

2016

Communication & Mass Media Abstracts

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

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



Communication
& Mass Media Abstracts
14th Annual International
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Edited by Gregory T. Papanikos

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Preface

This abstract book includes all the abstracts of the papers presented at the *1st Annual International Conference on Culture, 9-12 May 2016*, organized by the Athens Institute for Education and Research. In total there were 57 papers and 57 presenters, coming from 22 different countries (Austria, Belgium, Brazil, Canada, China, Czech Republic, France, FYROM, India, Indonesia, Iran, Lebanon, Mexico, Netherlands, Nigeria, Norway, Poland, South Africa, Spain, Turkey, UAE, and USA). The conference was organized into fourteen sessions that included areas of Social Media and Communication across Different Cultures, Broadcasting & Video, Political & Development Communication 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
1st Annual International Symposium on Culture 9-12 May 2016,
Athens, Greece

PROGRAM

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

C O N F E R E N C E P R O G R A M

Monday 9 May 2016
(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

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

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

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

Chair: Olga Gkounta, Researcher, ATINER.

Yanick Farmer, Associate Professor, University of Quebec in Montreal, Canada. Ethics, Conformity and Persuasion on the Social Web: An Empirical Study.

Ehsan Tavakkol Moghadam, Graduate Student, Allameh Tabataba'i University (ATU), Iran & Hossein Afkhami, Associate Professor, Allameh Tabataba'i University (ATU), Iran. Social Media Use among Upper Classes in Iran. A Case Study on Music Trainees in City of Shiraz.

Kay Muehlmann, Researcher, Danube University Krems, Austria, Manuel Nagl, Researcher, Danube University Krems, Austria, Gunther Schreder, Researcher, Danube University Krems, Austria & Lukas Zenk, Researcher, Danube University Krems, Austria. Social Systems, Culture and Communication: An Investigation into Automated and Implicit Cognitive Processes of our Collective World.

Ivan Petrov, Senior Sales Project and Provisioning Manager, Makedonski Telekom AD Skopje, FYROM & Toni Janevski, Ss. Cyril and Methodius University, FYROM. Design and Evaluation of Future 5G Mobile Network Transport Protocol.

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

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

Roel Puijk, Professor, Lillehammer University College, Norway. "Minute to Minute" – Slow Television in Norway.

Swati Joshi, M.Phil. Research Scholar, Gujarat University, India. Embryo of Identity Embroiled in the Imbroglia Materialized by the Fabricated World of Video Games.

*Ayman Alrehaili, Ph.D. Student, Nottingham Trent University, U.K. The Restructuring of Broadcasting Methods and Preferences during the North African Insurgencies of 2011: How Social Media Redefined Journalism and the Wider Media in Egypt and Tunisia during the Arab uprisings of 2011.

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

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

Maria Ogecia Drigo, Researcher, Universidade de Sorocaba, Brazil. Methodological Strategies to Analyze Moving Images: Reflections from the Deleuze and Peirce Ideas.

Peng Duan, Director of Communication Committee, Communication University of China, China & Liu Yang, Lecturer, University of Shanghai for Science and Technology, China. Social Media in the Changing Ecology of Organizational Identification in China.

Ewelina Kancik-Koltun, Maria Curie-Skłodowska University (UMCS), Poland. Local Communication in the New Technologies' Era.

Michael Bourgatte, Assistant Professor, Catholic University of Paris, France. Audiovisual Empowerment and Social Criticism.

12:30-14:00 Session IV (ROOM B): Political & Development Communication

Chair: Roel Puijk, Professor, Lillehammer University College, Norway.

Umur Bedir, Research Assistant, Galatasaray University, Turkey. Policy Experts as Fast-Thinker: Relationship between Media and Turkish Conservative Think Tanks.

12:30-14:00 Session V (ROOM C): Media Effects Across Different Cultures and Religions

Chair: Michael Bourgatte, Assistant Professor, Catholic University of Paris, France.

Yue Chai, Lecturer, Dalian University of Technology, China, Qiaolei Jiang, Associate Professor, Dalian University of Technology, China & Wenying Wu,

<p>Rasul Najmuddin, Lecturer, Andalas University, Indonesia. Media Usage, Citizenship Norms, and Political Participation of Transition to Democracy in Indonesia.</p> <p>*Bob Travica, Associate Professor, University of Manitoba, Canada. New and Old Media: From Embrace to Denial.</p> <p>Patrick Vyncke, Professor, Ghent University, Belgium. The Impact of Nonverbal Interpersonal Communication Cues on the Likeability of Print Advertisements.</p> <p>*Kristyna Vyslouzilova, Ph.D. Student, Charles University in Prague, Czech Republic. The Rise of Tabloidization: Decline of Moral Values and How to Measure It.</p>	<p>Associate Professor, Dalian University of Technology, China. Visualized Analysis of the Communication Effects of the Sina Weibo/Micro-blog of Chinese National Geography.</p> <p><u>Fangfei Wang</u>, Assistant Professor, Dalian University of Technology, China & Li Shao, Ph.D. Student, Syracuse University, USA. Complex Roles of Chinese Media: Regional Variation of Party Newspaper's Attitudes towards Government Agencies.</p>
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14:00-15:00 Lunch

<p>15:00-16:30 Session VI (ROOM B): Journalism</p> <p>Chair: *Bob Travica, Associate Professor, University of Manitoba, Canada.</p> <p>Aysun Akan, Lecturer, İzmir University of Economics, Turkey. Greek Press in the late Ottoman Empire and the Early Republican Periods.</p> <p>Federico Subervi, Professor (Retired), USA. Puerto Rico: The "Greece of the Caribbean"? News during 2015-16 of the Economic Crisis of the Last U.S. Colony.</p> <p><u>Marina Urbanikova</u>, Lecturer, Masaryk University, Czech Republic & <u>Jaromir Volek</u>, Lecturer, Masaryk University, Czech Republic. Professional Roles in the Intercultural Perspective: Comparative Analysis of Czech and Selected European Journalistic Communities.</p>	<p>15:00-16:30 Session VII (ROOM C): Special Topics on Culture and Communication</p> <p>Chair: Ozlem Eylem, Ph.D. Student, VU Amsterdam University.</p> <p><u>Salvatore Lorusso</u>, Professor, Alma Mater Studiorum Università di Bologna, Italy & <u>Andrea Natali</u>, Consultant, Conservazione dei Beni Culturali, Italy. Training Human Resources to Draw Value from Culture.</p> <p><u>Tiziana Marinaci</u>, Ph.D. Student, University of Salento, Italy & <u>Claudia Venuleo</u>, Assistant Professor, University of Salento, Italy. The Meaning of Problem Gambling within Group Culture: Narratives Collected from a Gamblers Anonymous Group.</p> <p><u>Kathryn King-Shier</u>, Professor, University of Calgary, Canada, <u>Shaminder Singh</u>, Ph.D. Candidate, University of Calgary, Canada, <u>Pamela LeBlanc</u>, Research Manager, University of Calgary, Canada, <u>Hude Quan</u>, Professor, University of Calgary, Canada, <u>Danielle Southern</u>, Data Analyst, University of Calgary, Canada & <u>Nadia A. Khan</u>, Professor, University of British Columbia, Canada. Ethno-cultural Influences in Acute Coronary Syndrome Management.</p>
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<p>16:30-18:30 Session VIII (ROOM B): Teaching and Researching Across Different Cultures</p> <p>Chair: Pamela Doyle Tran, Professor, University of Alabama, USA.</p> <p><u>Butler Cain</u>, Assistant Professor, West Texas A&M University, USA & <u>Kim Bruce</u>, Assistant Lecturer, West Texas A&M University, USA. #WTAsia2015: Refining a Travel Writing Study Abroad Course.</p> <p><u>Michael Bruce</u>, Assistant Professor, The University of Alabama, USA & <u>Lindsey Conlin</u>, Assistant Professor, The University of Southern Mississippi, USA. Images of Conflict and Explicit Violence on Arab TV: A Visual Content Analysis of Five pan-Arab News Networks.</p> <p><u>Myrene Magabo</u>, Full-Time Faculty, University of Phoenix & Instructor of Communication, Penn State University, USA. "Do Activities" As Means to Enable Lifelong Learning.</p> <p><u>Chris Underation</u>, Associate Professor, Liberty University, USA. A Misplaced Argument: Internet Reading is not making you Dumber, It is Creating a New Literacy Paradigm.</p> <p><u>Wenyng Wu</u>, Associate Professor, Dalian University of Technology, China, <u>Qiaolei Jiang</u>, Associate Professor, Dalian University of Technology, China & <u>Yue Chai</u>, Lecturer, Dalian University of Technology, China. A Study on Instructional Communication Effects of Teachers' Nonverbal Immediacies among Chinese University Students.</p>
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<p>18:30-20:30 Session IX (ROOM B): A Round Table Discussion on Sports as a Cultural and Leisure-Recreational Activity</p> <p>Chair: Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER).</p> <p><u>Seppo Suominen</u>, Senior Lecturer, Haaga-Helia University, Finland.</p> <p><u>Annemarie Farrell</u>, Associate Professor, Ithaca College, USA.</p> <p><u>Onur Burak Celik</u>, Assistant Professor, Yasar University, Turkey.</p> <p><u>Andreas Hebbel-Seeger</u>, Professor and Head, Media School, Macromedia University of Applied Sciences, Germany.</p> <p><u>Hal J. Walker</u>, Chair, Sport & Event Management, Elon University, USA.</p> <p><u>Angela Busacca</u>, Professor, "Mediterranea" University of Reggio Calabria, Italy.</p> <p><u>Laura Cousens</u>, Associate Professor, Brock University, Canada.</p>
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21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 10 May 2016

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

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

Cheng Han, Associate Professor, Zhejiang University of Media and Communications, China. Idealised Urban Youth and Original Culture - Ideological Fantasy and Socialist Legacy.

