



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

16th Annual International Conference on
Communications & Mass Media
14-17 May 2018, Athens, Greece

Edited by
Gregory T. Papanikos

2018

Abstracts
16th Annual International
Conference on
Communications &
Mass Media
14-17 May 2018
Athens, Greece

Edited by Gregory T. Papanikos

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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface		9
Organizing Committee		10
Conference Program		13
1.	Mere Observations, Fair Comment and Actual Facts – The Voice of Rehman Rashid <i>Roslina Abdul Latif</i>	19
2.	The Use of the Internet and Journalism Practice in Bahrain <i>Hatem Alsridi</i>	20
3.	Political Persuasion and Digital Generation in Turkey: What about Social Media Use? <i>Nazli Aytuna & Yesim Ceren Capraz</i>	21
4.	How Consumer Preferences on Health Information differ in the U.S. and South Korea? A Comparison of the Best Answers about STDs on Social Q&A <i>Beom Jun Bae</i>	23
5.	Ad(d) it Up: A Comparison of Advertising on Newspaper Webpages in Europe, Canada and the United States <i>Rachel Bertram</i>	24
6.	Digital Transformation through Social Video Learning? Teaching Innovation for Coaches’ Education within the German Football Association <i>Christopher Branch & Frank Vohle</i>	25
7.	Geological Risks in Mass Media: The Informative Treatment of Natural Disasters <i>David Brusi Belmonte, Pedro Alfaro & Marta Gonzalez</i>	27
8.	Seeing Red: Similarities and Differences in the Front Page Coverage of the Trump Election in Five Countries <i>Rose Cadden & Devin Guerrero</i>	29
9.	He does Not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing <i>David Chaplin & John Harris</i>	30
10.	The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females <i>Jamie Cheever & Marla Eisenberg</i>	31
11.	A Big Data Analysis of Korea and Japan Nation Branding <i>Chung Joo Chung</i>	32
12.	Apologia as a Self-Defense Strategy to Support the Public Persona in Crisis Communication Process <i>Inci Cinarli</i>	34
13.	Framing Tamimi: The Girl Who Slapped a Soldier <i>Jeanne Ellen Clark</i>	35
14.	From “Rocket Man” to “My Button’s Bigger”: Name Calling and Brinkmanship between Donald Trump and Kim Jong-un <i>Catherine Ann Collins</i>	36

15.	Digital Design and Online Storytelling <i>Brita d'Agostino</i>	37
16.	Does Diversity in the Payroll Affect Soccer Teams' Performance? Evidence from the Italian Serie A <i>Marco Di Domizio, Raul Caruso & Carlo Bellavite Pellegrini</i>	38
17.	Fibroid Tumours: How the Mass Media Communicate and Frame Discussions of Health News to the Public <i>Sydney Dillard</i>	39
18.	It Might be True but is it 'The Truth'? New Challenges for Broadcasters and Regulators in an Age of Fake News and a Post-Truth Environment <i>Ivor Gaber</i>	40
19.	The Blur Age: Producing Hyper-Reality with Digital Communications Tools <i>Zeynep Genel</i>	41
20.	The Social Mission of Football Clubs and its Benefits <i>Adriano Gomez-Bantel</i>	43
21.	Are our Students really Transmedia? <i>Juan Gonzalez Martinez, Meritxell Estebanell-Minguell, Moisès Esteban-Guitart, Elisabet Serrat-Sellabona & Carles Rostan-Sanchez</i>	44
22.	The Usage of 360-Degree Content within Social Media Communication in Soccer Sports <i>Andreas Hebbel-Seeger</i>	45
23.	Social Media Strategies & Platforms in 2016: The Trump and Clinton Campaigns <i>John Hendricks & Dan Schill</i>	46
24.	Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing <i>Desiree Hill</i>	47
25.	The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club <i>Seamus Kelly</i>	49
26.	Global Media Framing of a Diplomatic Rift in the Middle East <i>John King & Meruyert Bakenova King</i>	50
27.	The World of Facebook: A Research about Facebook Using Habits in Turkey <i>Mihalis Kuyucu</i>	51
28.	Fake News and Post-Truth Politics, the 2016 US Presidential Election <i>LaRissa Lawrie</i>	53
29.	Public Diplomacy in the Belt and Road within the New Media: Theories and Practices <i>Hongxiu Li</i>	54
30.	Instruments of Democracy or Mass Persuasion? A Close Analysis of Chinese Language Media's 2015 Canadian Election Coverage <i>Xiaoping Li</i>	55

31.	Between ‘Normalization’ and Spectacularisation – Representing Violence against Women in TV Crime Series <i>Francesca Lopez</i>	56
32.	Representation of the So-Called “Banci” as Verbal Violence on Transsexual Personnel in Indonesian Online Mass Media <i>Genta Maghvira</i>	57
33.	Corporate Communication: New Trends <i>Toufik Majidi</i>	58
34.	An Ethnography of the Lebanese Football Clubs <i>Axel Maugendre</i>	59
35.	A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers <i>Roselis Natalina Mazzuchetti, Vinicios Mazzuchetti & Sebastião Cavalcanti Neto</i>	60
36.	Re-thinking Social Media as a Culture Policy <i>Murat Mengu & Seda Mengu</i>	61
37.	The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea <i>Katharine Nohr</i>	63
38.	African Media Respond to Imperative in Preserving the Environment <i>Maurice Odine</i>	64
39.	Exploring the Impact of Social Media Use on Protest Participation through the Concept of Online Social Capital: The Case of Moldovan Anti-Government Protests, 2015-2016 <i>Oxana Onilov</i>	65
40.	Invisible Music and Cultural Proximity: The Case of Turkish TV Serials <i>Murad Ozdemir</i>	66
41.	Facebook and Fake News Dilemmas <i>Evan Pflugrad</i>	67
42.	A Glance Backwards Is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future <i>Adam Pitluk</i>	69
43.	The Effect of Using of Celebrities in Television Advertisements on Children <i>Elif Sesen & Perihan Siker</i>	70
44.	A New Era? How Internal Social Media Might be Reshaping CSR Communication out of Mass Media <i>Holger Sievert & Tobias Weiler</i>	71
45.	Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of Hai Magazine) <i>Muria Endah Sokowati</i>	73

46.	Broadcasting Paradox? A Study of Indonesian Television Ownership and Content Diversity <i>Hellena Yoranita Souisa</i>	74
47.	The Challenge of Investigating the Global Impact of Sexually Explicit Materials <i>Chyng Sun</i>	76
48.	Treatise on Sport: A Proem <i>Synthia Sydnor</i>	77
49.	Blurring the Boundaries in Strasbourg Case Law: Transforming the Conventional set of Criteria in Balancing the Right to Private Life and Freedom of Expression <i>Veronika Szeghalmi</i>	78
50.	Visual Violence in the Images Aiming at Preventing and Combating Violence against Women in Turkey <i>Tugba Tas</i>	79
51.	The Era of Mega-Leaks <i>Rodney Tiffen</i>	80
52.	Demonizing the Enemy: An Analysis of ISIS' Communication Strategy in Dabiq Magazine <i>Lauriane Tremblay & Geneviève Bonin</i>	81
53.	Justification of Cyber-Infidelity: Adolescent's Perception <i>Seda Gokce Turan</i>	82
54.	Political Botnets: An Analysis and Forecast of Twitter's Fake News Problem <i>John Willome</i>	84
55.	Fandom, Gratifications, and Communicative Practices in China's Computer-Mediated Fan Culture <i>Qiaolei Jiang & Kexin Xu</i>	85
56.	Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017 <i>Shixin Zhang</i>	86

Preface

This book includes the abstracts of all the papers presented at the 16th *Annual International Conference on Communications & Mass Media (14-17 May 2018)*, organized by the Athens Institute for Education and Research (ATINER).

In total 56 papers were submitted by 64 presenters, coming from 19 different countries (Australia, Bahrain, Brazil, Canada, China, France, Germany, Hungary, Indonesia, Ireland, Italy, Malaysia, Morocco, Spain, South Korea, Turkey, UAE, UK and USA). The conference was organized into 17 sessions that included a variety of topic areas such as social media, public relations, election coverage and more. A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER 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 to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into seven research divisions and 37 research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

16th Annual International Conference on Communications & Mass Media, Organizing and Academic Committee

ATINER's conferences are small events which serve the mission of the association under the guidance of its Academic Committee which sets the policies. In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the **academic committee** of the 16th Annual International Conference on Communications & Mass Media were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
4. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
5. Ivor Gaber, Professor, University of Sussex, UK.
6. Patricia L. Dooley, Academic Member, ATINER & Elliott Distinguished Professor of Communication, Elliott School of Communication, Wichita State University, Wichita, Kansas, USA.
7. Catherine Ann Collins, Academic Member, ATINER & Professor, Willamette University, USA.
8. Mihalis Kuyucu, Academic Member, ATINER & Associate Professor, İstinye University, Turkey.
9. Jeanne Ellen Clark, Academic Member, ATINER & Associate Professor, Willamette University, USA.
10. Kristie Byrum, Assistant Professor, Bloomsburg University of Pennsylvania, USA.
11. John King, Professor, American University of Sharjah, UAE.
12. Roslina Abdul Latif, Academic Member, ATINER & Associate Professor, Taylor's University, Malaysia.
13. Hatem Alsridi, Academic Member, ATINER & Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.
14. Robert Bergland, Professor, Missouri Western State University, USA.
15. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University, Cyprus.
16. Karen Gabriel, Associate Professor, International Institute of Social Studies-EUR, The Hague, The Netherlands, and Head, Department of English, St Stephen's College, Delhi University, India.
17. Ewa Nowak-Teter, Head of Doctoral Studies & Associate Professor, Journalism Department, Maria Curie-Skłodowska University, Poland.
18. Vesna Baltezarevic, PhD in Law and President Alma Mater Europaea of the European Academy of Sciences and Arts, Serbia.
19. Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.

20. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
21. Foula Kopanidis, Senior Lecturer, RMIT University, Australia.
22. Marco Di Domizio, Researcher, University of Teramo, Italy.
23. Olga Gkounta, Researcher, ATINER.

The **organizing committee** of the conference included the following:

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

FINAL CONFERENCE PROGRAM
16th Annual International Conference on Communications
& Mass Media,
14-17 May 2018, Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

Monday 14 May 2018

08:00-09:00 Registration and Refreshments

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

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

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

Chair: Olga Gkounta, Researcher, ATINER.

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

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

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

1. *Ivor Gaber, Professor, University of Sussex, UK. It Might be True but is it 'The Truth'? New Challenges for Broadcasters and Regulators in an Age of Fake News and a Post-Truth Environment.
2. *Catherine Ann Collins, Professor, Willamette University, USA. From "Rocket Man" to "My Button's Bigger": Name Calling and Brinkmanship between Donald Trump and Kim Jong-un.
3. *John King, Professor, American University of Sharjah, UAE & Meruyert Bakenova King, American University of Sharjah, UAE. Global Media Framing of a Diplomatic Rift in the Middle East.
4. *Jeanne Ellen Clark, Associate Professor, Willamette University, USA. Framing Tamimi: The Girl Who Slapped a Soldier.
5. Oxana Onilov, PhD Candidate, University of Technology Sydney, Australia. Exploring the Impact of Social Media Use on Protest Participation through the Concept of Online Social Capital: The Case of Moldovan Anti-Government Protests, 2015-2016.

<p>11:30-13:00 Session III (Room A-10th Floor): Media and Politics</p>	<p>11:30-13:00 Session IV (Room B-10th Floor): Health Information, Leaks and Religion in Media</p>
<p>Chair: John King, Professor, American University of Sharjah, UAE.</p>	<p>Chair: *Ivor Gaber, Professor, University of Sussex, UK.</p>
<ol style="list-style-type: none"> 1. Hongxiu Li, Professor, Chongqing Jiaotong University, China. Public Diplomacy in the Belt and Road within the New Media: Theories and Practices. 2. <u>Nazli Aytuna</u>, Associate Professor, Galatasaray University, Turkey & Yesim Ceren Capraz, PhD Student, Galatasaray University, Turkey. Political Persuasion and Digital Generation in Turkey: What about Social Media Use? 3. Xiaoping Li, Professor, Okanagan College, Canada. Instruments of Democracy or Mass Persuasion? A Close Analysis of Chinese Language Media's 2015 Canadian Election Coverage. 4. *Francesca Lopez, Assistant Professor, Roma Tre University, Italy. Between 'Normalization' and Spectacularisation – Representing Violence against Women in TV Crime Series. 	<ol style="list-style-type: none"> 1. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. The Era of Mega-Leaks. 2. *Sydney Dillard, Assistant Professor, DePaul University, USA. Fibroid Tumours: How the Mass Media Communicate and Frame Discussions of Health News to the Public. 3. Beom Jun Bae, Assistant Professor, Georgia Southern University, USA & Yong Jeong Yi, Assistant Professor, Sungkyunkwan University, South Korea. How Consumer Preferences on Health Information differ in the U.S. and South Korea? A Comparison of the Best Answers about STDs on Social Q&A.
<p>13:00-14:30 Session V (Room A-10th Floor): Corporate Communication, Risk and Crisis Communication</p>	<p>13:00-14:30 Session VI (Room B-10th Floor): Mediated Storytelling, Diversity and Digital Design</p>
<p>Chair: *Catherine Ann Collins, Professor, Willamette University, USA.</p>	<p>Chair: George Pavlou, Scientific Collaborator, European University, Cyprus.</p>
<ol style="list-style-type: none"> 1. <u>Holger Sievert</u>, Head of Media School, Head of Competence Center PR and Communication Management, Macromedia University of Applied Sciences, Germany & <u>Tobias Weiler</u>, Associate Researcher, Macromedia University of Applied Sciences, Germany. A New Era? How Internal Social Media Might be Reshaping CSR Communication out of Mass Media. 2. Inci Cinarli, Professor, Galatasaray University, Turkey. Apologia as a Self-Defense Strategy to Support the Public Persona in Crisis Communication Process. 3. <u>David Brusi Belmonte</u>, Associate Professor, University of Girona, Spain, Pedro Alfaro, Professor, University of Alicante, Spain & Marta Gonzalez, Geologist, Cartographic and Geological Institute of Catalonia (ICGC), Spain. Geological Risks in Mass Media. The Informative Treatment of Natural Disasters. 	<ol style="list-style-type: none"> 1. <u>Juan Gonzalez Martinez</u>, Professor, Universitat de Girona, Spain, <u>Meritxell Estebanell Minguell</u>, Professor, Universitat de Girona, Spain, Moisès Esteban-Guitart, Professor, Universitat de Girona, Spain, Elisabet Serrat-Sellabona, Professor, Universitat de Girona, Spain & Carles Rostan-Sanchez, Professor, Universitat de Girona, Spain. Are our Students really Transmedia? 2. Chyng Sun, Clinical Professor, New York University, USA. The Challenge of Investigating the Global Impact of Sexually Explicit Materials. 3. Brita d'Agostino, Assistant Professor, New Mexico State University, USA. Digital Design and Online Storytelling. 4. Zeynep Genel, Lecturer, Okan University, Turkey. The Blur Age: Producing Hyper-Reality with Digital Communications Tools. 5. Hellena Yoranita Souisa, PhD Candidate, The University of Melbourne, Australia. Beyond Concentration of Ownership: A Study of Content Diversity in Contemporary Indonesian Television.

