator model of Twitter" and the concept of online deliberation (Thimm, Dang-Anh, Einspänner 2014), all candidates of all parties running for office in the two countries were monitored for their twitter usage. Starting three weeks before the election and lasting until one week after the election day, a large data base of twitter interaction is documented. Tweets take on a contextualized communicative function within the larger framework of this discursive network, thanks notably to four main functional operators. Quantitative methods of data analysis (content analysis, frequency profiles, topic profiles) will be combined with qualitative ones focusing on the degree of interpersonal interaction (@replies and @retweets), semantic analysis (#hashtags) and types of speech acts, in order to examine candidates' use of Twitter as a tool of political communication: their "Twitter styles" and how they differ within and between the two countries.

The paper will not only adopt a comparative approach to explore the way candidates to the European Parliament use Twitter, but also try to assess the role of these communications for the digital public sphere in Europe from a larger perspective.

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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

The declaration on January 28, 2004 by David Kay, former head of the U.S. Iraq Survey Group to the U.S. Senate Armed Services Committee that there was no evidence of Weapons of Mass Destruction (WMD) in Iraq renewed calls for the scrutiny of the Bush administration's case for war. Many political analysts argued that claims made by the administration that Saddam Hussein's Iraq was developing WMD and that the former Iraqi leader had links with Al Qaeda were either not true or exaggerated to influence American public opinion and win popular support for the 2003 Iraqi war. Consequently, news media critics questioned the role the media played in forming public opinion and framing support for the war. This study, therefore, examines the relationship between the official U.S. government rhetoric supporting the 2003 Iraq war and the news framing of the conflict prior to the war in order to understand the role of news media in the development of international conflicts. Taking the Iraqi war as a case, the study examined if the New York Times stories of the U.S.-Iraqi conflict in the period preceding the war reinforced, legitimized or challenged the U.S. official war rhetoric. Drawing on news framing as selective representation of reality, the study, conducted through content analysis, found that deontological and consequential moral frames dominated the New York Times stories in the buildup to the 2003 Iraqi war. And by giving prominence and dominance to official U.S. sources and their moral frames in support of the war, while excluding pro-diplomatic frames, New York Times stories in the built up to the Iraq war exerted a "strong emotive appeal" on the U.S. public and provided a moral justification for the 2003 Iraqi war.

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Shaping a New Curriculum for Journalism Studies: Preliminary Findings

We are living in an era where media field is changing constantly under the scope of digital markets and economy, financial crisis and technological developments. As stated, the post-industrial journalism is already here (Anderson, Bell, Shirky, 2012) and the question of how do we educate students for a meia world we can't imagine (Lynch, 2015) seems more relevant than ever.

Our paper is the follow up of an ongoing research project aiming to study the skills a current journalist should develop in order to be flexible and to adapt to the challenges of the new ecosystem. Having concluded the qualitative part of the research we are moving to a quantitive exploration by running a questionnaire to Greek and Cypriots journalists, journalist students and educators. Keeping in mind that "the relevancy and necessity of a journalism degree has been debated since the establishment of the earliest journalism schools" (Lynch, 2015) we are posing again the question: how do we shape a relevant journalism curriculum?

The research questions examined are:

- are we facing a paradigm shift in journalism education? What are the new variables one should take into consideration when developing a journalism curriculum?
- what are the skills that a journalist needs to acquire today in oder to respond efficiently to the challenges of the new media field?
- are journalists moving towards entrepreneurship and what are the motives? What are the entrepreneurial skills a journalist should develop in order to disrupt and success within the new market?

Philippe Useille
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The Evolution of Information Culture in the Digital Media: The Case of Gamification of the News Treatment

The evolution of information culture in the digital media: the case of gamification of the news treatment.