Murat Ozdemir, Assistant Professor, Galatasaray University, Turkey. Filming in the Blanks: On Audiovisual Modes of Communicating Culture.

Kristina Zabrodska, Ph.D. Candidate, Charles University in Prague, Czech Republic. Gastronomy Heritage as part of Life Style Studies.

Murat Seyfi, Researcher, University of Marmara, Turkey & Deniz Guven, Research Assistant, University of Marmara, Turkey. Perception and Awareness Levels of University Students in Turkey about Crises in Social Media: Marmara University Case.

Meng Tong, MFA Candidate, Communication University of China, China & Xiaohui Gao, Tv School, Communication University, China. Study on Social Media's Role in the Consumption Environment - Take Examples of the Wechat and Microblog.

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

loreence Toussaint, Professor, National Autonomous University of Mexico (UNAM), Mexico.

Vanessa Murphree, Associate Professor, University of Southern Mississippi, USA. P.T. Barnum: The Media and the Media Manipulator.

Javier Sanchez-Beaskoetxea, Lecturer, University of the Basque Country, Spain. How to Improve the Media Image of Seafarers.

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

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

Sara Calogiuri, Ph.D. Student, University of Salento, Italy & Claudia Venuleo, Assistant Professor, University of Salento, Italy. The Concept of Context in the Field of Addiction Research. A Review.

Ozlem Eylem, Ph.D. Student, VU Amsterdam University, The Netherlands, Kamaldeep Bhui, Professor, Wolfson Institute of Preventive Medicine, Queen Mary University of London, U.K., Shanaya Rathod Southern Health NHS Foundation Trust, U.K., Annemieke van Straten, Professor, VU Amsterdam University, The Netherlands & Ad .J.F.M. Kerkhof, Professor, VU Amsterdam University, The Netherlands. Adaptation of a CBT-based Online Self-Help Intervention for Suicidal Thinking among Turkish-Speaking Migrants in the UK and in the Netherlands.

Linda Lees, Director, Creative Cities International, USA. Culture and the Migrant Crisis: Getting to the Heart of the Matter.

Nesrin Yavaş, Assistant Professor, Ege University, Turkey. Trauma, Memory and Geographies of Identity in Carol Edgarian's Rise the Euphrates.

Ebru Sahin Mercimek, Lecturer, Aksaray University, Turkey & Behiye Isik Aksulu, Professor, Gazi University, Turkey. A Study on Conservation of Architectural Housing Units in the Context of Sociocultural Structure and Alteration: Case of Cappadocia-Güzelyurt/Turkey

Faith Valente, Professor, Ganzaga University, USA. Empathy & Communication.

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

14:30-15:30 Lunch

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

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

Lorenzo Dalvit, Associate Professor, Rhodes University, South Africa. Mediating the Territory: Mobile Phones and Hyperlocal Services in a Rural Community in South Africa.

Qiaolei Jiang, Associate Professor, Dalian University of Technology, China. Smartphone Use and Mobile Phone Dependency among University Students in China: Personal Goals, Self-Esteem, Leisure Boredom, and Sensation Seeking.

Josiane El Khoury, Assistant Professor, University of Balamand, Lebanon & Taly Tanos, Graduate Student, University of Balamand, Lebanon. The Possible Effect of Media on Cosmetic Procedures Among Lebanese Women.

Stanley-Naribo Ngoa, Professor, National Open University of Nigeria, Nigeria. Media in Public & Policy. Agenda Settings Proposing the DSIP Model.

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

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

Vitalis Torwel, Senior Lecturer, Benue State University, Nigeria. Cultural Influence and the Framing of Fuel Policy Crisis in Nigerian Press, 1999 -2007.

*Florence Toussaint, Professor, National Autonomous University of Mexico (UNAM), Mexico. Challenges of Cyberjournalism: Anomalies of a New Paradigm?

Karen Gabriel, Associate Professor, International Institute of Social Studies-EUR, The Hague / Delhi University, Netherlands / India. The Contemporary Technologies of Media, Sex and Commerce: The Case of Pornography.

Katia Vianou, Assistant Professor, Canadian University of Dubai, UAE. Making the Most of Development Research? An Exploration of Some "Best Practices" in Development Communication and the Ideologies that Shape Them.

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

Wednesday 11 May 2016
Cruise: (Details during registration)

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

Aysun Akan

Lecturer, İzmir University of Economics, Turkey

Greek Press in the Late Ottoman Empire and the Early Republican Periods

Ottoman Greek press emerged in the mid-nineteenth century. Towards the end the century Greek press was diverse and rich in content. However, after the Greco-Turkish war, followed by the Exchange of Population between Greece and Turkey in 1923, Greek press declined dramatically.

This paper will attempt to compare the number and the content of Greek press between 1831-1922 and 1923-1945. The richness of the Greek press in the late Ottoman era signalled the intellectual and cultural diversity of the Ottoman Greeks. I will argue that decline in the number of Greek newspapers and journals meant an intellectual impoverishment in Turkey's press in the following decades.

Ayman Alrehaili

Ph.D. Student, Nottingham Trent University, UK

The Restructuring of Broadcasting Methods and Preferences during the North African Insurgencies of 2011: How Social Media Redefined Journalism and the Wider Media in Egypt and Tunisia during the Arab uprisings of 2011

The revolutions in Egypt and Tunisia in 2011 brought about vast political and social upheaval, but they also redefined journalism and media in the countries. At the heart of this transformation was social media, particularly websites such as Facebook, Twitter and Blogger.

This study will explore the role social media played in changing the wider media landscape in Egypt and Tunisia during this tumultuous period. It will draw on theoretical frameworks of media transformation by exploring the debate over the extent of influence social media had on the revolutions. In this regard, it will attempt to find a balance between the popular narratives (Kiss, 2011) that expounded the importance of social media with empirical studies (Abassi, 2012 and Reardon, 2012) that questioned their impact. I will argue that social media usage during the Arab Spring served to accelerate a process of media transformation that was already well underway.

Through this framework I will then examine my original empirical research which will take the form of a series of qualitative interviews with relevant bloggers, social media users and journalists from the two countries. These interviews will show the processes by which social media has transformed journalism in Egypt and Tunisia.

This is an important study for creating a framework and a better understanding of the way media evolves during periods of political change. During a time when many millions of people around the world live in countries ruled by autocratic governments and restricted media, the lessons learned in Egypt and Tunisia could be applicable in the years ahead.

Umur Bedir

Research Assistant, Galatasaray University, Turkey

Policy Experts as Fast-Thinker: Relationship between Media and Turkish Conservative Think Tanks

Think Tanks are known as expertise-based, independent or quasi-independent organizations, which produce alternative public policy advices and analyze existing policies for governments, policy makers and bureaucracy. Although Turkey's Think Tank field is relatively new, it has been increasing in terms of number and effectiveness especially over the last decade. In this development, the role of conservative Think Tanks, which are growing under the leadership of ruling party AKP by governmental funding and public relation support of media under the control of political power, is very important.

General public's view regarding conservative Think Tanks consist of some experts being criticized for offers nothing beyond the political advocacy while speaking about different topics on TV programs and op-ed pages of newspapers. The main aim of this study is to analyze the relations between media and conservative Think Tanks more in depth by considering the functions and positioning of these institutions in power structure and their vision and paradigms directing their activities.

The Pierre Bourdieu's term called 'Fast Thinker' to describe mediated intellectuals offering superficial and quick comments and repeating 'received ideas' will be referred. This term is very useful to understand the media activities of Think Tanks and experts affiliated to them, contrasts in terms of standpoints of these two fields on specific issues and their expectations from each other.

In this context, findings of several in-depth interviews were conducted on senior officials of nine conservative Think Tank organizations and four media representatives will be utilized. Furthermore, media visibilities of these organizations will be measured during two months.

Michael Bourgatte

Assistant Professor, Catholic University of Paris, France

Audiovisual Empowerment and Social Criticism

With digital technology and the Internet, movies and videos (UGC, audiovisual advertisements, video journalism, etc.) are increasingly present in our daily lives. They represent more than 90% of the Internet traffic in France. Today, in North America, Youtube and Netflix alone account for more than half of the bandwidth. Forecasts show that there will be a strong increase of web traffic this year: "In 2016 [...] the amount of video data going through IP networks every three minutes will be equal to the whole film heritage of the 20th century" (SSF - my translation). This increase flow of practices and uses of video announce a cultural paradigm shift that makes us gradually switch from a written society - as Jack Goody says - to a videographic one - following Lawrence Lessig.

Since 2010, this phenomenon questions the educational stakeholders. As a researcher these last six years, I was involved in several projects either commissioned by the French government or initiated by research teams with which I was working. The idea was to search for ways to train and support children, teenagers and students to understand the meaning of images. This led me to organize several maker labs or workshops based on the discovering of filmmaking and the uses of annotation technologies to lead movie analysis (add comment, tags, capture movie shots or create mashups).

These experiences raise three questions. The first one focuses on leading people to master film grammar (what is a shot-reverse technique? What are the value and the role of a sequence-shot?). The second question concerns the relationship between the actual discovering of film heritage (an institutional goal carried by public authorities) and the future ability of learners to develop a critical mind against the media. The last point is linked with the use of digital technologies and their key role in our society.

Michael Bruce

Assistant Professor, The University of Alabama, USA

&

Lindsey Conlin

Assistant Professor, The University of Southern Mississippi, USA

**Images of Conflict and Explicit Violence on Arab TV:
A Visual Content Analysis of Five pan-Arab News
Networks**

This study employed a quantitative content analysis in order to examine the framing of visual images of conflict and violence in television news programming from five transnational satellite news channels that broadcast to/from the Arab world-Al Jazeera, Al Jazeera English, Al Arabiya, Alhurra, and BBC Arabic. Comparisons were conducted between the individual networks and between two dimensions of network taxonomy-western (BBC Arabic, Alhurra, and Al Jazeera English) and liberal commercial (Al Jazeera and Al Arabiya). The images from 6,595 shots were examined using a five category coding scheme for conflict and violence. Results show that liberal commercial Arab networks-news outlets that broadcast from the Arab world to an international audience-displayed more conflict visuals than western networks, which broadcast from the west to an Arab audience. Violent imagery was also more explicit on liberal commercial networks. However, most of the visuals displayed on both types of Arab media did not focus on conflict at all; indicating that fear of a violent Arab media may be an over-reaction.