14:30-15:30 Lunch

<p>15:30-17:00 Session VII (Room A-10th Floor): U.S. vs the World: A Comparison of Advertisements, Election Coverage and Front-Page Content in American and International Newspapers</p>	<p>15:30-17:00 Session VIII (Room B-10th Floor): Fake News & Other Essays</p>
<p>Chair: Robert Bergland, Professor, Missouri Western State University, USA.</p>	<p>Chair: Patricia L. Dooley, Elliott Distinguished Professor of Communication, Elliott School of Communication, Wichita State University, Wichita, Kansas, USA.</p>
<ol style="list-style-type: none"> 1. <u>Rose Cadden</u>, Student, Missouri Western State University, USA & <u>Devin Guerrero</u>, Student, Missouri Western State University, USA. Seeing Red: Similarities and Differences in the Front Page Coverage of the Trump Election in Five Countries. 2. Rachel Bertram, Student, Missouri Western State University, USA. Ad(d) it Up: A Comparison of Advertising on Newspaper Webpages in Europe, Canada and the United States. 	<ol style="list-style-type: none"> 1. *Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. Mere Observations, Fair Comment and Actual Facts – The Voice of Rehman Rashid. 2. <u>Lauriane Tremblay</u>, PhD Student, Laval University, Canada & Geneviève Bonin, Associate Professor, University of Ottawa, Canada. Demonizing the Enemy: An Analysis of ISIS' Communication Strategy in Dabiq Magazine. 3. John Willome, Graduate Teaching Assistant, Wichita State University, USA. Political Botnets: An Analysis and Forecast of Twitter's Fake News Problem. 4. Evan Pflugrad, Graduate Student, Wichita State University, USA. Facebook and Fake News Dilemmas.

17:00-19:00 Session IX (Room B-10th Floor): A Symposium Discussion on Social Media: Fake News, Fake Democracy, Hate Speech and Data Privacy

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

21:00-23:00 Greek Night and Dinner

Tuesday 15 May 2018

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

<p>Chair: Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.</p>
<p style="text-align: center;">Group Discussion on Ancient and Modern Athens. Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle) (Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).</p>

<p>11:15-13:00 Session XI (Room B-10th Floor): Social Media and Culture</p>	<p>11:15-13:00 Session XII (Room C-10th Floor): Social Issues & Politics*</p>
<p>Chair: *Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia.</p>	<p>Chair: *Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.</p>
<ol style="list-style-type: none"> 1. Mihalis Kuyucu, Associate Professor, İstinye University, Turkey. The World of Facebook: A Research about Facebook Using Habits in Turkey. (<i>Tuesday, morning session</i>) 2. <u>Elif Sesen</u>, Assistant Professor, Nigde Omer Halisdemir University, Turkey & <u>Perihan Siker</u>, Assistant Professor, Nigde Omer Halisdemir University, Turkey. The Effect of Using of Celebrities in Television Advertisements on Children. 3. Murad Ozdemir, Assistant Professor, Galatasaray University, Turkey. Invisible Music and Cultural Proximity: The Case of Turkish TV Serials. 4. Seda Gokce Turan, Instructor, Bahcesehir University, Turkey. Justification of Cyber-Infidelity: Adolescent's Perception. 5. John Hendricks, Professor and Head, Department of Mass Communication, Stephen F. Austin State University, USA & Dan Schill, Associate Professor, James Madison University, USA. Social Media Strategies & Platforms in 2016: The Trump and Clinton Campaigns. 	<ol style="list-style-type: none"> 1. <u>David Chaplin</u>, Professor, Northwest Nazarene University, USA & John Harris, Associate Dean, Glasgow Caledonian University, Scotland, UK. He does Not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing. 2. Synthia Sydnor, Associate Professor, University of Illinois at Urbana-Champaign, USA. Treatise on Sport: A Proem. 3. Axel Maugendre, PhD Student, Université de Strasbourg, France. An Ethnography of the Lebanese Football Clubs. 4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea. 5. <u>Jamie Cheever</u>, Graduate Student, University of Minnesota, USA & Marla Eisenberg, Professor, University of Minnesota, USA. The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females.
<p><i>*This session is jointly offered with the Sport, Exercise, & Kinesiology Unit</i></p>	
<p>13:00-14:00 Lunch</p>	
<p>14:00-15:30 Session XIII (Room B-10th Floor): Big Data, The Environment and the Expression</p>	<p>14:00-15:30 Session XIV (Room C-10th Floor): Video Technology within Sports*</p>
<p>Chair: *Hatem Alsridi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.</p>	<p>Chair: *Marco Di Domizio, Researcher, University of Teramo, Italy.</p>
<ol style="list-style-type: none"> 1. Maurice Odine, Professor, Dean of School of Communication, Texas Southern University, USA. African Media Respond to Imperative in Preserving the Environment. 2. Tugba Tas, Assistant Professor, Ankara University, Turkey. Visual Violence in the Images Aiming at Preventing and Combating Violence against Women in Turkey. 3. Veronika Szeghalmi, Visiting Lecturer / Media Specialist, University of Szeged / National Media Authority, Hungary. Blurring the Boundaries in Strasbourg Case Law: Transforming the Conventional set of Criteria in Balancing the Right to Private Life and Freedom of Expression. 	<ol style="list-style-type: none"> 1. *Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany. The Usage of 360-Degree Content within Social Media Communication in Soccer Sports. (SPOVID) 2. <u>Roselis Natalina Mazzuchetti</u>, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil, <u>Vinicios Mazzuchetti</u>, Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR), Brazil & Sebastião Cavalcanti Neto, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil. A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers. 3. Christopher Branch, Consultant / Online Tutor, Ghostthinker GmbH, Germany.

	Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association.
<i>*This session is jointly offered with the Sport, Exercise, & Kinesiology Unit</i>	

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

17:00-18:30 Session XVII (Room B-10th Floor): Special Topics
Chair: John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
<ol style="list-style-type: none"> 1. Shixin Zhang, Associate Professor, University of Nottingham Ningbo China, China. Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017. 2. Desiree Hill, Assistant Professor, University of Central Oklahoma, USA. Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing. 3. <u>*Hatem Alsridi</u>, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain. 4. Muria Endah Sokowati, Lecturer, Universitas Muhammadiyah Yogyakarta, Indonesia. Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of <i>Hai</i> Magazine). 5. Adam Pitluk, PhD Student, University of Oklahoma, USA. A Glance Backwards Is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future.

20:00- 21:30 Dinner

<p>Wednesday 16 May 2018 Mycenae and Island of Poros Visit Educational Island Tour</p>

Thursday 17 May 2018
Delphi Visit

Friday 18 May 2018
Ancient Corinth and Cape Sounion

Roslina Abdul Latif

Associate Professor, Taylor's University, Malaysia

Mere Observations, Fair Comment and Actual Facts - The Voice of Rehman Rashid

Rehman Rashid was born in the twilight of British Malaya, growing up in independent Malaysia, attaining maturity, as his nation approaches the turn of the millennium. He became a journalist in 1981. After just seven years as Lead Writer and Columnist with the New Straits Times, Malaysia's leading English-language daily, Rehman joined Asiaweek magazine in Hong Kong as a senior writer. From there he left for Bermuda, as a Senior Writer with Bermuda Business magazine, before returning home to Malaysia to complete *A Malaysia Journey*, his first book. As a young journalist at that time, he had believed it simple to see what was special about Malaysia; it was a multi-racial, multi-cultural, multi-lingual country, what could be clearer than that? Then he was to learn, so was virtually everywhere else. Rehman wrote passionately about Malaysia, this country that he loved dearly. Dissected to its constituent parts, Malaysia to him was a hopeless mess of conflicting priorities, mutually unintelligible languages, contradictory cultures and blinkered religions. Politics were divisive, its economy exploitive, its pillars of authority buttressed by an impenetrable scaffolding of draconian laws upheld by a parliament in which dominance seemed to matter far more than debate. He also believed that there was no reason for Malaysia to survive this far but it had. This is what he wrote about in his columns called 'Mid-Week' and his different take on things didn't quite sit well with his peers. He choose above all else to see it as a testament to resilience and durability, and perhaps a certain steely apathy; to the presence in Malaysia of sufficient numbers of citizens prepared not to die for their country. This is where this paper situates this research, within the journalistic construction of this journalist's writings.

Hatem Alsridi

Assistant Professor, University of Bahrain, Bahrain

The Use of the Internet and Journalism Practice in Bahrain

The rise of the Internet as a technological innovation has played a key role in the field of journalism. There is no doubt that the daily practice of journalists has changed because of the new possibilities provided by the Internet and its innovations. Furthermore, the use of the Internet as a newsgathering and processing instrument has influenced the practice of journalism.

This paper proposes to present the most important results of an empirical study about the use of the Internet in newsgathering, processing and production by Bahraini journalists. The study examines changes that have occurred in the profession since the Internet has been integrated in newsrooms. The main purpose is to understand how these professional perceive the influence of the Internet on journalism practices, roles and ethics.

Furthermore, the study looks at the implication of new technology on the practice of journalism especially the use of Internet and social media to produce, disseminate and receive information.

Nazli Aytuna

Associate Professor, Galatasaray University, Turkey

&

Yesim Ceren Capraz

PhD Student, Galatasaray University, Turkey

Political Persuasion and Digital Generation in Turkey: What about Social Media Use?

The digital space had become the privileged place of political debate. Especially, the use of social media creates a privileged scene of innovative appearance for politicians who wish to recruit and persuade young citizens. This hyper-connected generation forces political actors to review their communication strategies and take on new challenges. However, using their favorite communication tools is not enough to persuade this digital generation, the politicians must also adapt their way of use, understand their motivations, their attitudes and their values. Then we are faced with a problem on generational difference marked essentially by technological uses.

The information society indicates a well-defined generation separated by its ability to use new information and communication technologies. Thus the digital divide is more than a question of access, but it also reflects the generational difference marked by the different ways of adapting the Internet. The use of social media of this generation is a privileged field of observation in the context of a reflection on political persuasion since these young people report a generation particularly marked by an innovative and interactive mode of communication. Indeed, each generation creates their own subjective reality, their motivations, emotions, and their values. To accentuate the characteristics of this generation we use different terms such as generation Y, generation millennium, digital native, generation of internet. All these different terms underline the same aspect: it is the first generation that has grown up with continuous technological innovations and introduces them in all its communication activities.

The present study aims to investigate the use of social media as a means of political persuasion based on a qualitative survey on the young generation social media uses in Turkey. Otherwise, the present research studied how young people use social media for receiving political messages and for sharing information to redefine political communication.

More specifically, the research is based on 34 semi-structured interviews with 18-24 year olds living in Istanbul. The research corpus is made up of active users of social media. How does this "digital generation" give new meaning to political persuasion? What are their motivations for their political preferences? How do they perceive the role of social networks in communicating political messages? As a result, this paper looks at the needs

and uses that this particular generation makes of social media for accessing political messages.

Turkey represents the youngest population in Europe. According to the Turkish Statistical Institution, 16-24 year olds make up 16.3% of the total population. And with regard to the use of the internet, 60% of the Turkish population is online. Provided with the socio-political situation of Turkey, the digital space represents a privileged space to access political information, to create certain interactivity and to express itself in freedom. As a result, the research provides what characterizes the way young Turks perceive and define political discourse as well as it indicates their choices of communication in the digital age. Then, the research allows us to obtain a nuanced understanding of the political representations, attitudes and values of this generation in the current social and political context of Turkey. Beyond the novelty of digital uses, it is therefore a new culture of participation and persuasion.