The paper analyses the communication design of a few recent digital media works which use the gamification in the news. On-line journalism, writing a story, news consumptions are changing in the digital media. Different genres as E-doc, newsgames, transmedia storytelling pratices use game in different ways. They show a convergence of different communicational forms which were distant before. The paper analyses how a few experimental works integrate new patterns of writing information (game, fiction, anticipation) through examples produced by French media such as Manipulations. Une histoire française (http://www.francetv.fr/manipulations/, Fort Mc Money (http://future.arte.tv/fr/fort-mcmoney) or Anarchy, a transmedia fiction partly made by journalists (http://www.france4.fr/emissions/anarchy). How did the authors (journalists, designers) justified their work? What kind of new "experiences" do these works promote? How do they mix immersion, hybridation, fiction, gamicafication, anticipation? Which communication paradigms does it illustrate? It appears that a new information culture is emerging connected with different earlier practices noticed in other media as TV.

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Children and Civil War in Latin American Cinema

Cinema as an art form has made war accessible to audiences that can react and be moved by differing messages that go from criticism of conflict to its support. In this essay, I am particularly interested in two contemporary films, the Colombian *The Colors of the Mountains* (2011) by Carlos César Arbeláez and the Salvadorian *Innocent Voices* (2004) by Luis Mandoki, which employ different aesthetic and ideological mechanisms as they portray the plight of children suffering the effects of civil war in Latin America. In many Latin American countries where violence is part of everyday life, children are the cultural capital of the future—a capital threatened by war.

These films center on young male characters confronting different options in the civil wars: Chava in *Voices* must decide if he should join the guerrillas, while Manuel in *The Colors* has to flee all that is known to him to save his life. The strong and simple narratives are protagonist driven, and even though different aesthetic and ideological devices result in distinct messages and warnings, both films indict war.

In telling their stories, the directors rely on symbolism, traditional gender constructions and open-endedness. On the one hand, the children's highly valued qualities of innocence and candidness are exploited as metaphors to evoke emotions in an adult audience and move it to invest in them. On the other hand, the open-ended narrative may disturb an audience used to taking sides or anticipating resolution. The choices Chava and Manuel make crystalize the argument our directors advance about the tragedy of war and displacement, the "biggest drama of our times." *The Colors of the Mountains* and *Innocent Voices* illustrate how film can challenge audiences to grapple with the question: What can we expect of the future?

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'Media is a Plural' – What Children Might Know and Research May Seem to Forget

Children can be seen to operate within complex mediated-lived experiences (Deuze, 2011), and rather than recognising their media engagement in light of any individual platform, we should perhaps address these experiences as part of a platform spanning media repertoire (Hasebrink & Popp, 2006) or 'media mix' (Ito, 2008). If we picture childhood as partial 'construct', that can lead us toward an awkward universalising, then we can similarly argue against any fixed and finalised conceptualisations of 'media'. This conference paper argues that each utterance of media, in a Bakhtinian sense, should be seen as in dialogue with each other utterance; and at this point any justification for addressing any medium, in the singular, as a 'discreet' utterance, may be said to fall down. Whilst drawing upon the findings of two recent qualitative studies (one media education facing, the other media practice facing) with children between six and eleven years of age, it will be suggested here that communication and media research should recognise the 'child' as a 'whole person' immersed in 'whole/all media'.

The first of these research projects, carried out in the USA and the Czech Republic, drew upon classroom observations and 'photo-elicitation' group and individual interviews. The second, carried out in the UK, turned toward the reflective and tactile worth of 'creative' research approaches and 'Q method'. The studies, although separate, shared certain conceptual underpinnings and arrived at relatable findings. Notably that participating children tended to address media in a 'platform agnostic' manner. Rather than focus their attention on any particular media platform, children instead operated at a media wide level - with attention given to character and narrative, for example, rather than the media technology. It may not be that the child participants were oblivious to platforms, but they did appear comfortable to step across them; they offered little sense that they saw the platform itself as being of overriding significance to their 'holistic' media engagement.

Ultimately then, if children can be seen to address media in a more 'conceptual', or at least less platform led manner, then focusing on any one medium within research with children could be said to become deeply problematic – with this being a core contention of the presentation.