Butler Cain

Assistant Professor, West Texas A&M University, USA

&

Kim Bruce

Assistant Lecturer, West Texas A&M University, USA

#WTAsia2015:

Refining a Travel Writing Study Abroad Course

In his research on experiential learning, David Kolb (1984) paid particular attention to the role that experience plays in learning. Experiential learning is a valuable academic model for Mass Communication programs. It is particularly useful for preparing students for traveling and writing in foreign locales. Based on their experiences creating and leading a Study Abroad course to two Asian countries in 2013, the authors refined their 2015 international travel writing class to focus exclusively on South Korea. The course sought to provide students with an array of academic and professional experiences: studying and practicing the genre of travel writing; learning South Korea's language and culture; examining news events and geopolitical challenges in northeast Asia; preparing for two weeks of international travel; and overcoming language barriers to write journalistically-sound travel stories.

Sara Calogiuri

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&

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The Concept of Context in the Field of Addiction Research. A Review

Objective: In the field of addiction research, the studies have typically focused on the identification of individual factors that affect the onset and maintenance of addictive behaviors. However, during the last 20 years, there has been a growing interest in the role of social and cultural factors and efforts have also been made to re-situate addicts in their social environment. The authors reviewed the literature on addictions with the purpose of investigating how scholars have conceptualized and incorporated contextual influences in their work.

Method: Studies investigating different aspects of the “context”, published in the period 2012-2014 in one of the most representative journal in the field, were analyzed.

Results: From a total of 126 studies examined, 14 macro-categories and 56 sub-categories were identified. Most of the articles identify the context with the socio-demographic variables, the exposition to addictive behaviors in the social environment and different social and familiar factors (like media influence, parental style, etc);

Conclusions: Currently, there is a huge variability in the way of defining and analyzing the role of context. Only few studies addressed the role of culture. The view of culture as the context-container to which individuals belong emerges, with a little recognition of the role of individuals in negotiating their cultural world and the meaning of their experiences.

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&

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Visualized Analysis of the Communication Effects of the Sina Weibo/Micro-blog of Chinese National Geography

In China, the emergence of various social media have dramatically changed the situation of media ecology and rapidly infiltrated into all kinds of traditional media. As one kind of typical and popular social media, micro-blog has exerted huge media effects on popularization of science. For example, “Songshuhui – Association of Science Communicators” also and usually more often known as “Science Squirrels Club”, one of the most successful nongovernmental science organization, the population of the followers of its micro-blog account now is more than 1.66 million. Many traditional scientific magazines or journals also regard micro-blog as a new platform to diffuse scientific information. Taking the Sina Weibo/micro-blog account of *Chinese National Geography* (CNG) as a case study, this research aimed to figure out the development path of popular science magazines within the era of media convergence. Content analysis was conducted based on the 6,882 posts/articles and related data collected from 22 September 2009 to 21 September 2013. Visualized software PKUVIS was used to show the transmission path, levels and effects, based on those hot CNG micro-blog posts being highly forwarded or commented. The findings showed that the patterns of CNG micro-blog posts were related to content rather than time. The CNG micro-blog posts showed declined rate of originality, stable ratio of images, and increased proportion of links. Although limited within 140 words, the content of CNG micro-blog posts still maintained its diversity and professionalism. According to the visualized analyses, when the micro-blog posts focused on activities or events, wide communication range and short communication chain were showed due to limited scientific information; nevertheless when the micro-blog posts focused on scientific information, long communication chains appeared and wide communication range was formed as it being forwarded by some famous or popular verified followers (V-fans). These findings may provide insights for future development of science magazines’ micro-blog.

Lorenzo Dalvit

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Mediating the Territory: Mobile Phones and Hyperlocal Services in a Rural Community in South Africa

Mamdani (1997) identifies the distinction between citizen and subject as a fundamental issue in the process of democratisation in post-colonial Africa. Members of rural and peri-urban communities are often considered as passive recipients of services and interventions from outside. However, these communities have knowledge and resources (material and non-material) which can be leveraged to improve life conditions and support efforts by Government. *The widespread poverty and comparatively low quality of life of members of marginalised communities in South Africa is often exacerbated by inefficient use of resources as much as is the product of low income and past discriminatory policies. Examples of inefficient use of resources are reliance on transport to cities to access goods and services which could be made accessible locally, or extensive use of mobile phones to organise logistics (arrange meetings, manage emergencies etc.) Experiences in the use of mobile phones for innovative civic participation in Africa abound (Ushahidi, Ugandawatch, FrontlineSMS).* In marginalised communities of the Eastern Cape - a predominantly rural (63% of the population) and comparatively poor region of South Africa - mobile phones play an important role in mediating the relationship with the local territory. This paper discusses the adaptation and implementation of existing mobile communication platforms and evaluation of their impact in Dwesa, a rural area of approximately 20,000 people on the Wild Coast of the former homeland of Transkei. An extensive body of research exists around the adoption of ICT, media and mobile phones in the area. This paper complements such work with an exploratory study focusing on two aspects: First of all, a survey of the media/ICT ecosystem, with particular emphasis on mobile phones. Although the general level of mobile phone penetration and basic use patterns are known, it is important to understand the specific relationship between mobile devices and local context, media and services. Secondly, an exploration of the relationship between mobile communication and the use of other resources. While airtime constitutes a considerable portion of the average household expenditure, mobile communication can help to avoid unnecessary travel, manage savings etc. While mobile communication accounts for a large portion of household expenditure, its perceived and actual value can only be understood in relation to a set of local constraints and priorities.

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Methodological Strategies to Analyze Moving Images: Reflections from the Deleuze and Peirce Ideas

This paper presents the results of a research funded by the Research Support Foundation of the State of São Paulo (FAPESP) which deals with the relationship between thought and cinematic images developed by Gilles Deleuze at the confluence with Charles Sanders Peirce ideas, notably those dealing with the taxonomy of signs and phenomenological categories. The two books - *The movement image - Cinema 1* and *the time image - Cinema 2* - make up the corpus of this research. The goals are to determine the contributions of Deleuze to the understanding of the relationship between thought and image and to explicit methodological strategies to analyze moving images. This research is important because it brings contributions to both the Visual Communication and Education, since it deals with the understanding of communication processes involving moving images.

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&

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Social Media in the Changing Ecology of Organizational Identification in China

As the growing popularity of social media throughout the world, more research attention is directed towards understanding the connections and impacts of social media in different range. China ranks the first place among Asian country with internet penetration. The number of social media users in China is growing at an unprecedented rate. We cannot deny the fact that dramatic social-economic-media changes have taken place in China in recent years, and it is important to understand how these changes impact on the individual and organization. This paper provides a case study of the changing patterns of organizational identification that are being shaped by the Internet and related social media. With the development of social media, organizational structures and social relations greatly changed. Although several studies aim to explore the various factors that the social media and other online mediums impact on organizational identification, very few of them relate directly to the formational process of organizational identification under social media environment and the challenge of computer-mediated communication on organizational identification. In this study, we choose case study as a research method for this paper. The paper aims to identify the organizational identification under the impact of social media in china, especially the impact factors and the challenges of computer-mediated communication on organizational identification in a large Chinese case company. The results of the case study indicate that the organizational commitment and cultural identity are core impact factors of social media on organizational identification. In addition, we add to the knowledge created by previous studies by discussion the result finding. And the results also reveal the external and internal challenges of computer-mediated communication on organizational identification. Finally, based on the analysis above, the authors suggest several communication strategies in order to enhance organizational identification in social media environments.

Josiane El Khoury
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&
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The Possible Effect of Media on Cosmetic Procedures Among Lebanese Women

In the current of plastic surgery, and the increasing number of women who undergo cosmetic procedures in the Arab world in general and in Lebanon specifically, it is important to study one of the reasons that make women think of these procedures; media figures. For that reason, it is essential to highlight how media figures are affecting women to undertake cosmetic procedures through analyzing the top two women TV shows “Ana Emra’a” on MTV Lebanon and “Helwe El Hayet” on LBCI Lebanon. These shows promote the image of perfect women that will be discussed through analyzing the content of the shows and focus groups.

Through content analysis, women applying cosmetic procedures were examined by watching, describing and analyzing the two shows aired on Lebanese local channels. “Ana Emra’a” show tackles the physical appearance of women in 75% of episode time and women interests in 25% of the time. In “Helwe El Hayet” 29.34% of the episode time tackles directly the physical appearance of women, 29.12% highlights the social and family life of women while the rest of the episode time goes to various and social topics that target both genders.

The results of the focus groups conducted in this study illustrates how much women are influenced by these shows and how much they want to look like media celebrities; 98% of women would like to undergo plastic surgery after watching these shows.

This study shows that the media celebrities in these two shows are one of the reasons that affect women and lead them to do cosmetic procedures.

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Adaptation of a CBT-based Online Self-Help Intervention for Suicidal Thinking among Turkish-Speaking Migrants in the UK and in the Netherlands

Background:

The Turkish-speaking communities are one of the vulnerable groups for presenting suicidal behaviours who do not access psychological services easily. The low-up-take of services suggests the presence of cultural and linguistic barriers in their help-seeking process. Recent advancements for suicide prevention, such as interactive online therapies, are promising ways of addressing such barriers in the help-seeking process. It is equally important to adapt these interventions to address such culturally specific barriers while remaining to be effective. Given the cultural and linguistic diversity in the Turkish-speaking communities, it is necessary to develop a research process which is more generalizable and of value for this population.