Beom Jun Bae

Assistant Professor, Georgia Southern University, USA

&

Yong Jeong Yi

Assistant Professor, Sungkyunkwan University, South Korea

How Consumer Preferences on Health Information differ in the U.S. and South Korea? A Comparison of the Best Answers about STDs on Social Q&A

Online health consumers develop and share health information each other. They actively ask and answer personal health questions with one another in online communities, which are referred to as social Q&A sites or Question & Answer sites. On social Q&A, an asker selects his/her favorite answer as “best answer” among multiple answers to his/her question. This feature provides a unique opportunity for researchers to examine what types of answers consumers favor. Regardless of answerers’ intention to persuade consumers, a persuasion framework is useful to test why certain answers are preferred by askers as health messages were analyzed with persuasion in previous health communication studies. However, only a few studies applied persuasion to consumers’ selection of best answers on social Q&A. Moreover, no study, to the authors’ knowledge, has compared how these preferred persuasive elements differ in different countries.

The present study aims to show how the best answers on social Q&A sites in the U.S. and South Korea differ in terms of persuasion including message features and information sources. The best (favorite) answers about Sexually Transmitted Diseases on Yahoo! Answers in the U.S. and Knowledge-iN of Naver in South Korea were collected (N=600). The data indicated that, regarding message features, Korean best answers were more likely to use numeric information, risk information, and optimistic information. On the other hand, U.S. best answers were more likely to have higher readability than Korean best answers. Regarding message sources, expertise was more frequently presented in South Korean best answers while references were used more often in the U.S.

The study extended the discussion of consumers’ selection of best answers to message features and information sources as additional criteria under international context. The findings will be helpful for international health professionals to develop answers effectively on social Q&A in different countries.

Rachel Bertram

Student, Missouri Western State University, USA

Ad(d) it Up: A Comparison of Advertising on Newspaper Webpages in Europe, Canada and the United States

This study will examine the different types of advertisements found on the homepages of the top ten daily newspapers Europe, Canada and the U.S., based on print on circulation. Using a methodology similar to that employed by Oliver and Burbach (2010) for print newspapers, these web advertisements will be measured for percentage of coverage, using a screen captures of the homepage. The goal is to compare the number of advertisements, the total percentage of screen space of those advertisements, and the content of the advertisements, using the categories of food, health, electronics, apparel, beauty, sports, home goods, automotive, and politics. A two-pass content analysis will be conducted, with each of the newspapers being evaluated on two separate dates and days of the week to provide more accurate data. The chosen dates are March 5th and March 9th of 2018. For objectivity, the research conducted on the two separate dates will be done on a computer on which no other searches will be completed. Further, the searches will be conducted on an incognito browser. This will eliminate, as much as possible, targeted advertising. The objective is to conduct research—similar to the research conducted by Albers-Miller and Gelb—on whether there are cultural differences in advertising, but in the new context of online newspapers. The study will seek to determine if there are significant differences between the countries in the number of ads, the amount of screen space dedicated to ads and the types of ads.

Christopher Branch

Consultant/Online Tutor, Ghostthinker GmbH, Germany

&

Frank Vohle

CEO, Ghostthinker GmbH, Germany

Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association

In 2016, the German Football Association (DFB) started a pilot scheme using video- and web based teaching models within their coaches' education (Vohle, 2016). In the center of this new approach, there are training videos, shot by the course-participants in their own home teams, which serve as a self-reflection tool (assessment for learning) as well as an assessment tool (assessment of learning) (Manitoba Education 2006). Along with the videos there are specific observation tasks and pin-pointed video-comments created by the participants as well feedback on these video-comments by other participants (peer-feedback) and instructors. These procedures are embedded in a Blended Learning Format (online and in-person lessons). We call this new learning and teaching method "Social Video Learning" (Vohle & Reinmann, 2014).

For more than ten years we have been developing, testing and variegating this media didactical core concept. In 2017 it was adapted to the special challenges the DFB is facing within its coaches education program on a grassroots level. The modified approach was realized within four national football associations and with 100 participants (Möbius & Huber, 2017, is currently printed).

The results of the internal evaluation, composed of online questionnaires for participants and telephone interviews with the instructors, show: all parties involved show a high appreciation towards the usability of the online-learning environment (edubreak[®]SPORTCAMPUS) and the time flexibility in regards to the Blended Learning format. Additionally, they grant the Social Video Learning method to be of high value regarding the facilitation of reflection- as well as decision-making and responsibility markers.

In 2018 the concept shall be redesigned within the parameters of Design-Based Research (Reinmann, 2017). It is planned to expand this redesign to each one of the 21 national football associations with about 500 Participants. With Social Video Learning, we want to develop the quality of education for the participants further as well as the quality of the cooperative support amongst the instructors and use this to establish a cross-country community.

This input shows that Social Video Learning, as a reflective and collaborative (self) observation-method for coaches and instructors, offers new chances to spur the "digital transformation" under a *didactical perspective*

within sports organizations. With this didactical perspective, unattended questions may be included such as normative questions and questions about a learning organization.

David Brusi Belmonte

Associate Professor, University of Girona, Spain

Pedro Alfaro

Professor, University of Alicante, Spain

&

Marta Gonzalez

Geologist, Cartographic and Geological Institute of Catalonia (ICGC),
Spain

Geological Risks in Mass Media: The Informative Treatment of Natural Disasters

Catastrophes become news that immediately attract the attention of readers, listeners or viewers of the media. A tragedy generates an evident media impact. Current technology allow a real time reporting of disasters. Responsible of news programs tend to focus their interest in the power of the forces of nature, combined with sequences that illustrate devastation, damages, victims or fatalities. Natural disasters information generate logical feelings of resignation and solidarity. These reactions are often favored by the ideas conveyed by the news bulletins: "irremediable phenomenon", "unexpected event" or "misfortune" are common terms that permeate in the subconscious of the listeners, viewers or members of the social networks.

But... is it logical that we still attribute the consequences of disasters to the "unpredictable forces of Nature" in the 21st century? Does disasters news take sufficient advantage of their potential capability to provide objective information about the phenomena? And, beyond the tragedy, why do the media rarely offer information on preventive measures against risks? Should "more scientific" treatments be reserved just for "documentaries"?

Prevention plays a vital role in the reduction of natural disasters. For this prevention to be effective, it must be consolidated through education and the dissemination of scientific knowledge amongst all citizens, besides other actions. Logically, divulgation of protection measures is one of the fundamental goals of formal education. Due to their great potential audience and capacity for social impact, mass media (newspapers, magazines, television, radio, cinema, internet...) can importantly contribute by providing clear and rigorous coverage of natural risks.

This contribution analyses some of the most commonly observed problems involved in the media coverage of disasters. We pay attention to improvisation during the first few hours of the event, to the lack of scientific rigor, to imprecise visual images, to the tendency to focus excessively on anecdotic or alarmistic approaches and to the relative lack

of interest in protection measures. As a result, we propose the definition of a code of good informative practices in relation to natural disaster events.

Rose Cadden

Student, Missouri Western State University, USA

&

Devin Guerrero

Student, Missouri Western State University, USA

Seeing Red: Similarities and Differences in the Front Page Coverage of the Trump Election in Five Countries

This paper will analyze the different international reactions to the 2017 inauguration of Donald Trump. We were interested to see how the story was covered differently throughout the world: how much coverage the different regions gave to the inauguration and which regions may have emphasized the occasion in a positive light, and which emphasized it in a negative one. The purpose is to hopefully better understand the impact of this past election on not only the United States, but on countries around the world as well. Our methodology consists of conducting a content analysis of the front pages of the top-50 circulation newspapers in the United States and comparing them with front pages from Australia, Canada, India, and the United Kingdom (also, roughly 50 newspapers). We use the Newseum website archive, using the Nov. 9 -11 of 2016 front pages to see the reaction to Donald Trump's initial win, as well as the papers from Jan. 21 as well, the date of Trump's official inauguration. We will be using the front pages of the papers that they display in English and observe the ways that the papers portrayed the event. Each newspaper was coded to quantify the headline size, the number and size of photos, the number of stories and the percentage of the front page devoted toward election/inauguration content, and a two-rater system was used to gauge whether Trump's election was portrayed in a positive, negative or neutral light. We are hoping that through this project we will be able to gain a better understanding of the way that other parts of the world reacted to this historic event.

David Chaplin

Professor, Northwest Nazarene University, USA

&

John Harris

Associate Dean, Glasgow Caledonian University, Scotland, UK

He does not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing

In professional boxing, simplistic binaries (revolving around race, class or nation) are often employed to perpetuate notions of difference and serve as an acceptable form of discrimination in a contemporary sports world that threatens to accentuate divides in contested, racial, class and national terrains. In the analysis herein, the focal point is a 2008 light-heavyweight (79.5 kilograms) professional boxing match between the Welshman, Joe Calzaghe, and Bernard Hopkins from the USA (the fight took place in Las Vegas, Nevada, USA). In the lead-up to the contest, Hopkins, an African-American, had taunted the Caucasian, Calzaghe, with the refrain that he would "...never lose to a white boy." Hopkins' bold, racist proclamation, therefore, sets the stage for a deconstruction of the promotion of the fight from both the perspective of Hopkins and the media as seeking to exploit a sense of "other" and "outsider" regarding Joe Calzaghe.

Jamie Cheever

Graduate Student, University of Minnesota, USA

&

Marla Eisenberg

Professor, University of Minnesota, USA

The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females

The goal of this study is to examine how team athletic involvement is related to sexual aggression victimization and perpetration among male and female high school students.

A secondary analysis was conducted with 2016 Minnesota Student Survey data gathered from 122,501 Minnesota 8th, 9th, and 11th-grade students. Sports participation was classified into three groups: 0 days of sports a week, 1-4 days of sports a week, and 5+ days of sports a week. Sexual aggression perpetration was characterized by committing sexual harassment and/or sexual coercion of a partner. Sexual aggression victimization was categorized by experiencing sexual harassment and/or being sexually coerced by a partner. Logistic regressions were stratified by sex and adjusted for multiple confounders (e.g., alcohol attitudes, positive development characteristics, and childhood sexual abuse).

Data analysis using odds ratios indicates sports participation is not a protective factor for sexual aggression perpetration or victimization. Sports is a significant risk factor for moderately involved females for being a victim and a perpetrator of sexual harassment (OR=1.12, 95% CI 1.05-1.20 victim; OR=1.13, 95% CI 1.02-1.26 perpetrator), and a perpetrator of sexual coercion (OR=1.52, 95% CI 1.04-2.21), compared to students not involved in team sports. Males are more likely to be a victim of sexual harassment if highly involved in sports (OR=1.11, 95% CI 1.03-1.20) and to perpetrate sexual harassment if they have any involvement in athletics (OR=1.18, 95% CI 1.09-1.29 1-4 days; OR=1.28, 95% CI 1.19-1.38 5+ days), compared to non-sport peers. Highly involved males are significantly more likely to coerce a partner into sex (OR=1.14, 95% CI 1.01-1.67 5+days) and be coerced by a partner into sex (OR=1.22, 95% CI 1.05-1.42) than non-sport peers.

Results suggest athletic programs could be an important site implement comprehensive sexual violence prevention programs targeted at individual actions as well as harmful cultural norms and systematic inequities. Although female athlete perpetrated sexual aggression is low compared to male athletes, we need further research to explore the association between sexual aggression and moderately involved females.

Chung Joo Chung

Associate Professor, Kyungpook National University, South Korea

A Big Data Analysis of Korea and Japan Nation Branding

Nation branding is an important concept in today's world. Powerful and positive nation branding provides a crucial and competitive advantage; when a country understands how it is regarded by the rest of the world – how its achievements, failures, assets, liabilities, people and products are reflected in its brand image – it can take steps to improve or maintain this public perception.

A nation can develop a positive image through creating high demand for its content. Further, organically incorporating nation branding through means such as pop culture, rather than through formally advertising a country's culture, appeals to a global audience. Considering this, this study used Big Data analysis methods to collect, analyze, and compare atypical data concerning the Japan and Korea brands, as well as related content found on Google, a globally renowned search engine.

This study uses network and semantic analyses to provide a structural description of international perspectives of Korean and Japanese culture. Further, as it is widely considered that a multifaceted approach is necessary to reveal hidden structures and networks relating to information exchanges on the web, this study attempted to analyze Big Data on the web by employing complex methodology that is relevant to Internet research.

Results shows Japan differs from Korea by focusing on developing various media, content, and geographical factors through fostering and supporting private-run local brands; also, variations relating to history, strategy, and system have resulted in different online nation-branding practices between the two countries. In the case of Japan, although its nation-branding efforts were initially government-driven, they were developed based on the already existing infrastructure of Japanese electronic products and popular culture, such as animations and games. On the other hand, Korea's nation-branding efforts are government-driven and focus on the Korean Wave phenomenon. Cultural content, online interactions, businesses, electronics, cosmetics, and Korean Wave activities and celebrities (both inside and outside Korea) have been significantly contributing to the improvement of the Korean national brand.

This study proposes several methods of enhancing nation branding and suggests further analysis of both private and public sector discussions, traditional and up-to-date channels, and various media content. It can be used as a reference tool by organizations or scholars who are interested in semantic network analysis involving the use of Big Data. It provides a relative, objective evaluation of keywords related to Korea and Japan's national brands in comparison to those of other countries. Moreover, this

study can serve as a reference tool for essential considerations when engaging in diplomacy with these countries.