By means of illustration this presentation will look to share the research participants' verbal and visual representations.

Fang Wu

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Inter-Media Agenda Setting and Source Routine in Global Journalism: A Comparative Study of US and Chinese National Newspapers in Context of MH370 Incidence

Statement of research problem: In this globalizing world, increasing number of news events involve multiple nations. The emergence of transnational news events has led news production into an arena of global journalism, where news media content seems to be deterritorialised, involving complex relations, and across national borders. Current research has conceptualized global journalism as a new paradigm for analyzing news. This study seeks to empirically explore the practice of global news production from the perspective of inter-media agenda setting and source routine.

Research design: Considering the external validity of empirical evidence, a case study comparing the news coverage of US and Chinese national newspapers in "MH370" air crash incidence was conducted to answer the following research questions: 1) Will the salience of issues in agenda of US national newspaper be significantly different from that in Chinese national newspaper? 2) Will there be inter-media influence between the agenda of US national newspaper and the agenda of Chinese national newspaper? 3) How will the source routine of media production impact the inter-media agenda setting effects in transnational crisis context? This study quantitatively analyzed all the related media coverage during the first month after the incidence from The Washington Post (n=63) and Global Times (n=74). Rank order correlation tests, cross-lagged correlation tests, and independent sample T-tests were conducted to analyze the quantitative data.

Findings and discussion: The result of Spearman's Rank Order Correlation shows that the salience of issues on agenda of The Washington Post is significantly correlated with that of Global Times (r = .462, p < .05), indicating that the two national newspapers attached importance on similar issues when covering the MH370 incident. A series of cross-lagged correlation analyses suggested a clear pattern of inter-media agenda-setting that The Washington Post set the agenda of Global Times all through the development of MH370 incident, and the agenda-setting effects progressively increased over time. Results of independent sample T-tests illustrate that here was no significant difference between The Washington Post (M = 3.30, SD = 3.54) and Global Times (M = 2.51, SD = 2.77) in using first-hand sources (t = -1.48, p > .05). In terms of mediated sources, however, Global Times (M =

3.74, SD = 4.96) quoted from other media to a substantially higher degree than The Washington Post (M = .97, SD = 1.17) (t = 4.66, p < .001). The Washington Post (M = 1.21, SD = 1.78) accessed to first-hand sources from the US significantly more than Global Times (M = .27, SD = .75) (t = -3.89, p < .001), while Global Times (M = .76, SD = 1.08) relied more on first-hand sources from China than The Washington Post (M = .19, SD = .64).

The findings suggest the news convergence in global journalism context, which can be discussed from two perspectives. From the traditional perspective of routine practice, less dependence on media sources was associated with stronger agenda setting power. This study provided a new lens to interpret the inter-media agenda-setting effects in global journalism from sociological perspective by arguing that agenda setting power of media can be regarded as the extension of national power.

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China Speaks and the World Listens: Manufacturing Consent and Building the Agenda in Foreign News

With an extraordinary development in the past three decades, China has become the world's second-largest economy since 2012. In order to enhance its soft power to match its hard power, China seeks to reshape its international image by seeking influences on foreign news through manufacturing consent in countries around the world. This paper provides empirical evidence for the agenda building effects of Chinese Foreign Ministry Spokesperson System in the time period from January 1, 2005 to Oct 31, 2012. Taking the first and second level agenda building into consideration, this study attempts to explain the difference between the discourse by Chinese Foreign Ministry Spokespersons and that by foreign news media in five countries: the United States, the United Kingdom, France, Germany and Japan. The results show that the Chinese statements do not appear to have significant impacts on foreign media coverage in terms of not only "what to say", but "how to say" over the years. In other words, the spokesperson system has not been successful in building the news agenda for the foreign media to follow. The implication is that, although China has been struggling to get out of the dilemma of being represented by foreign media, especially the Western brand, by attempting to set its own agenda for the world, it has yet to achieve its goal in international news agenda that involves China, at least for now.