Objectives:

This paper introduces the design of the study and presents the results of the 1st stage of the study where the lay perspectives as well as professional perspectives have been identified through a qualitative study.

Implications:

Although the population of interest is limited with a specific ethnic group, this research will contribute to the on-going efforts to accumulate knowledge about vulnerable ethnic groups. It will also contribute to the improvement of the quality of research about the effectiveness of new interventions in these groups. The presentation is of particular value for clinicians as well as researchers who are working with diverse populations.

Yanick Farmer

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Ethics, Conformity and Persuasion on the Social Web: An Empirical Study

1. **CONTEXT:** The ethical reflection on the usage of Internet dates back to approximately 20 years ago (Dahlberg, 2001; Dreyfus, 2001; Borgmann, 1999; Feenberg, 1999; Elgesem, 1996). So far it has primarily concentrated on some of the recurrent challenges like the virtualization of human relations, the transformation of personal identity, and the protection of personal information and the private life. Yet, an absolutely essential ethical question appears to have been neglected in the academic literature: that of the tension between the expression of truth and the pressure to conform inside groups. In social psychology, it has been empirically demonstrated that the relationship between human beings and their environment, hence the reality perceived by them, is very often deformed because of conformism due to peer-pressure (Asch, 1951). However, this finding is valid only for people who occupy the same physical space. This research proposed to go farther and examined whether the tendency to social conformity that has been discovered by Asch is still maintained when people are uniquely connected with one another through digital networks. *From an ethical point of view, this question is crucial* since it brings out contexts – such as the digital context – through which human beings may become *more susceptible to manipulation*. Since most of our communication practices have shifted to a massive use of digital devices such as computers, tablets and smart phones, the importance to address these issues is evident.

2. **RESEARCH QUESTIONS:** Two questions were examined: 1) Is the tendency to social conformity still strong within digital networks? 2) What are the variables of persuasive communication that strengthen or weaken social conformity in these networks?

3. **METHODOLOGY:** The research design was similar to Asch's experiment with the difference that the participants were interacting with one another only through one digital network specifically adapted for the experiment. In both cases, the social conformity experiment was performed on one individual (called the "subject") inside a group where other group members (called the "collaborators") were part of the research team. Prior to the online discussion, each collaborator had to learn a "scenario" created for them by the research team. This scenario included their age, their occupation, and some basic arguments pertaining to the topic discussed online. The participants (adults with various backgrounds, and aged between 18 and 65 years

old) of each of the groups were then invited by the researchers to participate in an online discussion on a topic (climate change and global warming) in the news. They were recruited mostly through popular websites and at the university where the research was taking place. During this discussion, the collaborators said obvious false information on the situation that was discussed. The idea behind that strategy was to see whether unanimity (and other variables) within the group influenced the judgment of the research subject, who was not part of the research team. The level of conformism was measured quantitatively by using a Likert scale, but also qualitatively by conducting semi-structured phone interviews that took place with the subjects immediately after the experiment. In total, almost 30 research subjects were tested (excluding those who were collaborators).

4. RESULTS: The study shows that the notion of social conformity still exists in online communication, but its psychological impact is weaker. Obviously, the absence of a physical presence is a key factor to explain this, but other factors have been mentioned during the semi-structured interviews. Also, in a digital environment, certain variables of persuasive communication are still strong (authority, for instance), whereas others are much less influential (non-unanimity and coherence, for instance). We will explain why in the conclusion.

Karen Gabriel

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The Contemporary Technologies of Media, Sex and Commerce: The Case of Pornography

Pornography (or “porn”) is a global industry that generates estimated revenue in the range of USD 97.04 billion. In fact it has been identified as one of the most lucrative and fastest growing easy-money operations. However, it remains among the most controversial socio-economic global developments of modern history and has been a source of concern for governments, non-governmental groups, conservatives and feminists groups. Despite remaining controversial and in some places and cases, illegal, pornography appears to be gaining global acceptance at an unprecedented pace. This general increase in the occurrence and tolerance of sexual themes and imagery in the public domain – referred to as the pornification of media/culture, the mainstreaming of pornography, and the pornographising of everyday life – has been met with dismay on the one hand and approbation on the other. Those who critique porn frequently mentions invoke the principle of harm. Those who endorse the growth and visibility of porn in both conventional and the electronic media do so on the grounds that the proliferation of sexual explicitness is testimony to an increased commitment to sexual equity and gender equality. In other words, they argue that porn per se, the growing volume of porn and the increased visibility of it are signs of a democratizing socio-polity, and should be welcomed.

This paper will:

- a. Critically examine both the argument against porn and the point of view that the steep increase in pornography is the result of a politics of liberation.
- b. Argue that the proliferation of sexual explicitness is crucially linked to changes in media, and to changed technological and business models in the media industry.

Based on the arguments made above, it will (c) offer a set of theoretical and methodological propositions about how to approach the study of porn.

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Idealised Urban Youth and Original Culture - Ideological Fantasy and Socialist Legacy

This paper focuses on a Chinese social experimental reality television, *The Exchange Programme*, which juxtaposes urban and rural youth by arranging for them to experience the life of their counterpart for seven days. Within the context of those contradictions and struggles between capitalism and communism that are currently facing the Chinese government, I argue, the programme's representation of the idealised urban youth can be held as allegorically revealing the changing "hybridity" of Chinese city, with the latter becoming a battle field, a 'third space' of culture and discourse, in which the country acts as the nation's 'original culture'. In addition, applying Žižek's theory on ideology, I argue that the programme actually suggests the existence of the socialist 'ideological fantasy'(1989:30), which structures the social reality and proves that the socialist ideology can be an ideology in-and-for-itself as well. While the market, as Žižek says, is "a for-itself of ideology at work in the very In-itself of extra-ideological actuality"(1994:14), the socialist ideology in-and-for itself is the force of resisting and balancing the downside of marketism at the level of the unconscious in the era of economic globalization, and therefore, annotates the Chinese characteristic.

Qiaolei Jiang

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Smartphone Use and Mobile Phone Dependency among University Students in China: Personal Goals, Self-Esteem, Leisure Boredom, and Sensation Seeking

Smartphones are mobile phones incorporate wireless personal digital assistant technology and telephony combining communication tools with a range of functionality that allow users to run software applications (apps) and connect to the Internet or other data networks. Smartphone users can engage in various activities on their phones as on personal computers with the advantage and convenience of compact size and mobility. However, research has shown some potential associated risk that some users become dependent or addicted to mobile phone, exhibiting various symptoms, especially among young smartphone users. It is worthy to understand the use and influence of smartphone, because of the rapid adoption and heavy usage patterns. This study explores mobile phone dependency (MPD) among university student smartphone users, and examines (a) what are the multidimensional MPD symptoms; (b) whether individual media dependency (IMD) goals and psychological traits such as self-esteem, leisure boredom, and sensation seeking can predict MPD (both the overall index and the specific symptoms) among smartphone users; and (c) whether and how the IMD goals, psychological traits and MPD impact university students' smartphone use behaviors. First, a factor analysis of an online survey based on a stratified random sample of 572 university students in urban China outlined a set of MPD symptoms existed among the smartphone users: inability to control craving and productivity loss, as well as escape and feeling anxious. As expected, both IMD goals and three psychological traits are significantly linked to smartphone users' MPD. Regression analyses showed that IMD goals were strong predictors of smartphone usage (both offline feature usage and mobile Internet usage), while MPD and sensation seeking also significantly predicted smartphone use. Additionally, female users were found to experience higher level of MPD, younger participants show more offline feature usage, and those with more family monthly income use mobile Internet more often.

Swati Joshi

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**Embryo of Identity Embroiled in the Imbroglia
Materialized by the Fabricated World of
Video Games**

“To simulate is to feign to have what one doesn’t have” (Baudrillard 4).

The characteristic of liquid modernity lies in the apocryphal story of a tightly bound family being challenged by the concrete issues of loss of intimacy and warmth, separation, abject desires of the adult individuals and so on and so forth. The children, who are the most vulnerable members of the family, are transformed from innocent real beings into the sycophants serving the Underworld of Simulation. Their addiction to the video games is at once the escapism and emancipation from the lacuna in the reality that haunts them. It takes them to the world they wish to conquer; wherein they are the heroes vanquishing the symbolic enemies (loneliness and absence of communication with the loved ones) and the simulated ones. The increasing addiction of these violent video games shapes them as violent and aggressive personalities. The sheer physical passivity, which is contrary to the active violent mental battle played by the children in their games, deteriorates their mental and physical health. The simulated universe conjured by the application developers is the real totality for them. The child grows up in a confused environment, his mind torn between the real beings that are his family, yet, disconnected with him; and the fictive entities with whom he regularly communicates his anger, his fears, his desires etc. This narcotic sedentary activity of playing video games forms the bewildered personalities who are indecisive, escapists, bellicose, berserk and precipitous. Such persons take refuge in escaping to the fictive world. Therein lies the elixir for their psychological depression. I wish to establish an argument that while children are in the process of forming their identity, they experience the disconnectedness with the real family and begin to identify them with the concocted “Wonder world.” Their engagement in adapting themselves to belong to the magical gaming world shows that the V-World has taken on the role of parenting in their lives. They have unconsciously chosen the new V-parent whom they, in their mind, belong to. They look up to them to form their identities.

Ewelina Kancik-Koltun

Maria Curie-Skłodowska University (UMCS), Poland

Local Communication in the New Technologies' Era

The increase of the role of Internet in social communication creates additional tools for local communication. This causes the fact that local governments in Poland as well as in Europe begin to use them on different levels (national and local ones). Local governments more often communicate with local societies with the use of webpages and social media such as Facebook or Twitter.

In my speech I will discuss the problem of electronic communication of local governments in their areas with the use of websites and social media in the context of information and civil societies. I will perform research on public social profiles and websites of local government units in Poland.

I assume that not all local government units are active in social media and these which use them are unable to use them effectively for communication with citizens.