Inci Cinarli

Professor, Galatasaray University, Turkey

Apologia as a Self-Defense Strategy to Support the Public Persona in Crisis Communication Process

Crisis management is the process of seeking to accomplish an ultimate goal of an organisation, which is essentially to restore normalcy and survive the crisis with a minimal damage. Within this process, crisis communication strategies inform the rhetoric of the organisation to maintain or restore the organisation's reputation. The aim of this article is to examine how corporate apologia derived from rhetoric is being used as a self-defense strategy when a persona is facing an attack. To this end, firstly, a range of literature on crisis management and crisis communication has been reviewed to establish the role of corporate apologia as a crisis response. Secondly, apologetic discourse has been analysed during specific recent corporate crises in order to expose how this particular strategy has contributed to the corporate rhetoric. This study reveals that in corporate apologia an actual apology is usually delayed until the reactions of the corporation's public and/or stakeholders have increased to the point of threatening the social and commercial legitimacy of the corporation. It also explores the extent to which the more prompt making of an apology might have led to an earlier defusing of the crisis.

Jeanne Ellen Clark
Associate Professor, Willamette University, USA

**Framing Tamimi:
The Girl Who Slapped a Soldier**

In December 2017 a 16-year-old Palestinian girl was arrested and imprisoned after she slapped an Israeli soldier. Media and social media exploded. Media coverage of Ahd Tamimi became a singular example of Edelman's contestable categories, a pointed reminder of the importance of what is designated as the initiating moment of an event, an indicator of the ability of some terms (like propaganda, terrorist, and anti-Semite) to short-circuit analysis, and a case study in the use of descriptors to sanctify, demonize, or minimize a subject. Drawing on theory from Entman, Edelman, and Burke, this paper will present a framing analysis of coverage of Ahd Tamimi as it is presented in *Ha'aretz*, the *Washington Post*, the *New York Times*, the *Guardian*, and *al Jazeera*.

Catherine Ann Collins
Professor, Willamette University, USA

From “Rocket Man” to “My Button’s Bigger”: Name Calling and Brinkmanship between Donald Trump and Kim Jong-un

The name calling and provocative rhetoric Donald Trump displayed during his presidential campaign remains in his tweets and public discourse as President. Lacking in diplomacy and taste, Trump’s war of words with equally provocative North Korea’s Kim Jong-un has escalated tensions surrounding North Korea’s nuclear testing.

The threat rhetoric surrounding North Korean nuclear escalation is not new. In 2013, a series of propaganda videos out of North Korea promising a nuclear attack on Washington DC was Kim Jong-un’s response to a UN sanction of North Korea’s missile tests. Labels of “madman” “provocative” and “reckless” became media headlines. Mainstream media fanned the nuclear threat narrative in a manner reminiscent of the US-USSR Cold War fear narratives. Public name calling was added to the threat narrative following the September 3, 2017, North Korean test of a hydrogen bomb.

First tweeted and then included in a speech to the UN, Trump calls Kim “Rocket Man” and “Little Rocket Man” and in subsequent discourse labels him “short” and “fat” thereby making the response to North Korean testing personal: “Rocket man is on a suicide mission for himself and his regime.” The media’s response to Trump’s name-calling reinforces the escalating tensions between the two countries. Kim started 2018 with a New Year’s speech in which he threatened that the nuclear button was always on his desk. Trump tweeted in response, “I too have a Nuclear Button, but it is a much bigger & more powerful one than his, and my Button works!”

Reckless or strategic? Name calling and brinkmanship characterize the personal rhetoric of both leaders and garner constant media headlines. This essay analyzes the role of name calling in this war of words over nuclear threat. Theoretical arguments begin with Kenneth Burke’s concept of *perspective by incongruity*, specifically, *exorcism by misnomer*. Framing theory explains the media’s response to Trump and Kim’s war of words.

Brita d'Agostino

Assistant Professor, New Mexico State University, USA

Digital Design and Online Storytelling

This paper examines the use of interactive design to enhance online storytelling. The contemporary use of digital design, and integration of multimedia elements, social media platforms, and interactive components has the potential to expand and enrich the audience's understanding of a story. In providing their audience with the opportunity to transition from a passive reader to an active user, authors, designers, artists and developers can provide a meaningful framework for communication to deepen the reader's experience of the content, and, when relevant, encourage collaboration. Building upon historical precedents and taking into account new and innovative forms of communication, this paper looks at contemporary examples of online storytelling from the perspective of communication design.

Marco Di Domizio

Researcher, University of Teramo, Italy

Raul Caruso

Associate Professor, Catholic University of the Sacred Heart, Italy

&

Carlo Bellavite Pellegrini

Professor, Catholic University of the Sacred Heart, Italy

Does Diversity in the Payroll Affect Soccer Teams' Performance? Evidence from the Italian Serie A

This paper investigates the impact of diversity in wage levels of players on seasonal performances of teams in the top Italian soccer league, namely the Serie A. We explore the payroll of 32 professional football teams in the Italian Serie A to compute three measures of diversity and concentration in wage levels, namely the Gini, the Shannon and the Simpson indexes from season 2007/08 to 2015/16. We use the percentage of points achieved by teams as dependent variable, and then we employ panel data techniques estimating random and fixed effect models. We find that only the Simpson index is significantly associated with sport performance. In particular, it appears that sport performance improves as diversity in payroll decreases.

Sydney Dillard

Assistant Professor, DePaul University, USA

Fibroid Tumours: How the Mass Media Communicate and Frame Discussions of Health News to the Public

Fibroid tumors, a women's health issue also known as uterine fibroids, are significantly more prevalent among women compared to all gynecological cancers combined. Throughout the globe, fibroids are becoming an increasingly important concern with prevalence rates ranging between approximately 30-60% of all women in multiple countries including the US, India, UK, and Australia. The health issue has received minimal research in exploring news media content coverage and in identifying the ways in which the disease is discussed in the public sphere through mass media. Studies have also shown news media to influence not only the type of information being presented about a health issue, but also the context with which it comes to be understood. To explore what the public may be learning about uterine fibroids in news content, a content analysis was conducted utilizing extension of agenda-setting theory: priming and framing. From years 2009-2013 within the US news media, variables under study included frequency of news media exposure to different message types by geographic location, attributes associated with fibroids, frequency of treatment options referenced, and source recommendations for additional information seeking. During this time period news articles referenced fibroid's physical impact significantly more often than its social, psychological, or economic impact. The study contributes to a field that has previously overlooked a global women's health issue by exploring the ways in which mass media communicate and frame discussions of health news to the public.

Ivor Gaber

Professor, University of Sussex, UK

**It Might be True but is it 'The Truth'?
New Challenges for Broadcasters and Regulators in an Age of
Fake News and a Post-Truth Environment**

The notion of 'the truth' has always been highly problematic for political journalists - one person's 'truth' is another person's propaganda, but in a post-truth, fake news environment these difficulties become magnified. The last two years have been a turbulent time for British broadcast journalists in terms of their coverage of the major political events in the UK. Their reporting of the general elections of 2015 and 2017, of the European Union Referendum and the election of Jeremy Corbyn to the leadership of the Labour Party have been badly askew (as was the case with the press and online non-partisan media). However, the public service broadcasters are a vital element in the UK's social democratic public sphere - as is the regulatory system that supports them - and consequently their current failures represent a real problem for British democracy as a whole. In particular, the broadcasters have struggled to identify what is now meant by 'the truth' in terms of politics and political campaigns. The case study in this paper - looking at the problematics of reporting the campaign for Brexit and the subsequent negotiations - illustrates the wider difficulties in arriving at a workable definition of the 'truth' in the frenetic atmosphere of a political campaign and high-level international negotiations. The case study demonstrates how there can, legitimately, be many truths to one story, which, in itself, raises a number of urgent questions about the nature of political journalism in the UK and its regulatory system within the public broadcasting system in an age of fake news and a post-truth environment.

Zeynep Genel
Lecturer, Okan University, Turkey

The Blur Age: Producing Hyper-Reality with Digital Communications Tools

Baudrillard describes stimulating as showing an unreal situation as a real situation. When it's applied to a public device called stimulation. Political, economic and cultural policies are based on stimulated hyper-reality to keep the power of capital and governors. The important point of producing hyper-reality is changing the fundamental dynamics of reality. Creating a context by changing the basic dynamics of reality. Baudrillard exemplifies this process by the story of map production. In fact, recreating the reality is not a new way of managing the public perception on issues that feed the capitalist realm of existence.

Media one of the most critic tool of producing stimulated universe entered a process that destroyed the most necessities of media production in order for balancing the relationship between public and elites. The changes and unrolling habitat of this new media environment faced by many different critical perspectives of researchers. For instance, Baudrillard criticized the effect of media production on the reality of masses. Habermas criticized the relationship between shower and shown thing and insisted on the relieving the rules and perspectives of communication via media with masses. Especially the new media has transformed the production of hyper-reality and stimulation by providing pace and instant communication.

The habitat of new media channels triggered the critical discussions about the corrupted truth under the title of 'information'. Many researchers interpret new media a new type of tool that shapes the world and the policies about the world by dominating its own unique media culture. This explanation connotes the description of McLuhan about the media universe that is shaped by media environment and therefore makes the reality and content insignificant. The changing media habitat and consumption attitude affected the journalism in considerable way. Producing attractive formats pass the importance of meaning of the message and ethical concerns. Additionally, it is considered that creating hyper reality has become easier than before. Because of the dense media consumption and creative storytelling tools allows producing multi-meaning contents for journalism which brings many disadvantages such as disinformation, disability of proven the information as well.

This study aims to examine the effects of new media journalism habitat on creating hyper reality or reality. It is foreseen that in the process of producing the habitat of new media tools without any surveillance creates complex impression on audiences. In addition its complexity, audiences should defense themselves in case of injected hyper-reality by

injected distortion reality. By that purpose the study investigates the twitter feeds of some of the Turkish media corporations to understand how the journalists create hyper-reality again and again. After observing the reality producing process, the study discusses the approaches of journalists to new media devices in order to criticize its ethical perspective. It is considered that this producing approach determines or affects the masses and creates hyper-reality based habitat. As an example of this claim, TRT haber, a haber news account has been handled and followed in January and February 2018 in order to explain the production process. Sentiment analysis has been used to analyze the feeds of media channels by social media and it is aimed to show the ethical issues when they publish their feeds.

Adriano Gomez-Bantel
Communications Manager, Daimler AG, Germany

The Social Mission of Football Clubs and its Benefits

No matter whether rich or poor, young or old - football is firmly anchored in society. However, the interest in certain football clubs is not due to the fact that they are competitors in sports. Their role as economic units also plays no role in the social anchoring.

The anchoring in the society is due to the fact that football clubs are carriers of identities to which the fans feel a strong relationship. Accordingly, football clubs have a potential for communitization - thus they also have a social aspect. These identities may, for example, be associated with a geographical region or a social milieu.

This means, in addition to the missions of sporting success and economic success, a football club has a third mission: to cultivate its organically grown identity in order to preserve or further develop the social component. For this purpose, corresponding communication goals must be defined and target oriented public relations must be conducted by a team of professionals. The advantages that result for a football club are:

- Fulfilling of a social mission to give the football club a deeper meaning
- Faithful supporters who are passionate without being dependent on sporting success
- Excellent communication basis to address the supporters of the club
- Very good marketing potential (which helps to have economic success)

Examples for identities of football clubs are 'Schalke 04' (Germany) for assignment to a milieu (working class milieu) and 'FC Barcelona' for assignment to a region (Catalunya). And there is also an example from Greek football, which is probative.

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Are our Students really Transmedia?

Around the media movement of participatory culture there are already many educational approaches that begin to speak of a transmedia literacy. Indeed, since Jenkins (2009) included transmedia navigation as one of the new media literacies, the term transmedia has begun to be used in the media and also in the educational sphere. With transmedia, multimedia acquires a narrative element that unfolds through different ways, media and languages. With a systematic review of the literature, we conclude that this concept has not yet been defined in the educational field, although there is consensus on some of its main components: transmediality, collaboration, prosume and critical thinking. But what interests us is not only to know what we mean by transmedia literacy when we talk about our students at the university, but also to know which the transmedia profile of university students is when they learn. Students may correspond to a transmedia profile in their personal life, in their leisure, or in their informal learning; but that does not necessarily have to be the same at the university, when they learn in the formal context.

To measure the transmedia profile of university students, however, there is no instrument as such, which leads us to two instruments that try to know the transmedia profile of citizens; besides, we complement them with a small adaptation focused on the educational component. This complete questionnaire will allow us to know how transmedia our students are, in this phase of the research; and see how the university can offer them better learning opportunities. In this presentation we will explain, therefore, fundamentally three results of the research we have been doing so far:

- What do we understand by transmedia literacy in education?
- What instruments do we have to measure the transmedia profile of university students?
- Which transmedia profile do our university students have?

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The Usage of 360-Degree Content within Social Media Communication in Soccer Sports

360 degree photo and video represents a substantial innovation in visual communication in sports (Hebbel-Seeger, 2017). Within the digital transformation the technological development in the field of audiovisual media first of all to improve the image quality and usability as well as the expansion of possible application areas, conditioned by compact and waterproof devices (like "action cams") (Petrović et al., 2015). In addition, decreasing acquisition costs lead to a wider use. The depiction of a complex happening in all directions as a 360 degree photo or video, however, offers completely new communicative possibilities with a high immersive potential (Ting, 2015).

We investigated whether and how 360 degree photo and video is currently used in social media communication in soccer. For this purpose, we analyzed the social media activities of three top clubs each in the English "Premiere League", the German "Erste Bundesliga" and the Spanish "Primera División" over the period of the last 3 weeks of the season 2016/2017 by means of a content analysis. As a reference, we have also looked on the US "Major League Soccer". In a next step, we have conducted interviews with communication experts in the field of sports regarding the potential and future prospects of 360 photo and video in sports communication. It shows that the communicative potential is seen and high expectations are placed on the technology. At the same time, however, it is above all a lack of human resources and a lack of experience in the conception and use of 360-degree photo and video content that currently stand in the way of a common use.

Within this contribution the technology will be outlined, actual current uses in the context of social media communication in soccer highlighted and expectations and future mission ideas outlined.

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&

Dan Schill

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Social Media Strategies & Platforms in 2016: The Trump and Clinton Campaigns

During the 2016 American presidential election, the manner in which candidates used social media platforms upended traditional campaign norms and practices. Particularly, Trump used social media platforms, especially Twitter, to implement a strategy that allowed him to go where the voters were having conversations. He was able to strip away the agenda setting and gatekeeping responsibilities held by traditional news media outlets. That is, the Trump campaign's message flowed directly to the electorate in an unfiltered and unanalyzed manner. This required traditional news outlets to cover what was being tweeted and posted on social media, which dictated what the day's news cycle and news topics were for viewers and readers. In past American elections, this operated in a converse manner. Using social media analytics, this research examines -- by comparing and contrasting -- the social media/digital media strategies of the Trump and Clinton campaigns. Interestingly, *The New York Times* asserted Trump "permanently changed the rules of politics . . . discarding the playbook that winning candidates have used for many decades."

Desiree Hill

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**Timeline of Trauma:
A Case Study of Newsroom Management and Support
During and After the Oklahoma City Bombing**

Multiple studies over the past three decades have recognized the emotional consequences of trauma exposure for journalists. The work of journalism requires that reporters, photographers, and other media professionals respond to tragedies and disasters, such as terror attacks, mass shootings, tornadoes, and other emotionally scarring events. For some, the most difficult stories are never-ending, because journalists are required to continue telling the stories of victims, anniversaries, and trials. The range of studies has found that up to 29% of journalists will experience post-traumatic stress disorder (PTSD) during their careers, and that large numbers, up to 98%, have witnessed traumatic events as part of their work. The numbers demonstrate that the work of journalism in many cases *is* the trauma, but research also indicates that news organizations are often deficient in providing adequate workplace support for employees who may suffer emotionally as a result of the work.

This study uses a grounded theory approach to explore how the 1995 Oklahoma City bombing and other traumatic events that followed changed the way trauma is managed in Oklahoma City newsrooms. The research purpose was to extend the theoretical knowledge of journalism, trauma, and management by analyzing two sets of data. This is the first study to analyze interviews with journalists who covered the bombing from the Oklahoma City National Memorial's archives, which became Data Set One. Data Set Two, is comprised of interviews with top organizational leaders in Oklahoma City who worked during the time of the bombing.

Analysis of the texts and interviews reveal that managers themselves also experience emotional trauma in their work. Some became victims of secondary traumatic stress (STS) when journalists they assigned to stories were exposed to primary trauma. The study also found that the bombing event lead organizational managers to increase support measures for staff who dealt with the traumatic events that occurred in the years after 1995. These specifically related to counseling, leadership, and social support. Training, however, was one area that did not show significant organizational growth along a timeline from the bombing to the present.

The study extends the understanding of journalism, trauma, and management with the finding that the newsroom leaders in the Oklahoma City market improved trauma response when exposed to multiple large-scale disasters over time, in part, because they, themselves, experience

trauma and support alongside the journalists they manage. The findings of this study may be a blueprint for other news organizations, so they can benefit from the organizational learning experienced by the Oklahoma City news organizations' timeline of trauma.

Seamus Kelly

Lecturer, University College Dublin, Ireland

The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club

Introduction: The aim of this paper is to explore how an existing theoretical framework (i.e. Gagne, 2004) can guide case study research. This exploratory research utilises a case study approach (Dubois & Gadde, 2002) adopting semi-structured tape recorded interviews with key stakeholders at a professional rugby union club.

Methodology: Dubois & Gadde, (2002: 123) viewed systematic combining as a 'proper case study approach'. This approach is a 'nonlinear, path-dependent process' (Dubois & Gaffe, 2002: 556) the ultimate aim of which is to match theory and reality. Systematic combining views the case study as a research strategy rather than a specific method that facilitates researchers in empirically exploring contemporary phenomena in their natural context. Consequently, the researcher is able to expand their understanding of both theory and empirical observation (Dubois & Gadde, 2014). Preliminary inductive content analysis of the raw data into themes preceded, and subsequently facilitated, deductive categorisation of these themes within a Gagnesian framework to explore the data.

Findings: Theoretical frameworks may limit the inductive approach when exploring a phenomenon while deductive approaches may be driven too much by theoretical frameworks (Dubois & Gadde, 2002). Therefore, Gagne's theoretical framework directed the search for empirical data as well as through analysis and interpretation thus providing input, as well as output (Dubois & Gadde, 2002). Significantly, this continuous process between theoretical framework and empirical world resulted in the identification of unanticipated yet related issues (Dubois & Gadde, 2002).

Conclusion: Systematic combining processes (Dubois & Gadde, 2002) provide researchers with a set of general guidelines in the inductive and deductive analysis of data. This exploratory research offers new insights into how systematic combining can enhance our understanding of the empirical world by combining alternative sources of evidence while shifting between analysis and interpretation. Because of the limitations of single case research adopting an interpretive approach the use of existing, innovative and recent methods to enhance relevance and credibility are encouraged.

John King

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&

Meruyert Bakenova King

American University of Sharjah, UAE

Global Media Framing of a Diplomatic Rift in the Middle East

Researchers performed a systematic, quantitative content analysis of a random sample of 389 newspaper headlines and stories about a diplomatic rift in the Middle East published in 80 different English language newspapers from 34 nations across the world. The timeframe of the analysis was June 5-11, 2017, the first week of a diplomatic rift between four Arab nations (Saudi Arabia, United Arab Emirates, Egypt and Bahrain) and Qatar, which was accused of supporting terrorism. The theoretical underpinning was media framing theory.

Independent variables were nation in which the newspaper was published, region in which the newspaper was published (North America, Europe, Asia, Middle East, Africa, Australia/New Zealand or South America) and alignment, non-alignment or neutrality with the nation at the center of the rift, Qatar. Dependent variables were headline tone (positive, negative or neutral), story subjects as designated by LexisNexis, headline topics as determined by the researchers, page location (front page or inside page) and word count of the story.

Results showed that 71.2% of the headlines were negative in tone; 21.1% were positive, and 7.7% were neutral. The most frequent story topics as designated by LexisNexis were terrorism, airlines and Muslims & Islam. The most frequent headline topics as determined by the researchers were the severing of diplomatic relations by the four Arab nations with Qatar, a flight ban on Qatar and U.S. President Donald Trump criticizing Qatar. A large majority of the stories were published on inside pages; only four stories (1.0%) appeared on front pages of the newspapers. Average word count was 271 words.

Headlines published in nations aligned with Qatar were more frequently positive in tone (37.5%) than newspaper headlines published in nations on the other side of the spectrum (13.7%). Newspaper headlines published in neutral nations were 18.1% positive in tone. These differences were statistically significant at <.001 level of probability.

Mihalıs Kuyucu

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The World of Facebook: A Research about Facebook Using Habits in Turkey

Facebook is one of the most visited internet sites in the World. Social platform that maintains its leading position among social media sites is considered as the “Flagship” among these platforms. Facebook has been founded on 4 February 2004 by Mark Zuckerberg who was a student at Harvard University. Content of the site was very narrow in scope, but it was no different from the present content. Zuckerberg developed the site for students at Harvard University. In other words, only students from the Harvard University could sign up to Facebook (the site’s name was The Facebook at the time). Zuckerberg included other universities into his target perhaps because he thought his project could reach to more people considering the trend of popularity of Facebook at his university. Becoming popular in other universities around Boston, Facebook covered all Ivy League schools within a period of two months. The number of persons signing up to Facebook network increased at such a speed that all universities in the USA joined Facebook within a period of only one year. Upon going on the rampage among the American universities, it did not take too long for Facebook to extend beyond the borders of campuses. High school students and some big-scale companies joined Facebook network after one year. Facebook has been opened to all internet users on 11 September 2006. Subsequently, protests of the existing user base increased. 2 weeks later, Facebook allows any person with an e-mail to sign up. On October 2017, Mark Zuckerberg, founder of the social network and CEO, announced that Facebook had 2 billion users. At present, as a platform with a population higher than the population of countries, even continents, Facebook became the biggest platform for people to get news, socialize and express feelings and ideas.

This study is a descriptive research prepared for the purpose of understanding ideas and habits of Facebook users in Turkey and knowing them better. A survey questioning habits of Facebook users who live in Istanbul, Ankara and Izmir, the biggest three cities in Turkey, has been used for the purpose of this study. Demographic questions are asked in section one of the survey that has been prepared based on screening method; the second section is about Facebook using habits and the third section contains 26 phrases that are based on Likert scale and aimed at identifying reasons if using Facebook. In the final section of the survey, the question “What does “Facebook” recall to you?” is asked to determine what “Facebook” brand recalls and the positioning of this brand in the eye of users. Data of the survey applied on 01 January- 28 February 2018 were

applied in Istanbul-Ankara and Izmir with random sampling method; findings were analysed with SPSS statistical program and a comprehensive descriptive analysis was conducted about the style of Facebook users in Turkey in connection with using the platform. The study is aimed at contributing the literature about reflection of social media users in Turkey, one of ten countries with the highest population of Facebook users in the world, to the presence of Facebook at global scale.

LaRissa Lawrie

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Fake News and Post-Truth Politics, the 2016 US Presidential Election

The current debate around the pervasiveness of “fake news” focuses on the roles of social media, popular culture, and the press in influencing the public. The political arena, in particular, has been a target of fake news. False stories and manipulated truths have been associated with the government throughout history and amplified during times of socio-political, economic and cultural unrest. The public has always been exposed to fake news but modern inventions have expanded the influence and power these falsities have. The internet and social media are directly responsible for the sway fake news has on the general public. As a result, objective facts have become less influential in the shaping of public opinion and appeals to emotion and personal belief are more powerful. This is a reflection of a perceived significant polarization in American politics in recent years and has been referred to as post-truth politics. The assumption is that policy preferences have become more extreme. The increased exposure to fake news has strengthened an association between group membership and belief. The 2016 US presidential election serves as a useful case study in understanding how disinformation campaigns function in modern elections. It also provides a valuable model for the ways that social media sites (SMS) spread fake news. The fake news crisis will be discussed in tandem with Social Identity Theory using reports on fake news and web browsing data leading up to and following the 2016 US presidential election. Social Identity Theory suggests that people are more likely to believe false new stories that reinforce their political party membership. Potential opportunities to diminish the circulation of fake news will also be discussed.

Hongxiu Li

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Public Diplomacy in the Belt and Road within the New Media: Theories and Practices

The Initiative of the Belt and Road is an international cooperation that the Chinese government put forward to benefit more than 60 countries. This thesis tries to put theories of public diplomacy relating to The Belt and Road within new media communications, and to resolve how new media public diplomacy pushes communication and exchange between the countries of the Belt and Road. Through a literature review about the theory of public diplomacy and new media public diplomacy, this article attempts to use the theory of new media public diplomacy and visual graphic expression to construct the model of new media public diplomacy of The Belt and Road between the governments and the masses and within the masses themselves. Through investigation of new media public diplomacy of The Belt and Road with theoretical research and practical approach and under the guide of top-level designs from the government, this article will smoothly push new media public diplomacy between Chinese masses and the country masses of The Belt and Road, and finally realize the goal of interlinking the mass mind. Under new media communication, this article can be used to analyze the current situation of public diplomacy within The Belt and Road project and be used to practice new media public diplomacy along the countries of The Belt and Road and estimate its implementation effects in the future.

Xiaoping Li

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**Instruments of Democracy or Mass Persuasion?
A Close Analysis of Chinese Language Media's 2015
Canadian Election Coverage**

This paper presents a close analysis of two Chinese language media outlets' coverage of the 2015 Canadian election campaign. In recent years, major Chinese language media outlets serving the immigrant community have assumed a bigger role in facilitating immigrants' integration into Canadian society. Through their coverage of political events, scandals and policy issues they introduce the Canadian political system to newcomers and encourage them to exercise their citizen rights by participating in electoral politics. Recent provincial and federal elections saw Chinese language dailies and the television network Fairchild actively provided their audience with coverage of daily campaign activities, party platforms and local party candidates. While their political socialization did not generate high voter turnout, a close analysis of *Fairchild Television* and *the Singtao Daily's* 2015 election campaign coverage reveals clear political preferences and partisanism which could have influenced voters' choice. In particular, Fairchild Television's National News and Eastern News programs displayed strong support for the Conservative Party. Their evident embracement of the party's social conservatism and neoliberal economic agenda suggests that the greater engagement of ethnic media in the political processes may not necessarily result in a better-informed electorate and improve the state of democracy in Canada. Given that ethnic media are important resources for immigrants, the paper concludes that further research into the role played by ethnic media in the political processes is warranted to ensure a multicultural communication infrastructure that better serves immigrant communities and fosters a healthy democracy.