It has to be noted that the following democratic processes are involved in local communication level. To verify research hypotheses I will use qualitative methods- analysis of content and quantitative analysis of official local profiles. The aim of my research is to check the level of use of new media in communication with citizens of a certain area and to present the flow of communication and recognition of factors which determine it.

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Ethno-cultural Influences in Acute Coronary Syndrome Management

Purpose. South Asians and Chinese represent Canada's largest and most rapidly growing ethno-cultural groups. There is evidence suggesting that people of non-dominant ethno-cultural groups are less likely to recognize heart disease symptoms and respond to them appropriately. This can lead to greater morbidity and mortality.

Methods. We surveyed 2,456 hospitalized acute coronary syndrome patients from Canada (630 European-White (EW), 488 South Asian (SA-Can), 216 Chinese (CH-Can)), India (510 SA-In), and China (612 CH-Ch), using multiple languages, to learn about symptom recognition and care seeking behaviours.

Results. SA and CH from each country were significantly younger than the EW patients ($p < 0.0001$). The majority in each ethno-cultural group were admitted to hospital with heart attack (HA), though this varied significantly by group. SA-In and CH-Ch were most likely to be having their first HA and to see another healthcare provider (e.g., another ER or physician) within 72 hours of presenting to the emergency room (ER) of the admitting hospital ($p < 0.0001$). SA and CH were more likely to use a private vehicle or taxi to travel to the ER ($p < 0.0001$) and this also varied by country. SA-Can and CH-Can were least likely to report a distinct time of symptom onset. However, it was the SA-In and CH-Ch who were least likely to report to the ED within the clinically important first 3-hours of symptom onset. The spouse was the most likely person to accompany persons from each group to the ED. Following spouses, daughters were more likely to accompany EW, and CH-Can; and sons were more likely to accompany CH-Ch and SA-Can. However friends and not children followed spouses in accompanying SA-In to hospital.

Conclusion. These data suggest there are some important ethno-cultural differences in the process associated with seeking care for acute coronary syndrome patients which are likely amenable to educational intervention.

Linda Lees

Director, Creative Cities International, USA

Culture and the Migrant Crisis: Getting to the Heart of the Matter

The considerable commentary about the current crisis of refugees fleeing mostly to European countries focuses on the political and economic reasons for and consequences of this migration. While important, this coverage tends to sidestep the heart of the matter.

Refugees fleeing against their will and out of fear of a real threat, who must now confront their future in a completely unknown environment, and the challenges for the receiving communities, whether or not they have welcomed them, pose a cultural crisis as much as a political and economic one. Where do we look for answers to alleviate the immediate as well as long term *cultural* issues inherent in this evolving situation? First, from the communities themselves, who must be involved. This requires an approach and methodology which can capture opinion and assess it from a flexible and culturally sensitive perspective.

The Vitality Index™ (VI) is a cultural impact study that provides rigorous analysis of both qualitative and quantitative factors keeping in mind the intentions and values of the community. It highlights the diversity of the urban, emphasizes that diversity as a major player in welcoming the new and unknown strangers, and points to the historical road map that cities provide in acculturating what at another point in time we called immigrants or foreigners. What has proven to be the value of the VI is its approach FROM the point of view of the individuals in an urban setting.

In the current moment, it is of particular value in problem-solving to see how the refugees might express themselves on what they expect or hope to find in the communities to which they are prepared to settle.

Salvatore Lorusso

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&

Andrea Natali

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Training Human Resources to Draw Value from Culture

Culture with its issues of conservation and management should represent the driving force for different countries. This refers to the need for professional figures who can manage in an informed, innovative and sustainable way the various convergent aspects in the sector of Cultural Heritage.

Education considers culture as a tool for basic training and preparation for employment in a society based on meritocracy and skills that can be remunerated. From this perspective, a lack of culture leads to socio-economic decline and a decline in creativity: a situation existing in today's society.

But if culture is the basic instrument for training and preparation for employment, it naturally follows that Business and Cultural Units (industries, banks, etc. and museums, libraries, ministries, etc.) have to be involved in these educational activities.

In particular, territorial and cultural forces must communicate and correspond reciprocally with the needs of the territory, i.e. those living, training and operating in respect of the conservative and identity principles of cultural heritage in a complementary way, based on a relationship of knowledge and cooperation.

The above-mentioned targets graduates, managers, operators and consultants of the cultural sector interested in developing their skills in the context of the arts and cultural activities.

It addresses figures working in areas of conservation, planning and promotion or those wishing to operate in the field of cultural and artistic events, both nationally and internationally in today's increasingly globalised world. Consequently, knowledge of cultural heritage includes artefacts of different nature: historical-artistic, archaeological, architectural, monumental, archival, library, music, demioethnoanthropological. This means treating aspects not only relating to historical and documentary research, but also to analytical and computing technologies for protection and valorization through control and prevention in the context of training human resources.

It is from this context that the professional figure thus prepared, and very much in demand in the management world of today, emerges.

Myrene Magabo

Full-Time Faculty, University of Phoenix & Instructor of
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“Do Activities” As Means to Enable Lifelong Learning

The paper will present theoretical and current research findings on the importance of interactive and engaging activities that promote lifelong learning to students. Contemporary thoughts on learning that are backed up by theoretical assertions from John Dewey, Benjamin Bloom, Richard Gagne, Ellen Langer, and William Horton will be explored. While majority of academicians still insist on textbook reading as a prerequisite to learning, current research show that engaging and interactive activities are more effective means of enabling students of contemporary times. Factors that are responsible for effective flow of teaching and learning will be considered in the discussion as they relate to the smooth flow of interactions within the learning activities. These factors will include alignment of all instructional elements such as: objectives, content, activities, implementation strategies, assessments and evaluation tools.

This paper will include a discussion of the theoretical and practical reasons for the effectiveness of learning activities based on contemporary research findings and based on theoretical groundings. Next, important and highly relevant theories will be discussed to include but not limited to the thoughts of John Dewey, Richard Gagne, Benjamin Bloom, Richard Gagne, Ellen Langer, and William Horton. Lastly, perspectives of students from student reflections and feedback will be presented.

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&

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The Meaning of Problem Gambling within Group Culture: Narratives Collected from a Gamblers Anonymous Group

Gambling can be viewed as a medical, moral, or cultural concern. From the cultural psychology perspective, the discussions about gambling can be regarded as part of social systems of meanings realized by means of social negotiation and legitimization. Scientists, media and family help centers play a major role in defining how the problem of gambling should be defined and addressed.

This work provides an insight into the way the members of Gambler Anonymous (GA) self-help groups get acculturated to a view of gambling as disease, which on one hand imposes a lifelong, chronic illness on all its patients and on the other hand opens the door to the reconciliation with oneself and one's own relatives.

Three focus groups with GA's members and their significant others in the southern region of Italy were conducted to explore representation about gambling, meaning of group membership and their relationship with it.

A view of oneself as individual with a life-long disease is shared among the GA' members. The medical template, although critical, counteracts a prior view of the gambler as a "vicious and irresponsible" man, failing to meet family and social obligations. Gamblers appear to be helpless in front of their physiological disorder, and thus, to be included, embraced and helped.

Ebru Sahin Mercimek

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**A Study on Conservation of Architectural Housing Units in
the Context of Sociocultural Structure and Alteration:
Case of Cappadocia-Güzelyurt/Turkey**

In urban life with ever evolving, growing and changing cultural and physical dynamics, traditional urban fabric should be preserved and this conservation should be made sustainable. This urban scale conservation can only be ensured by understanding physical and cultural structure and values of traditional fabric. Only a conservation operation which is prepared in a holistic scope and involves social, physical, functional and aesthetic solutions can enable the determination of place and importance of traditional historical fabric in urban- and regional-scale and revelation of its usability using appropriate methods for appropriate purposes. Traditional housing fabric of Guzelyurt has faced the problem of conservation following sociocultural transformation in the settlement. In this study, this conservation was discussed within the changing social structure, and traditional housing fabric was described, investigated and classified within its cultural context.

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Manuel Nagl

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**Social Systems, Culture and Communication:
An Investigation into Automated and Implicit Cognitive
Processes of our Collective World**

Social systems organize themselves through social actions, of which communication is central. Through communication /social actions the members of the system are being synchronized. The research project spoc (Schema Processing in Organizational Culture) is investigating the cognitive processes that underlay the creation of social structures. The goal of spoc is to research cognitive social schemata and the way they function in developing and further develop a set of methods

(Implicit Association Test – IAT) to validate those methods through data (behavior, communication) and explicit methods (questionnaires, narrative interviews) an to identify of sub cultures and distribution of cultural schemata and the distribution patterns through communication, as well as the influence of communication on those schemata.

The visible part of culture for example in form of cultural symbols, communication or the design of the environment is only one part of the whole culture. At least as important are the cognitive schemata of interpretation with which people classify and integrate and store cultural relevant information. These are mostly automated and not directly visible. But they are building the base of culture and influence our social and communicative behavior.

Characteristics' of implicit processes are that these are intuitive, spontaneous, unintentional and mostly unconscious. They include attitudes, stereotypes, motives and the underlying tenor.

Implicit processes especially under stress, under a high cognitive workload, little motivation, under shock/ consternation or mental exhaustion.

Implicit Association Test (IAT) is a social psychological test based on reaction time for measuring unconscious social perception. The IAT measures social schemata. The advantages of implicit methods like IAT are that they are more difficult to manipulate than explicit methods and it is easy to identify non motivated test persons. They are able to show non reflected and non-accessible attitudes and “sensitive concepts“(less danger of self-deception, self-protection or social desirability).

Vanessa Murphree

Associate Professor, University of Southern Mississippi, USA

**P.T. Barnum:
The Media and the Media Manipulator**

This article traces media coverage of P.T. Barnum throughout his career to the present to see if and how portray also of his publicity efforts changed and to see what those changes might reveal about advertising and public relations history, particularly the relationship between public relations and journalism.

Most public relations historians conclude that historic advertising and public relations figures, such as Barnum, influenced the media throughout their careers. Moreover, historians often suggest that these individuals masterfully hid industry interest by using the media to propagate pre-determined key messages. Though this was likely true in many cases, there is evidence suggesting that reporters and editors were aware of these efforts and were frequently critical of such practices.

Though we know that, in some cases, these public relations professionals manipulated the media, the purpose of this project is to study how the media defined and characterized one of the most famous so-called “manipulators” of the media.

This research is significant because it provides insights into the long-standing, symbiotic relationship between public relations professionals and journalists, which is often ignored in historical analysis. By examining media coverage of Barnum, we can build a broader understanding of how public relations professionals encouraged media coverage and how journalists responded to these efforts.

Rasul Najmuddin

Lecturer, Andalas University, Indonesia

Media Usage, Citizenship Norms, and Political Participation of Transition to Democracy in Indonesia

The purpose of this study is to determine whether media usage and change of citizenship norms influence political participation. The focus of this study is to examine citizenship norms in the context of the development of information and communication technology influence political participation in the context of Indonesia's transition to democracy. The main theoretical framework is media and political participation. For data gathering, 384 young voters between the ages of 17 to 40 years were interviewed in Padang, West Sumatra, Indonesia. The results of this study reveal that gender, age and educational background of respondents did not influence significantly media usage and citizenship norms. The results also show that educational background is not a factor that distinguishes media usage and citizenship norms. The results further show that media usage has a significant correlation with citizenship norms and citizenship norms has a significant relationship with political participation. In addition, media usage and citizenship norm significantly influence political participation. The sub-dimensions the citizenship norms (compliance, duty, and engaged citizenship) provides a significant contribution to the sub-dimensions of political participation (traditional political participation, modern political participation, civic political participation). Based on the findings it can be concluded that the political euphoria in the era of transition to democracy has changed pattern of media usage and citizenship norms among the young generation in Indonesia.

Stanley-Naribo Ngoa

Professor, National Open University of Nigeria, Nigeria

Media in Public & Policy. Agenda Settings Proposing the DSIP Model

Media, public and policy agenda constitute the three main traditions of the agenda-setting process. Of the three, media agenda-setting claims that it has the capability to structure issues in the public's mind and thus it influences the policy agenda. This paper attempts an examination of media influence in the public/policy agenda.

Using Nigeria as its unit of analysis and explanatory cells, the paper argues that the media rather than set the public/policy agenda as generally claimed, quite often, serves as a market place for contending ideas, views, opinions and preferences.

The paper advances that whereas the general public is caught-up in the middle of these contending views, opinions, preferences and ideas which could be described as the public and subsequently policy 'agenda in process', the media latches onto an issue/view it considers worthy of propagation and that, may represent what quite often is referred to as the media agenda. Which, in turn is, perhaps, speculated to be a rather virile influence on the public/policy agenda?

In other words, whereas the 'masses' or general public are caught-up in the middle of these varying degrees of interests, opinions and views as a process in the confirmation of public interest and the formation of public opinion/agenda, the interest, opinion or view with stronger access to the media may have also started what could be described as the policy 'agenda in process'; that is, the process of penetrating the 'policy machinery' (policy

makers, advisers, experts etc) with what the media think, consider or even recognize as important enough in the public domain as to be included on the policy menu.

Thus I argue, just as I submit, that what is quite often referred to as a media agenda that influences the public/policy agenda could be defined as a 'Dynamic Social Interactions Process' (DSIP) in which contending issues, ideas, values and opinions of varying interests seek and perhaps arguably, also find a voice.

Murad Ozdemir

Assistant Professor, Galatasaray University, Turkey

Filming in the Blanks: On Audiovisual Modes of Communicating Culture

Like most of the documentary filmmakers and researchers on visual culture, I am aware of the distinctions of scientific and artistic worlds, as well as the centrifugal forces these worlds have on ethnographic films. However, I experienced some different modes regarding cross-cultural filmmaking in two particular cases: (1) I was one of the directors of an omnibus documentary film (*Time Piece, 2006, USA*) which aimed a cultural exploration of time, from the eyes of Turkish and American filmmakers; (2) My PhD fieldwork was centered on the wedding videos of Turkish immigrants living in France. For that study, I worked with some Paris based Turkish wedding photographers & videographers. The experience of these two different networks of image circulation forced me to reconsider my artistic and academic work.

This paper argues the possibility of an audiovisual understanding between cultures. By carrying some 'subject-generated' videos as well as some 'professional' material under the same title, this paper aims to open a debate on different modes of cross-cultural representation in audiovisual ethnographies.

Ivan Petrov

Senior Sales Project and Provisioning Manager
Makedonski Telekom AD Skopje, FYROM

&

Toni Janevski

Ss. Cyril and Methodius University, FYROM

Design and Evaluation of Future 5G Mobile Network Transport Protocol

Past two decades TCP development was elevated at higher level mainly because of its poor performances in high speed networks. Congestion Avoidance phase was studied and identified as main reason for this behaviour. Variety of TCP proposals were developed with aim to improve protocol utilization in high speed environment, most of them made changes of the initial TCP's congestion control mechanism, with

or without network layer relations. In this paper we present novel transport protocol, designed to assure efficient data usage in future 5G mobile networks. This unique transport protocol is designed to prevent congestion collapses of the backhaul network traffic and to assure ultra-high data rates up to 400Gbps.

Roel Puijk

Professor, Lillehammer University College, Norway

**“Minute to Minute” -
Slow Television in Norway**

Past two decades TCP development was elevated at higher level mainly because of its poor performances in high speed networks. Congestion Avoidance phase was studied and identified as main reason for this behaviour. Variety of TCP proposals were developed with aim to improve protocol utilization in high speed environment, most of them made changes of the initial TCP's congestion control mechanism, with or without network layer relations. In this paper we present novel transport protocol, designed to assure efficient data usage in future 5G mobile networks. This unique transport protocol is designed to prevent congestion collapses of the backhaul network traffic and to assure ultra-high data rates up to 400Gbps.

Javier Sanchez-Beaskoetxea
Lecturer, University of the Basque Country, Spain

How to Improve the Media Image of Seafarers

In my Ph. D. thesis about the image of the Spanish Seafarers in the printed media, some of the most relevant conclusions were that little news on the Merchant Navy is published in Spanish newspaper, and when newspaper do it, most of it is bad news, and that the image given of the profession is negative.

After that research, I made a survey conducted among the Spanish merchant marine in 2014 on the perception that they have on their public image in the media. This survey intended to assess whether the image that the seafarers have of themselves corresponds to the image that is offered in the media about the professionals of the sea.

As a conclusion of that survey I find that the 55% of the Spanish seafarers think that the image of the profession in the media is neutral and a 38% of them think that is negative. Also, a majority of them, a 75%, think that seafarers are treated well abroad than in Spain.

With this paper, and keeping in mind those researches, I'll try to find a path about how to improve the image of the seafarers in the mass-media and which actions could be most useful for this goal, explaining the convenience of each one and how to implement in Spain.

Among these possible actions we can highlight the following ones: preparation of a press advertising campaign to improve the image of the profession; training journalists reporting on topics of ships to do it better; edition of a publication for journalists on the world of ships and shipping; creation of an annual award of nautical journalism that rewards for the best report of the profession; and sending to the media, periodically, articles or reports on topics of Merchant Navy written by experts from the profession.

Murat Seyfi

Researcher, University of Marmara, Turkey

&

Deniz Guven

Research Assistant, University of Marmara, Turkey

**Perception and Awareness Levels of University Students in
Turkey about Crises in Social Media:
Marmara University Case**

Since the introduction of social media into daily lives, people's responses to various events and each other have increasingly become more rapid, determining and autonomous. According to McLuhan, each new communication technology creates a new environment and the flow of life in this environment changes in every aspect. Social media has evolved in time in the new world it has created and it has led to new purposes to use. Particularly universities, governments, non-governmental organizations and personal users have been found to have a tendency to use social media during various political crises and natural disasters. When types of use of social media are considered, two major categories may be said to be on the foreground. The first is the use of social media during social crises only as a platform for information transfer and sharing in which users take part in a passive manner; and the second one is the use of social media during social crises in which users take part in an active manner to meet the victims' needs and to establish and use systematic warning and communication networks. This study aims to examine the students' perception and awareness about how the young use social media during crises in Turkey. Within this scope, students between the ages of 18-25 have been asked questions prepared for the study through using scanning model in order to explore these students' perception levels.

Federico Subervi
Professor (Retired), USA

Puerto Rico: The “Greece of the Caribbean”? News during 2015-16 of the Economic Crisis of the Last U.S. Colony

For more than a decade, the island-nation of Puerto Rico—a colony of the United States since 1898—has been besieged by an economic crisis due to its lack of fiscal and political autonomy stemming from its subjugation to federal and Congressional laws of the U.S. Insular political corruption as well as the tax incentives and subsidies granted to U.S. and other foreign corporations and business operating on the Island has also contributed to the on-going economic debacle. In 2015, and continuing on to the current year, the Island’s governor and his administration indicated that the government would be unable to fully pay the mounting debts owed to financial creditors—vulture investors from whom billions of dollars were borrowed for keeping the economy afloat short term.

The purpose of this paper is to present a quantitative and critical qualitative analysis of how major newspapers (*New York Times*, *Washington Post*, and Puerto Rico’s *El Nuevo Día*) have covered the Island’s economic crises in 2015, and early 2016 when Puerto Rico defaulted on some of its debts. Included in the analysis is an assessment of how the Island and its financial challenges have been compared to those faced by Greece in recent times.