Francesca Lopez

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Between 'Normalization' and Spectacularisation - Representing Violence against Women in TV Crime Series

This paper explores the representation of violence against women in TV crime series by means of a comparison between two TV crime series that have been produced over the last ten years in different geo-cultural contexts. The first one is *The Fall* (BBC, 2013-, 3 seasons), an UK/Ireland co-production internationally circulated. The second one is *RIS-Delitti Imperfetti* (Canale 5, 2005-2009, 5 seasons), an Italian series destined to the national market. This paper is situated at the crossroad of Gender Media Studies and Television Criticism, and draws on studies on the representation of violence against women in popular culture, with special reference to fictional genres (TV crime series, movies) (Projanski, 2001; Moorti, 2002; Boyle, 2005; Burfoot-Lord, 2011; Shepherd, 2012; Giomi, Magaraggia 2017). These studies underline that violence against women is often represented in biased forms, or in forms that contribute either to its "normalization" and "spectacularisation".

The aim of this paper is therefore to verify whether the two series under analysis present the same features. In particular, my research questions are the following: the typologies of victims, perpetrators, and stories that are more recurrent in the two series coincide with those more diffused in reality? Is violence against women framed in terms of individual aberration or as a socio-cultural problem rooted in gender power relations? Which visual "regime" prevails in the two series? Are the violence scenes or victims' bodies eroticized or in other ways spectacularised? Finally, I aim to investigate if any difference is found in the two series, and if these differences can be traced back to the different sociocultural contexts of their countries. The methodology used in this paper is textual analysis and particular emphasis is placed on the analysis of the visual level.

Genta Maghvira

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Representation of the So-Called "Banci" as Verbal Violence on Transsexual Personnel in Indonesian Online Mass Media

This study is based on how the online mass media activities in producing news, related to transsexual cases. Online media in Indonesia gives the mention of "Banci" to them, transsexual personnel. In Indonesian Dictionary, the word "Banci" is defined as "not male and not female," (first person pronoun). Today, the word "Banci" has expanded the meaning of being "men dressed as women," (labeling) and "men who behave like women," (adjectives).

The study used qualitative research techniques. Qualitative research is descriptive and tend to use analysis with inductive approach. Process and meaning (subject perspective) will be more highlighted in this study. Theoretical basis is used as a guide to focus the research in accordance with the facts in the field.

Theoretical analysis of the this study is using the Critical Discourse Analysis by Norman Fairclough. Fairclough argues that discourse is a social practice and divides discourse analysis into three dimensions: *text*, *discourse practice*, and *social practice*. *Text* relates to linguistics, for example by looking at the vocabulary, semantics, sentence, coherence and cohesiveness. *Discourse practice* is a dimension associated with the process of production and consumption of text. *Social practices*, relates to the context of the situation and the context of media in relation to a particular society or political culture.

The results of this study says that in the Text Dimension, the word "Banci" is used as a diction, and repeated to be a harsh patent word. A word that people will use immediately to point to transsexual personnel. In the Discourse Practice Dimension, the word "Banci" is produced by the media and disseminated through online media, with the market share of society in general. In the Dimension of Social Practice, the word "Banci" means derision as a result of Indonesian society that embraces sectarian patrilineal system. This social system considers transsexual personnel as sinners and has no self-esteem as men.

Toufik Majdi

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Corporate Communication: New Trends

Corporate communication is all communication actions that aim to promote the image of the company vis-à-vis its customers and its various partners. It is carried out both internally and externally and relies on the same media and non-media tools as advertising.

Moreover, in the digital age, corporate communication is called more than ever to reinvent itself. Indeed, although the digital landscape varies from one continent to another or between generations of Internet users, the customers have never had so much means of information and communication where the media have long been the main ones transmission belts, understanding and mobilization of public opinion.

It is therefore notorious to change minds knowing that the corporate reputation is no longer the exclusive prerogative of the company and its official spokespersons. From there, companies must seize new opportunities to build trust and protect their reputations.

What is business communication? What are its stakes and ambitions? How can a company make use of communication can continue to exist and sustain in a highly competitive environment? What are the new trends in communication? What advances in research in communication? What about Moroccan companies and how do they adapt to the demands of digital? What is the profile of today's Moroccan communicator?

These are the questions that this study attempts to answer, the objective of which would be to take an analytical look at the new trends in communication of organizations with the presentation of the results of a study conducted in 2016 by the Moroccan Association of Internal Communication (MACOM'IN) in collaboration with the Opinion Center of Energy. This is an inventory of the internal communication function in Morocco.

Axel Maugendre

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An Ethnography of the Lebanese Football Clubs

In a country with a particular political system, based on confessionalism, moments of national unity are rare. In Lebanon there are eighteen constitutionally recognized religious communities which aspire to political rights. In politics but also in sports these communities confront each other at times as allies as well as opponents.

In sports, Lebanese football clubs for example, including their stadiums and administrative offices are divided geographically which allows an ethnological urban study on each club's area, neighbourhood and inhabitants. A specific environment for players and fans of opposing teams and different community backgrounds to meet during games.

To introduce the interest of this research, it is necessary to consider the multiplicity of Lebanese mental borders. In a country of reduced size to the numerous communities, every public or private space is possibly recognized as a territory by political or religious organization. Football is not excluded from this strict territorial division. And it is through the descriptive and interpretative perspective of ethnography that this division can be questioned.

While football is bringing together thousands of supporters in stadiums all over the world, when fans emerge out of a denominational system, a rather cohabitational behaviour is being created. Between the lack of exchange and conflicted confrontation, these cohabitations transmit a reference to Lebanese society. Without assuming that these cohabitational encounters represent a full scaled reflection of this society's structure, Football remains nevertheless an interesting magnifying glass for the understanding of a country with complex social practices.

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A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers

This research proposes a socio-rhetorical analysis of videos posted on YouTube under the tag "Sports", specifically the regular content created by users who monetize their videos as a profession – the so-called YouTubers. The most rated content were selected to be analyzed, in order to identify the standards of rhetorical composition within this topic of broadcast communication. The theoretical basis contemplates the concept of technology – based on the works by Viera Pinto (2005) and Poe (2011) – and participatory culture – mainly guided by ideas from Levy (1999, 2001) and Shirky (2008, 2011). The analytical device is derived from work by Swales (1990, 1998, 2004), Askehave & Swales (2001), and Miller (1998, 2012). A hybrid methodology was created, resulting from the sociological and linguistic concepts applied to the organizational reality of virtual massive communication. The analysis decomposes the video in rhetorical movements and describes the linguistic components of each movement. We follow the hypothesis that the main purpose of such communicational practices is self-promotion of the individual who produces the YouTube channel, or the promotion of the brand of which constitutes the channel produced by multiple users. Furthermore, the self-promotion and widening of audience is pursued with financial purpose.

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&

Seda Mengu

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Re-thinking Social Media as a Culture Policy

New internet age is the period of time during which interpersonal relations and sense-making practices have been undergoing a rapid change. During this age, defined as post-humanitarian, people tend to move away from the act of thinking and gradually abandon their individuality by wending their way to what is 'ready' and 'convenient.' They seem to have already given up asking questions and trying to change things. There happens to be a transformation from the human model that creates, protects and transfers values to a new asocial human type that sees historicity as a burden and abstract thinking as an area of expertise and also contents oneself just by satisfying his or her needs. At this point, social media users can feel themselves belonging to a group, geographical location or a place where they have never been apart from various intellectual fronts, wings and ideologies just with a click in current technological instrumentalism. Hence, it may not be wrong to suggest that social media is asocial. Some philosophers, such as Francis Bacon and Bertrand Russel, who put forth that knowledge is power considered the relationship between knowledge and power with respect to the purposive use of knowledge, not instrumental. There is a difference between positioning knowledge as a power to pave the way to wisdom as well as a value to be virtuous and; on the other hand, considering it as an instrument to maintain hegemony and monopoly.

Today culture policy does not completely need a cultural logic. Instead, our social reality is based upon economic reasons. Individuals' ability to express themselves, form a communicative network with the others and realizing themselves accordingly are basically economic activities apart from the cultural ones.

Comments, blogs, articles, pictures, videos, maxims, slogans etc., shared in social media are mostly related to needs rather than values. Here, consumption culture disguises itself as a value by means of various codes to create needs. At this point, Youtube channels as a means of social media provide content to people according to their needs and tastes. In addition, people might feel themselves somewhat obliged to make a choice between their needs and values. The future of social networks and the sphere of influence precede the domain itself.

How would it be possible in the open-ended comprehension and interpretation domain of social networks to maintain how much and what children need during their socialization process as ardent users of the Internet, what is valuable and how the values as principles leading to ethical existence can be adopted? As one of the instruments of socialisation, which influences culture policy, social media shapes the value judgments of children as well.

Therefore, the contents of Youtube channels as a means of social media particularly towards children should be critically studied with regard to the use of social values, because such social media and the Internet contents not only influence, but also change and transform the current cultural policies. In this regard, the purpose of this study is to analyse the cultural discourses transforming socialisation and value formation with respect to the Youtube channels that children watch the most.

Katharine Nohr

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The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea

Threats of international and domestic terrorism and potential attack from North Korea are ever-present globally, increasing the risk of sporting events. On October 1, 2017, more than 50 people were killed in Las Vegas, USA when a lone gunman from a hotel room high above a concert venue used automatic weapons to fire hundreds of rounds of ammunition on people below. Kim Jong-Un has threatened to “destroy” Japan and has backed that threat up with recent missile launches in waters surrounding the country. In the wake of these threats and many terrorist attacks around the world, what can Tokyo do to plan for a safe Olympic Games in 2020? Tokyo will be in the world spotlight with billions of people witnessing an Olympic Games in what the International Olympic Committee foresaw as one of the safest venues in recent history. However, this may have changed. How will Tokyo assess and control risks when the cost of doing so is astronomic? This presentation will address the modern history of terrorism and other risks Olympic Games have faced and how this and recent threats impact the Tokyo Games.

Maurice Odine

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USA

African Media Respond to Imperative in Preserving the Environment

The air we breathe is free. In Africa (as elsewhere) it is called oxygen and is part of the environment. The latter is crucial to the food we grow, and to the water and habitat that humans exploit and creatures thrive on. However, humans have caused impurity, degradation, and even devastation to the environment, causing health hazards and environmental malaise. It is the latter that has given birth to environmental communication. The paper will explore the connections between Africans and the environments in which they live or with which they are associated. Analyses will be made, too, of how environmental crises are communicated through the media, government, and stakeholders. Also to be addressed is the perspective that, although the scientific community and many lawmakers are aware of the dangers of a hazardous environment, media have portrayed the issue as one ordained in conflict and uncertainty. Meanwhile, environmental communication has taken a multidisciplinary perspective to examine how environmental issues develop, the values underlying various viewpoints, as well as the scientific and technical information. At the international level, South Africa stands out as a country where the environment was not considered important because the majority population (79 percent black) was uprooted and transplanted at will by the racial white-only (apartheid government) in order to restrict black population growth. However, today's South Africa pursues an environmental sustainability policy, and participated in the 1992 United Nations Conference on Environment and Development (UNCED). In 2009, East African nations met in Kigali (Rwanda) to reaffirm their commitment to further examine linkages between population, health, and the environment. And in March 2015, President Abdel Fattah el-Sisi of Egypt, and Prime Minister Hailemariam Desalegn of Ethiopia, signed a "Declaration of Principles" on the Nile hydropower dam. Networks have emerged in different parts of Africa to program and disseminate information environmental analyses and features and opinions. The media-environment union is, indeed, mutually inclusive.

Oxana Onilov

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**Exploring the Impact of Social Media Use on Protest
Participation through the Concept of Online Social Capital:
The Case of Moldovan Anti-Government Protests, 2015-2016**

This paper explores the impact of social media usage on the protesters' political participation through the concept of online social capital. While there is evidence that social capital built on social media is positively related to offline political participation (Gil de Zúñiga, Barnidge & Scherman 2017), research on online social capital in post-soviet countries is still limited. Thus, this study will use, as a case study, the Moldovan anti-government protests that took place in 2015-2016 as a result of a huge bank fraud. Though in the post-soviet context, the concept of social capital is perceived as negative and even missing by some scholars (Paldam & Svendsen 2000; Rose 2000), it is hypothesized that the use of social media can form online social capital even in the context of post-soviet Moldova and that this will be positively related to offline protest participation. Regression analyses conducted on results from a survey of protesters (N=363) is expected to show whether this hypothesis will be supported.

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Invisible Music and Cultural Proximity: The Case of Turkish TV Serials

As a form of invisible music, the music being circulated with Turkish TV serials resonates throughout different cultural soundscapes, expanding the traditional communicative contexts. Among the numerous studies on television serials, studies focusing on televisual music not only lack in number, but also in most cases, music is represented as a practical counterpart for visual narration techniques. However, it must be noted that television serials communicate meaning in many ways, and music's role and potential for what is being communicated via television serials cannot be disregarded.

This paper aims to open up a debate on screen music through a discussion on Turkish TV Serial music production. By accepting timbre as 'socially organized' phenomena, the paper explores how musicians define, perceive and manipulate timbre in popular TV dramas. The focus in the presented research is directed towards the 'sociability' of timbre, rather than the definition of musical timbre. Taking musicians as central actors of a possible cross-cultural communication, this paper explores the uses and meaning attributions on timbre in the case of Turkish TV Serials.

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Facebook and Fake News Dilemmas

Facebook has quickly transformed as a leading outlet for many citizens to receive news. Research today has shown that many list Facebook as their primary source for all news content they receive. Facebook monitors news mostly through a team in their New York division called Trending Topics, which generates a feed of popular news subjects that pop up when people open Facebook; the feed is generated by an algorithm moderated by 25 journalists. The team can interject news that's slow to be picked up, and slow hoax stories from going viral. After two employees from the Trending Topics division were abruptly terminated, one of the former Facebook workers published a story titled, "Former Facebook Workers: We Routinely Suppressed Conservative News." The piece suggested that Facebook had instructed the 25-person team of journalists to inject liberal stories while curtailing conservative news. An appearance of a hidden agenda and a schema to use the tech platform for false purposes, the Facebook whistleblower provided screenshots to put the tech giant under siege.