Ehsan Tavakkol Moghadam

Graduate Student, Allameh Tabataba'i University (ATU), Iran

&

Hossein Afkhami

Associate Professor, Allameh Tabataba'i University (ATU), Iran

Social Media Use among Upper Classes in Iran. A Case Study on Music Trainees in City of Shiraz

There is an increasing evidence of Iranian users of social media sites such as *Telegram*, *Whats App*, *Instagram* and etc. Some observers suggest that this is an excessive and abnormal use of social networks in Iran today. Among public in general, the practice of social media has been widely popular but the way some members of the upper class treat the social media, indicates a different pattern of use. The present study asks how they behave in social media context in a cyber world by comparing different views from a group of active users with certain status. We utilize an ethnographic method with technique of content analysis and interviewing for data gathering.

The population of study is a group of 20 Music students from a Music institute in Shiraz city. Three social media such as *Istagram*, *telegram* and *Whats App* and their content (all posts from Music Trainees, who are aged between 18-29 years) were analysed. These comprehensive data was followed further with their online and off line social behavior of the participants through 20 in depth interviews. The results show common concepts between some aspects of social behavior such as norms of friendship and level of ties with what is directly reflected in their social pages.

Meng Tong

MFA Candidate, Communication University of China, China

&

Xiaohui Gao

Tv School, Communication University, China

Study on Social Media's Role in the Consumption Environment - Take Examples of the Wechat and Microblog

With the development of Web2.0 technology, we have entered a new era of network consumption. People's behavior in daily life and other aspects of consumer have changed. Internet shift the style of work and life, especially social media springing up represented by facebook and twitter triggered a profound social change. In China, new media such as SNS, we chat , micro blog and so on, not only have been changing the user's manner of self-expression and interpersonal, but also to some extent affect the user's consumer behavior and habits. "Feed advertising", the emergence of a growing number of derivative and Fans Economy in we chat and micro blog , which all are the product of a new media marketing communications model in this era. In this environment, social media is no longer just a platform, but an important connection to build a two-way bridge between goods and consumers for marketing and buying. Social media take multiple roles in whole consumer behavior, providing multiple functions such as releasing information, communicating with consumers, payment, receiving feedback and so on. Accordingly, this article focuses on the relationship between media technology and people, and thus more concerns about the impact of social media on the individual consumer behaviors. Moreover, we can analyze the function and what roles social media plays in the consumer behavior. Generated by the analysis of what role and the role social media plays in the consumer behavior. In this behavior model, this article takes business as communicators and consumer as audiences. Different choice by consumers and different propagation media content will to some extent influent the trend and results in audiences networks consumption. Innovation of this paper lies in collecting a large sample of Internet consumption data. Besides the theoretical analysis phase will combine related cases to give support by the survey data. Finally, we can achieve the role of reasoning.

Vitalis Torwel

Senior Lecturer, Benue State University, Nigeria

Cultural Influence and the Framing of Fuel Policy Crisis in Nigerian Press, 1999 -2007

A recent study that examined the construction of the fuel policy crisis in three Nigerian news magazines found a hegemonic consensus in how journalists in the three news magazines framed the key actors in the crisis and their policy positions. Building on this previous study, this article examines the context within which these journalists, though working in different news magazines, defined the key actors and their policy options in similar hegemonic terms. Depth interviews with the journalists who wrote the stories of the fuel crisis were conducted to gain an insight into the cultural/ideological environment in which the journalists produced the stories of the crisis. The study found that the opinions of the journalists who wrote the stories of the fuel crisis were consistent with the dominant ideology in the news stories of the fuel crisis. This finding, at first, seemed a clear case of bias, conspiracy, or an extension of individual opinions of journalists. But a close analysis revealed that the responses of the journalists who constructed the fuel policy crisis were part of a collective cultural influence on the journalists from these three news magazines. A clear sign of this cultural influence is evident in the responses the journalists gave to interview questions. Although they were interviewed individually, each journalist used "we" in responding to questions when in fact, they were by themselves and should have used "I." The findings of this study reinforce the fact that news media texts are not innocent but are inherently ideological and the ideology in the news texts must be examined within a wider cultural context to fully understand the news media's political functions.

Florence Toussaint

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Mexico

Challenges of Cyberjournalism: Anomalies of a New Paradigm?

This lecture's objective is to analyze the journalism on line. The Mexican cyber journalism is to be an example. This phenomenon has grown up in the last years due to these main factors: the increasing access to the digital technologies and the crisis in the written journalism. As part of a cultural industry it has not been able to adapt to the new market trends.

The subject presents different problematical stages: how to train the future journalist; how to work journalistic genres thinking in new digital formats like infographics, blogs or video blogs; how to implement traditional research techniques in the present context; the uses of more and bigger information resources; and, finally, how to involve the new audiences who might be more technical and less human.

Blogs, podcast, streaming, micro blogging, transmedia projects, apps and social media are the cyber journalism territory. However, the online journalism has not defined the line between the web content marketing and the objective journalism that consider public interest.

Did the cyber journalism innovate multimedia and transmedia formats but did not take care of the content? Are we in the genesis of a new paradigm that will be consolidated in these first decades of the 21 century? In this logic, which would be the new challenges of the journalistic practice? These are the main questions we face up in the current research that take advantage of the empirical work and get into the theoretical field.

Bob Travica

Associate Professor, University of Manitoba, Canada

New and Old Media: From Embrace to Denial

The purpose of this study is to explore relationships between old and new media in the present historical moment. The category of old media includes TV, film, radio, and paper print. The category of new media, also called social media, refers to technologies based on computers and telecommunications networks, such as Facebook, Twitter, blog, wiki, YouTube, and Second Life.

The article starts with a definition that frames media as technologies for mass communication, connectivity, expression, reality creation, and sharing. The first two characteristics are based on classical mass communication theory (e.g., McQuail, 1983, 2010), the expression characteristic draws on newer literature (e.g., Manovich, 2013), and the last two are proposed by this author. It is argued that these characteristics apply to both old and new media, albeit to different extents. The extent in fact is the differentiating factor between new and old media. Compared to old media, new media are higher on connectivity and communication, may have a high potential for reality creation, and enable sharing of artefacts.

The second part of the discussion analyses three relationships between old and new media characterizing the present historical moment - replication, expansion, and substitution. These range from embracing to denying. Each relationship is explained conceptually and through examples, and its prospective consequences for the media universe are outlined.

Chris Underation

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**A Misplaced Argument:
Internet Reading is not making you Dumber,
It is Creating a New Literacy Paradigm**

As the Internet rises as a center for reading and writing, many are expressing concerns about the fractured reading, shallow knowledge and shorter attention spans that digital media encourages. Though these concerns—and the consequences that flow from them—are intuitive they are not quite what they seem. Thinkers like Nicholas Carr and Mark Bauerlein have marshaled strong arguments claiming digital media is making us dumber, unable to understand complicated, detailed arguments. These criticisms miss the point. It is not a change in our ability to think and take in information that is the issue. Instead we should understand that a new type of literacy is rising, and this literacy is bringing about a paradigm shift that is every bit as profound as was the change from oral to literate culture. Using Walter Ong's concept of secondary orality within literate culture, this paper explores the likelihood that oral culture and literate culture are being forged into a new type of literacy that restores some of the virtues of oral culture to our society. When the oral-based culture reigned, it was marked by highly contextualized communication shaped in the crucible of give-and-take. Ideas were fluid and prone to quick alteration based on immediate feedback. On the other hand, literature culture essentially froze one presentation of an idea. It created the belief that knowledge is a concrete thing that requires a sustained attention to fully grasp. This paper argues that the length of one's attention span is not relevant to the acquisition of knowledge. Far from destroying thought and hindering progress, technology is permitting us to strike a better balance between oral and literature paradigms regarding how individuals connect concepts and use these concepts to make meaning.

Marina Urbanikova

Lecturer, Masaryk University, Czech Republic

&

Jaromir Volek

Lecturer, Masaryk University, Czech Republic

Professional Roles in the Intercultural Perspective: Comparative Analysis of Czech and Selected European Journalistic Communities

In the last twenty years, there has been a gradual transformation of the social and professional roles of journalists. This trend was primarily influenced by the following variables: (a) commercialization and tabloidisation of journalistic practices that weaken the public interest, and thus contribute to the de-politicization of public communication, b) growing role of the new ICT that made the creative essence of journalism increasingly alienated and made it more routine. These trends don't eschew any European journalistic community including Czech, but their effects are different in different journalistic cultures and generations. The aim of the proposed paper is to compare the changes (similarities/differences) among journalistic role perceptions of: (a) three generations of Czech journalists and (b) selected post-communist (Bulgaria, Romania, and Russia) and West-European journalistic communities (Austria, Germany, Spain, and Switzerland). The comparison is based on several journalists' survey responses to *Hanitzsch* dimensionalscales: Interventionism, Power distance, Market orientation. First one was accomplished in the period of March-May 2015 among 700 Czech journalists. The attitudes of Czech journalists are compared with data which offered by project *The Worlds of Journalism Study* (2011-2014). The results confirm two basic expectations: (a) analysis indicates no sharp attitudinal differences among all compared Czech journalists' generations, in spite of a radical socio-political and media system changes after 1989. Generally speaking, the comparison of the selected attributes shows striking homogeneity among the three journalistic generations who share above all their professional and political values, (b) comparison of the whole community of Czech journalists with mentioned post-communists journalists and selected west-European journalistic communities indicates weak cross-national differences in the journalists' perceptions of professional roles. Professional attitudes of Czech journalists are close to selected communities of Western journalists who are generally less supportive of any type of interventionism than other selected post-communist journalist communities. But the majority of analysed indicators are perceived by all compared journalists similarly as essential journalistic functions.

Faith Valente
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Empathy & Communication

Katia Vianou

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Making the Most of Development Research? An Exploration of Some “Best Practices” in Development Communication and the Ideologies that Shape Them

Between 1998 and 2002, several development organizations launched research programmes on the use of scientific research in so-called “developing” countries. Among these organizations is the Council on Health Research for Development (NGO, Switzerland), the Overseas Development Institute (think tank, United Kingdom) and the International Development Research Centre (bilateral aid agency, Canada).