In 2012, Facebook fell to Twitter, the leading social network for spreading news online. At the time, Facebook did not fully incorporate news into the feed – so Facebook CEO decided to copy Twitter's schema, and take it a step further. Zuckerberg's leading priority in 2013 was to build a rapport with journalists, and make Facebook more journalist- and news-friendly. At the end of 2013, Facebook pushed Twitter to a decline after doubling the share of news site traffic. To date, Facebook averages 13 times the refers to news sites than Twitter. As Facebook quickly transformed to a media giant, they carelessly took caution to ethics that riddled the media industry. Zuckerberg pushed for Facebook to be a "platform for all ideas."

The insider story went viral – ending up on Trending Topics, ironically – and drew criticism from Republicans. Sen. John Thune (Rep., S.D.) headed an investigation into Facebook and the accusations of bias. Facebook conducted an internal review to reveal to Thune that the accusations were largely false. Zuckerberg was asked if Facebook "now or in the future, would be an open platform for the sharing of all ideas or a curator of content," and "with clarity and boldness, Mark said there is only one Facebook and one path forward: 'We are an open platform.'"

Post-dilemma, Zuckerberg announced that Facebook's newsfeed would move the opposite direction of his 2012-13 strategy, and favor posts from family and friends over local and national news. Come the 2016 General Election, to the disappointment to Zuckerberg and his executive

team, Republican nominee Donald Trump drew larger analytics on Facebook, while Democratic opponent Hillary Clinton tumbled. This is a turning point for “churnalism,” a word used to describe falsified stories that drew egregious advertising revenue. Content mills started to draw larger engagement numbers on Facebook than real ones. Zuckerberg met conditionally with President Barack Obama to address the issue and said a resolution was pending. In December of 2016, Facebook outsourced fact-checking to validate stories that would fall into the Trending Topics page.

At the same time, Facebook was losing more than just the respect as a publisher. Unilever announced they would not invest in any advertisements stating they would “not invest in platforms or environments that do not protect our children or which create division in society, and promote anger or hate.” Facebook could quietly manipulate any publication’s traffic or readership, but Zuckerberg experienced a revelation. In a manifesto, he wrote, “Are we building the world we all want?” He implied Facebook had ventured off the mission statement of making Facebook “time well spent.” He expressed a need to knockout fake news and sensationalized journalism. Former Facebook executives expressed distrust with the company, calling the nation’s democracy at stake. Zuckerberg worked to reward publishers for accuracy and depth – not sensationalism.

In a personalized post, Zuckerberg stated, “Facebook will start to boost certain publishers – ones whose content is trustworthy, informative, and local.” This paper looks at the dilemma that struck Facebook for two years, the hardships of the 2016 U.S. General Election, the interference with Russian propaganda groups, and the question on what role Facebook plays between being a publisher or a platform and the media responsibilities that come with each.

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**A Glance Backwards Is Growth:
By Recognizing where Metropolitan Daily Newspapers Came
from over the Last 30 Years, a Strategic Business Model can be
created for the Future**

Empirically, the newspaper business is on a steep decline, mostly because newspaper managers did not see the coming of the digital era, and the ones that did see it coming did not aptly prepare. Tellingly, the landscape of the newspaper industry is this: newsroom managers did not – for more than three decades – have a strategic plan for the future, and the current collective decline of newspaper readership and advertising revenues reflects the damage. The purpose of this paper is to illustrate that although digital journalism is growing and the traditional newspaper business is experiencing a decline in resources, print newspapers can be saved. Together, while these ideas don't point so much to a failed industry as much as a failed business model for print newspapers, when the economic problem is conceptualized within the concepts of the newsroom's archaic hierarchical structure, management knowledge gaps, and a diminished advertising structure, then a new, innovate business model begins to take shape. This new business model will turn the traditional hierarchical corporate model employed by newsrooms since the 1800s on its ear, and it just might save the newspaper industry. Only those newspapers that embrace this seismic shift will survive.

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&

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The Effect of Using of Celebrities in Television Advertisements on Children

Advertising which is an important means for communication between the consumers and the brand works as a mechanism that pushes the consumers toward buying behavior as well as informing them about the products. One of the most preferred strategies by the brands in order to increase the sales is using a celebrity in advertising. They try to identify their brands with the positive images of celebrities who the consumers see and like in various mass media almost every day. Television, one of the main medium of advertising, is a favorable tool for this strategy with its colorful, dynamic and easily accessible structure. While brands trying to draw the consumers' attention through using celebrities children can be more influenced by this strategy because they easily identify themselves with the celebrities they see on the screen. For children who frequently meet television commercials, advertisements appear to be the primary source of information, but children are more passive and vulnerable to advertising, as their perception and questioning capacities are not yet fully developed. In this study aiming to understand the effect of celebrity use in TV ads on children non-random purposive sampling is used. A questionnaire was applied to 407 children between the ages 10-14 who are students in two schools which one of them is in downtown and the other one is in the countryside in Nigde which is a city in the Central Anatolian region of Turkey. The questionnaire consists of 9 questions which two of them are open ended. 401 questionnaires were evaluated. According to the study results, approximately 85% of the children (339 students) stated that they liked watching the advertisements of their favorite celebrities and also about 70% of the children (276 students) wanted to buy the products in those ads. There is no significant difference between the schools.

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**A New Era? How Internal Social Media Might be Reshaping
CSR Communication out of Mass Media**

In today's world, business and organizations are no longer only profit-driven. While companies are aware of the importance of external communication of Corporate Social Responsibility (CSR) activities, the importance of internal communication aspects is still mostly neglected, although a truly successful CSR campaign or activity is "lived" inside an organization. Therefore, this paper aims to develop an integrated approach for internal CSR communications with a focus on the applied communicative approach (sense-giving or sense-making according to Weick) as well as on the underlying technology used (classical communication within hierarchies or internal social media platforms).

Findings of this examination are partly based on qualitative research, which consists of a combination of interviews, observations and document analysis of a case study of the internal CSR communication in a medium-sized German insurance company. The main quantitative research includes an online interview survey with a sample size of approx. 200 German companies. Focus of the quantitative online survey was a determination of how intense and successful internal social media can be used in future internal CSR communication. The research was conducted in May 2017, in order to provide results based on the most updated data sets with a particular focus on the sense-making perspective.

The theoretical and empirical study of this paper will illustrate that a new, more flexible understanding of internal CSR communication is needed. Although the study results show that CSR is well implemented in the case companies, this is mostly based on the initiative of the CSR managers. The majority of employees is not actively involved in any CSR activity, even though they are proud of the companies' achievements. Especially the qualitative part has clearly shown that CSR is mediated and processed still mainly within a sense-giving approach with very few sense-making aspects.

The conditions which influences the CSR process are predominantly top-down oriented and even if participation is required, it's often not realized. As the quantitative part will show, only if these structures and

the hierarchies behind are culturally opened (e. g. via the effective use of internal social media) the internal CSR communication can be become sense-making oriented. If companies really want to act in more responsible way, a more communicative mediation of meaning out of classical internal “mass” media is needed.

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**Ambivalence Discourse of Sex in Boys Magazine
(The Critical Discourse Analysis of Male Sexuality in Sexual
Articles of Hai Magazine)**

Sexuality, a dynamic entity, is defined by a period of history, space and time. As a discourse, the definition of sex is determined by power relations and knowledge. This research reveals how sexuality is understood and constructed in Indonesia through two different political regimes: the New Order and post New Order. Both regimes controlled by different groups with different social, political, and cultural contexts has built different discourses of sex. *Hai*'s magazine existing for more than three decades becomes the relevant object of research to understand how sexuality is the arena of the practice of power and knowledge. As a magazine for boys, sexuality in this study focuses on male teen sexuality. The articles of sexuality published in 1995-2004 is selected as a collection of texts analyzed using the Critical Discourse Analysis method described by Norman Fairclough. The periods of publication is choosen since during 1995-2004 was the period of transition of the two regimes. Through textual analysis, discursive practice and social practice, this study explains that there is an ambivalence of discourse on sexuality in *Hai* magazine. This means that the discourse of male teen sexuality produced by *Hai* magazine is a compromise over the discourses of conservatism and sexual liberalism which are dominant during the transition period.

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Broadcasting Paradox? A Study of Indonesian Television Ownership and Content Diversity

Independent media is essential to democracy. It is an arena where the exchange of a diverse range of information and views facilitates the formation of public opinion. It took the fall of the almost 32 year-long authoritarian New Order regime (1967-1998) before Indonesians finally experienced democracy again in 1998. The spirit of democracy was reflected in the implementation of the new Press Law in 1999, which is more liberal and free from government control than the old law. It offers legal frameworks that promote and sustain a diversity of media forms and outlets.

The diversity of media outlets and content become an essential aspect of Indonesia's new democracy. However, previous research has shown that this diversity has been threatened by various developments within the Indonesian media landscape. The first threat concerns the issue of media ownership concentration and conglomeration. Despite the great number of media outlets in Indonesia, only 12 conglomerates control nearly all of Indonesia's print, broadcast, and online media. The second threat to media diversity is a political one; half of the owners also serve as the leaders of, or are closely related to, political parties. The term of 'diversity of media content' is no less problematic in Indonesia, as, unlike the Federal Communications Commission (FCC) in the US that initiated an empirical inquiry into the nature of diversity in the electronic media, the Indonesian Broadcasting Commission does not have any parameter to measure content diversity.

While media ownership and diversity of content are interconnected, academic research tends to concentrate on only one side, either the economic organisation of media industries or the content of media products. This study will seek to fill in the gap by analysing whether concentrated media ownership facilitates diversity of content or promotes uniformity of media content.

By applying the political economy theory as a framework for analysing the power and impact of corporate ownership in the Indonesian television, this research will also unpack the structure and economics of Indonesian television industry, including measuring the competition/concentration degree within the industry: how many media actors are there? Is the competition deadly or healthy or somewhere in between? Is there evidence the corporate and conglomerate connections to politics have indeed an impact on what is being reported on television? Most importantly, using empirical tools developed from some previous research, this study will

correspondingly try to measure the diversity of Indonesian television content, in terms of source, program type, genre, demographic, and viewpoint. Based on the premise that media pluralism is a precondition for a democratic society, the project aims to investigate and perform tests to review whether media ownership structure impinges the plurality of issues, actors, viewpoints, and discourses in the media.

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The Challenge of Investigating the Global Impact of Sexually Explicit Materials

It is estimated that worldwide one-third of Internet content is sexually explicit material (SEM), and one-quarter of Internet searches relate to SEM. Further, at any given moment, 1.7 million users are streaming it. More than any other media content, SEM is consumed on a global scale, regardless of cultural context and even inhibition. How do we assess SEM's global impact? How do we account for the different content that people are able to access? How do we account for cultural differences in terms of preference for content and modifiers for potential impact?

Research communities in the U.S., the Scandinavian countries, and The Netherlands are leading the research on SEM, while research in other parts of the world is sporadic or even non-existent. Further, studies conducted using different methodologies and time periods pose further challenges to our understanding of similarities and differences. I thus created an online survey that helps to examine (1) users' consumption patterns, such as frequency (how often), purposes (for masturbation or not), and situation (with partners or not); (2) users' sexual desires or engagement in certain sexual behaviors; (3) users' interest in watching certain SEM content; and (4) users' tendency to sexualize strangers in public spaces (such as imagining strangers naked or engaging in sexual activities). Since 2011, 800 people from 9 countries have taken part in the survey.

So far, an international online survey conducted by the author has shown that, although the subjects may consume different types of SEM, a cross-cultural pattern has emerged in which exposure to SEM is positively correlated with the desire to engage in sexual acts that are common to SEM (such as anal sex and ejaculation on a woman's face). The relationship also holds between SEM exposure and the sexualizing of strangers. Cultural differences may also account for diverse correlations between SEM exposure and sexual insecurity, SEM use in relationships, and reliance on SEM to achieve sexual pleasure.

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Treatise on Sport: A Proem

A beginning/proem that amends scholarly and popular ideas about the nature of sport is forwarded. Some of the thought of David Sansone (*Greek Athletics and the Genesis of Sport*, 1988) and Adam B. Seligman, Robert P. Weller, Michael J. Puett, & Bennett Simon (*Ritual and Its Consequences: An Essay on the Limits of Sincerity*, 2008) in novel combination are foundational to my thesis.

My treatise on sport critiques the dominance of the triumphal and utopian, for example, in scholarship and initiatives associated with “sports-for-peace-and-development”. Sport *is* important to humans, but not for the specific reasons that dominate taken-for-granted popular and scholarly understandings of such. Understanding the essential/universal/ritual nature of “sport” perhaps helps direct funds/resources to tenable goals, and frees humans from current constraints of a barely acknowledged understanding of the nature of sport.