Research programmes by these organizations led to various publications from 2000 onwards that resonate with the increased number of initiatives in the last decade aimed at managing, evaluating and promoting scientific research (Nowotny, Scott & Gibbons, 2003).

An analysis of the research undertaken by these three organisations revealed strong commonalities and the outline of an agenda for communication action (Carden, 2004, 2009; Chunharas, 2000; Court & Young, 2003; Crewe & Young, 2002; ODI, 2004).

Indeed, all works favour the same approach to studying the use of research: the focus is on the *influence of research on public policies in “developing” countries*, and the objectives are to identify the determinants of research utilisation and the mechanisms that would help increase influence on public policy. In addition, they all conclude that certain features of the larger environment and *communication* are essential for research to achieve policy influence.

Regarding communication specifically, the “best practices” highlighted by the research findings revolve around five main areas:

- 1) Research dissemination;
- 2) Communication strategies that are embedded into research plans and carried out throughout the research process;
- 3) “Interactive” (rather than linear) communication strategies that link many steps of the research and decision-making processes;
- 4) Building relationships between members of the research and policy communities;
- 5) “Involvement” of policy-makers in research.

While these “best practices” derived from research have contributed (and still contribute) to orienting development communication practices, they rely on very strong ideological assumptions about development, communication and scientific research.

Thus, apart from expounding what are considered to be “best practices” in development research communication, the proposed presentation will demonstrate some of their limitations. This will be achieved by putting these practices into two historical-theoretical contexts— that of the evolutions in public development aid (Campbell, 2009; OECD, 2005) and in the “relationship between science and society” (Gibbons *et al.*, 1994).

This in-depth analysis was conducted as part of a doctoral dissertation defended in 2014 with the intent of building a conceptual framework to guide a long-term ethnographic study of a large-scale collaborative research project in Senegal.

It will be shown that the “best practices”, and the works from which they stem, support without questioning the dominant conception of development determined by the notions of “efficiency” and “good governance”. The presentation will also establish how they are marked by an ideology of utility—making scientific research come across firstly as a pragmatic activity that has the ability to “operate” on reality and help us resolve practical and immediate problems (Clain, 1989; Freitag, 1998; Romm, 2002).

Finally, it will be discussed how they reflect an ideology of dialogue, that currently exists in discourses on science and society, in research communication practices and in science communication theories, and according to which “dialogue” between science and its publics, and public participation in science are positive *per se* and are the best means through which research can be beneficial to society (Bucchi & Neresini, 2008; Trench, 2008; Schiele, 2008).

Patrick Vyncke

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The Impact of Nonverbal Interpersonal Communication Cues on the Likeability of Print Advertisements

Mass-mediated and interpersonal communication is often regarded as two very different types of communication, with scholars specializing in one or the other domain. Yet, on closer scrutiny, mass-mediated communication often largely boils down to mediated interpersonal communication, e.g. as when a news anchor is reading the news to you, or when an ad model is telling you which brand of toothpaste you should use. And what about the ever present social media discourse: is that a kind of mass-mediated, or rather interpersonal communication?

Of course, mass-mediated communication often lacks direct feedback opportunities. Also, each medium adds its own dimensions to the underlying interpersonal communication. Yet, generally speaking, the difference between direct interpersonal communication and mass-mediated communication is all too often exaggerated at the expense of paying attention to the similarities between both forms of communication. Especially the input of nonverbal interpersonal communication scholars has been largely lacking within the study of mass-mediated communication.

In this paper, we present the results of several large-scale research projects demonstrating how looking at a specific form of mass-mediated communication, i.e. print advertising, from the perspective of nonverbal interpersonal communication, may yield interesting new insights. First, the results of a content analytic study of 883 advertisements that appeared in a sample of 39 Belgian magazine titles show that faces – being our major instrument of nonverbal interpersonal communication – are a central component of 63% of these advertisements. Second, the findings of an eye-tracking project (N=140), illustrate that faces in advertisements truly function as visual magnets, getting 4,45 times their share of attention time, compared to the relative size they occupy in those advertisements. Finally, a large-scale experimental project (N=370) clearly demonstrates the ad-likeability impact of nonverbal interpersonal communication cues like facial and bodily attractiveness, direct versus averted gaze, sexual dimorphism, ... and even nonverbally expressed power relations between male and female ad models.

Kristyna Vyslouzilova

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The Rise of Tabloidization: Decline of Moral Values and How to Measure It

The tabloidization of the news is a term used more and more frequently when discussing the general decline of standards in media. And also when talking about the focus on the entertaining side of events or focus on rather simple topics in the news which is a trend being associated with the economic imperative and lack of moral values in the society as a whole.

There is an expectation that we can observe tabloidization in any kind of media content. The paper is focused particularly on the Czech television news representing the public service media in the Czech Republic and its evolution regarding the elements indicating tabloidization. Specific attention is being paid to the operationalization of the variables indicating the trend of tabloidization. It differs quite significantly from the "traditional" way measuring the volume of tabloidization mainly by the consideration of topics presented in the news or the hard news/soft news dichotomy. The whole set of variables were defined following the current trends in the research related to this field.

The following quantitative analysis of the news showed not only the higher level of tabloidization related mostly to the two essential changes that were made in the concept of the analyzed Czech television news in 2007 and 2012, but also drew an attention to the methodology. When comparing the results of the above-mentioned approach using the set of variables and the traditional "topic" oriented analysis, quite significant contradictions were observed.

This observation clearly shows the gap between the two approaches which might strongly affect the whole discourse in which the evolution of the media (not only considering the television news) is discussed regarding the tabloidization. The paper shows the exact weak points in the approaches that are being most frequently applied.

Fangfei Wang

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&

Li Shao

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**Complex Roles of Chinese Media:
Regional Variation of Party Newspaper's Attitudes towards
Government Agencies**

In China, party newspapers constitute main part of mainstream media, thus playing an important role in reporting political issues related to Chinese governments. While, quite different from other countries, Chinese party newspapers are considered as both an institution supervised under government agencies, and a tool to monitor the behavior of governments by public opinion. Based on some reality circumstances, local party newspapers' supervision is more often aiming at lower level government agencies in the same area. Therefore, we should expect city-level party newspapers are more critical on district level or township level governments than city-level ones. By developing an index to evaluate media's attitude towards government agencies, our content analysis on two party newspapers in year 2014, Beijing Daily & Guangzhou Daily, conforms this assumption. However, we also discover that Guangzhou Daily casts more criticism onto city-level officials than Beijing Daily does. This is because Guangzhou has a more competitive and civic-engaging media environment. This result shows that the regime's expectation of the media's function is redirected by local social conditions.

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Qiaolei Jiang

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&

Yue Chai

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A Study on Instructional Communication Effects of Teachers' Nonverbal Immediacies among Chinese University Students

Nonverbal communication has been an integrated part of teaching and learning. However, for quite a long time, too much attention has been paid to verbal communication in education with nonverbal communication being ignored for most of the time. In the era with various ICTs being used in education, research on nonverbal communication in education is very important for both traditional classroom teaching and e-learning based on the rapid development of new technologies. Therefore, teachers' nonverbal immediacy has become an interesting research topic to the scholars from many different disciplines, including Communication Studies, Education, Sociology, Psychology, etc. To find out the use of teacher's nonverbal immediacies and their interrelationship with the effects of instructional communication, a paper-based survey based on stratified random sampling was conducted among university students in Dalian, a coastal city in Northeastern China. Out of the total responses collected, 534 were confirmed as valid. This study showed the current levels of different nonverbal immediacies used by university teachers. According to the findings, except for tactile and space sensation nonverbal immediacies, other nonverbal immediacies were of intermediate levels or relatively higher levels. As expected, most of the nonverbal immediacies were positively and significantly correlated with the effects of instructional communication. By using multiple nonverbal immediacies, including visual, audio, tactile and spatial immediacies, university teachers could boost various aspects of the learning effects among the university students, such as cognitive dimension, emotional dimension, and behavioral dimension. More attention should be paid to nonverbal communication as part of media literacy. Related trainings or workshops can be held for both students and teachers in order to make full use of various nonverbal immediacies. Facing the rapid development of more and more teaching methods with the aid of new information and communication technologies, such as MOOC (massive open online courses), nonverbal immediacies may continue play an important role in teacher-student communication, thus future studies can compare and combine the findings of this study with the situations of online courses.

Nesrin Yavaş

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Trauma, Memory and Geographies of Identity in Carol Edgarian's *Rise the Euphrates*

Armenian-American author Carol Edgarian attempts in her novel *Rise the Euphrates* to unfold how the traumatic events of 1915 deportations have shaped the self-identifications, self-conceptions of a three-generation Armenian family living in the United States. The memory of the traumatic events of 1915 have never left the cultural luggage of this Armenian family, each member of which has found a different way to cope with their past and their new cultural and social positioning in the United States. This study aims to discuss how ethnic identity construction(s) in a transnational and diasporic context is bound up with the politics of "home," whether that home be the object of nostalgic longings, or a source of shame and utter denial.

Kristina Zabrodska

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Gastronomy Heritage as part of Life Style Studies

Food and drinks we consume and the ways we do it form our everyday life and national identity. The choice of the ingredients, their preparation and serving is based on the past, on the experience of our ancestors. It is mostly passed on by word, repetition, old cookbooks and hand written recipes. In the time of its origin the newspapers were the most testified source of information of everyday life. If we want to depict the old lifestyle, we have to look in the newspapers and magazines from that time. The question is the method. The life style research focuses on social relations and position in the society. Its methods include mostly interview, focus groups, field research and questionnaire. Methods, which are in the history research total useless. On the grounds of the research of four Czech daily press and eight Czech women magazines from the period 1918–1938 and Carlo Ginzburg's micro history I developed the own research method and carried out the research of Czech gastronomy in the First independent Czechoslovak Republic in 1918–1938. The analysis showed dramatically different reality than is believed and transmitted to the next generation. It showed the past reality.