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**Blurring the Boundaries in Strasbourg Case Law:
Transforming the Conventional set of Criteria in Balancing
the Right to Private Life and Freedom of Expression**

In its case law (*Von Hannover v. Germany No. 2*, *Axel Springer v. Germany*) the European Court of Human Rights developed a set of criteria aimed to clarify the balance between the right to privacy and freedom of expression protected under Articles 8 and 10 of the European Convention on Human Rights. However, this balancing methodology is challenged in the digital era, because the conventional interpretations are blurring in the cyberspace. A key feature of the Internet is its interactivity when compared with “old” technologies such as the television, radio and telephones. Users are often required to provide information about themselves every step of the way – for example, what searches they make, what links they click on, what pages they look at and for how long. The digitalization of information and expectation of free access makes traditional forms of income generation more complex on the Internet. Living in an information society we are facing cases that are challenging our knowledge about the protection of freedom of expression in relation to the right to private life. Keeping pace with technology is not an easy task for law; the realization, however, that the current legal approach should change is a great first step forward. Recognising the problematic issues, the Court trying to catch up with the technological advancements of today. This research is focusing on the challenges of conventional balancing approaches, and analyzes how these “offline” standards could be translated in the “online” realm. It argues that the conventional approaches seem outdated when applied online.

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Visual Violence in the Images Aiming at Preventing and Combating Violence against Women in Turkey

Violence against women in all forms, including domestic violence, murder and sexual abuse, is a major public problem in Turkey. The images of physically assaulted women are widely circulated. Even the campaigns aiming at preventing and combating violence against women as well as photographs for bringing attention to violence against women as a social problem often reproduce the image of a woman suffering from violence. Utilisation of exaggerated makeup to create traces of violence on women's faces, presentation of melodramatic poses of suffering women or overuse of close-up or medium close-up shots with a plain background have become a common practice for the visual presentation of violence against women. This study aims at analyzing the representation of women in these social campaign photographs in recent years in Turkey by problematising whether these photographs serve as an effective strategy for responding to violence against women. The analysis offered concludes that this kind of a visual representation turns violence into a spectacle and therefore violence becomes an issue of fiction and loses its connection with the reality.

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The Era of Mega-Leaks

The traditional image of journalists and leakers is best dramatized by Deep Throat in the Watergate scandal and the clandestine meetings between Bob Woodward and his secret source in the government. Possibly the largest leak of government documents before recent decades was Daniel Ellsberg and the Pentagon Papers, which went to newspapers after Ellsberg spent months each evening at a photocopier. In the last decade, however, leaking has entered the digital age.

According to an estimate by the Guardian editor, Alan Rusbridger, the Pentagon Papers consisted of two and a half million words. The diplomatic cables released by WikiLeaks in 2010 amounted to 300 million words. In turn, the diplomatic cables released by WikiLeaks consisted of 1.7 gigabytes, while the Panama Papers a few years later were 2.6 terabytes, or roughly 1500 times bigger.

The paper examines five major episodes – Climategate from November 2009 based on hacking emails from the University of East Anglia’s climate science unit, and intended to damage the coming Copenhagen climate summit and probably did so. The four major leaks of 2010 which made WikiLeaks and Julian Assange famous – video of a bombing in Baghdad, the Afghanistan cables and Iraq war cables and finally the diplomatic cables. Next came the Snowden files revealing the National Security Council’s surveillance of citizens. The Panama Papers focused on the tax evasion industry, and was the most transnational of the endeavours. Finally in 2016 came WikiLeaks’s use of hacks from Russian sources to damage Hilary Clinton’s presidential candidacy.

It is already clear firstly that we are in an era where such massive leaks will continue to be part of the political landscape. However just as with the more conventional leaks of the past, it is impossible to say that all are either good or bad by various criteria. They raise issues of privacy, and issues about the quality of reporting, and the perspective it provides even more sharply than in the past.

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&

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Demonizing the Enemy: An Analysis of ISIS' Communication Strategy in Dabiq Magazine

The Islamic State (ISIS) is a group of jihadists seeking to propagate a homogenized and fundamentalist vision of Islam (Ariza, 2006). The scientific community is divided as to whether ISIS is or isn't a terrorist group since they are well organized and actually govern territories in Syria and Irak (Maan, 2015; Cronin, 2015; Blomberg & al., 2011). Although the main tool used by ISIS to build credibility is brute force, it has demonstrated great skill in propaganda (Farwell, 2014). Like all modern media operations, ISIS knows how to use the media to distribute relevant content to targeted audiences based on segmentation of audiences (Bole & Kallmyer, 2016). In addition to being present on social media, the group publishes its own digital magazine titled *Dabiq*. Digital media has provided an opportunity for terrorist and extremist organizations to communicate with global audiences to distribute their message directly and amplify the impact of their violence (Bole & Kallmyer, 2016). More than 100 ISIS' members are responsible for the production and dissemination of the group's videos, as well as the publication of *Dabiq* (Hassan & Weiss, 2016).

Dabiq is a digital magazine published by ISIS in PDF format on the Dark Web. It exists in different languages, such as English, German and French, but we do not know if the magazine is translated after its publication, or if it is produced simultaneously in different languages (Colas, 2016). However, the magazine represents a direct access as to how the group presents itself and how they perceive their own existence.

In order to get a better understanding of ISIS' propaganda strategy in their digital magazine, all 15 issues of *Dabiq*, 918 pages of content, were subjected to a qualitative content analysis. Each article was categorized according to three aspects: target audience, type of article and central themes (Torres, Jordán & Horsburgh, 2006). The content analysis revealed that ISIS develops its communication strategy around the concept of otherness. They demonize the enemy who, in that case, is actually anyone who isn't affiliated with them.

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Justification of Cyber-Infidelity: Adolescent's Perception

Introduction: Many researchers have attempted to identify "infidelity" in terms of different dimensions. But, with rapid development of computer technology and new behaviors surrounding computer technologies specifically cyber-infidelity which is social, cultural and relational issue and need to be included in new explanatory models.

According to the literature, "infidelity" has no strict label. Generally there is a large scientific literature across several disciplines identify infidelity such as extra dyadic involvement, unfaithfulness, cheating while in an exclusive relationship such as marriage. Researches about cyber-infidelity firstly compare traditional infidelity and cyber-infidelity and other risky internet behaviors such as cyber-flirting, sexting or watching porno. Some of the researchers argue that cyber-flirting can be form of "play" whereas other researchers evaluate cyber-flirting as a form of infidelity because it harms trust and integrity between couples which are vital and core issues in a relationship. Also, about sexting which means sending nude photos or erotic massages Delevi & Weisskirch found that men might use sexting to try to attract a potential partner whereas women might use sexting as a way of keeping current partner interest. Ferron et al. noted that internet pornography could be considered acts of cyber-infidelity if the individual is already involved in a romantic relationship.

Justification of Cyber-Infidelity: In terms of system justification theory, researchers argue that system justification is related with reduced emotional distress and Jost and Hunyady (2002) noted that other rationalizations to be able to adapt to unjust or unpleasant realities. As infidelity both online and offline is an unpleasant and undesired issue for the relationships, couples who do not want to separate would try to rationalized it. But for the individuals who are use dating sites which described as potential for cyber-infidelity, how rationalized cyber-infidelity is still remain unclear.

Method: At present study, we investigate using time of dating sites and social media sites as relating to justification of cyber-infidelity. Namely, we hypothesize that more usage of dating sites and social media would be positively associated with justification of cyber-infidelity. For this purpose current research was conducted with 331 university students age between 18-35 by survey methods. Data was analyzed with SPSS package program.

Results: Our study suggests that high using of dating sites negatively related to justification of cyber-infidelity. It could be seen that there is strong and negative relationship between using dating sites and justification of

cyber-infidelity whereas there is no relationship between using social media and justification of cyber-infidelity ($p < 0,05$). There is strong and positive relationship between spend time on dating sites and justification of cyber-infidelity. Also, another relationship between spend time on dating sites and social media ($p < 0,05$).

Conclusion: This research is very important for the literature as it lights the important question that: Are dating sites or social media have an effect on justification of cyber-infidelity? It is known that too much using dating sites or social media give opportunity to find a partner for cyber-infidelity. But how it would be related with justification of it?

Due to important key factors of relationships are trust and intimacy infidelity is evaluated risk factor for the relationships. Today, with the widespread use of social media and dating sites cyber-infidelity and justification of it become vital issue for the romantic relationships.

According to the current research it has come to the point that the dating sites and their usage time are important factors for seeing cyber-infidelity as a rational.

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**Political Botnets:
An Analysis and Forecast of Twitter's Fake News Problem**

The presence of sophisticated misinformation campaigns on Twitter, perpetuated by bots, has drawn significant social, political, and academic attention in the wake of the 2016 U.S. presidential election. Automated networks of social bots use computer algorithms that have the capacity to create and reproduce content on Twitter and interact with human users. Vast networks of social bots, known as botnets, are purposefully created to emulate and manipulate the behavior of users. The tools of a social bot – misinformation, spam malware, and simple noise – are commonly used by botnets that operate with political motivations. These political bots artificially imitate support for a candidate by disseminating information in favor of the candidate or by slandering an opposing candidate. Political bots have been used on Twitter to spread fake news, conspiracy theories, false information, and propaganda. The substantial number of user clicks generated by the bots can elevate the content to a trending status, at which point it becomes highly visible to users who are likely to interact with the content, even if the content is false or misleading. The sophistication of political botnets on Twitter poses as a significant barrier against efforts to slow the spread and influence of fake news and misinformation on the Internet. The political botnets present on Twitter during the 2016 U.S. presidential election provides a case study for the better understanding of misinformation campaigns and fake news dissemination. This paper utilizes current understandings of political botnets, along with analysis of the actions taken by Twitter to mitigate the usage of bots, to predict future trends and evolutions of botnets. Methods to limit political botnet usage are also discussed within the context of this analysis.

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Fandom, Gratifications, and Communicative Practices in China's Computer-Mediated Fan Culture

As an overly obsessed fraction of the audience, fans were used to be assumed to be trivial or negatively stereotyped. With the development of new media technologies and the shifts in production, now fandom is an important mode of consumption. Fan research has become an emergent field with a lot of attention has been paid to different facets of this growing phenomenon. However, little is known about the fan culture in China, especially China's computer-mediated fan culture. Based on the uses and gratifications paradigm, interviews and a web-based survey were used to collect data about fans' use of new media for keeping up with their favorite television programs and/or movies, and for interacting with other fans, as well as their gratifications sought, and demographic characteristics. The quantitative data from 386 participants were used for analyses.

The results reveal that empowered by new media technologies, the fans become more sophisticated and are involved in a range of online and offline fan activities, including being lurkers, engaging discussions, criticism, exchanges and celebration, participating online fan communities, attending offline fan conventions, and devoting to fan-based activities, such as fan subbing. The fans tended to be motivated by four gratifications sought dimensions, namely entertainment, escape learning and sociability. There are very different modes of being a fan. By looking into the divisions between different types of fandom, we find that certain fandoms may look down upon others, for example celebrity fandoms. In this study, the findings show that fandom made a significant difference, with fans clearly more invested in viewing and sharing experiences, and the fans responded in similar ways, regardless of gender differences. Sociability was a significant predictor for both fans' viewing and sharing activities, while younger fans with more income are more likely to participate in the communicative practices of sharing and promotion.

This exploratory study expands our understanding of fan psychology, motivation, passion and shame, and supports the uses and gratifications theory. Practical implications for media producers and industries are also provided in relation to the understanding of fandom in China's current computer-mediated communication.

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Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017

Today the media have become integral to the planning and conduct of war (Horten, 2011). This on-going project will apply the concept of mediatization and conduct a comparative analysis of news reporting in mainstream media during the Sino-Indian border crisis in 2017. Mediatization as a new and much-debated concept emerged over the past decade and it characterizes changes in media-saturated societies (Horten, 2011; Lundby, 2014). In terms of media and conflict, Hoskin & O'Loughlin (2015) claims that the world is currently in the third phase of mediatization – Arrested War, which means the professional media have arrested the social media dynamics and effectively harnessed them for their own ends (ibid). In this study, we will use the recent Sino-India border crisis to re-examine the paradigm of Arrested War from a comparative East-West perspective. Theoretically this project will contribute to developing the concept of mediatization by providing up-to-date empirical evidence from conflict reporting and global perspective. Methodologically, this project will employ a new method The Dynamic Discourse Approach (DDA) in the analysis of news reportage.

This project aims to address mediatization of conflict by analyzing news coverage of the Sino-India border crisis in 2017 in selected mainstream media in four countries, China, India, US and UK and to discuss how the professional media and other actors have used social media for their own ends. By focusing on two directly involved countries in the east (China and India) as well as two Western countries (US and UK), the study examines media coverage in the context of history, media system, journalism culture, foreign policy and geopolitical factors. In addition, Chinese journalists and China-based foreign correspondents' perceptions towards practices and changes in conflict reporting as well as their use of social media will be revealed and discussed. The main questions to be addressed include:

- RQ1: How was the 2017 Sino-India border crisis covered in mainstream media in the four countries?
- RQ2: What are the factors that cause the similarities and differences in the news coverage?
- RQ3: How do the professional journalists view the changes in conflict reporting and their use of social media?

This project will employ a qualitative research approach drawing on the Dynamic Discourse Approach and in-depth interviews. News reports and opinion pieces from six newspapers - *China Daily* and *Global Times* (English & Chinese) from China, *The Times of India* and *The Hindu* from India (English), *The Guardian* from the UK and *The New York Times* from the US - will be collected via LexisNexis system for the time period from 19 June to 31 August. The Dynamic Discourse Approach (DDA) will then be used to analyze the collected articles. In addition, semi-structured interviews will be conducted with about 15 Chinese journalist and 15 foreign correspondents in Beijing. The purpose is to find out the professional journalists' views and perceptions towards the practices and changes in conflict reporting, their use of social media, as well as the media's roles and impact in the conflict.

Since this project is still on-going, introduction of this project and literature review on mediatization of conflict will be presented at the Conference.