



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

8<sup>th</sup> Annual International Symposium on  
Leisure & Recreation  
8-11 May 2023 Athens, Greece

Edited by  
Maria Kosma & Olga Gkounta

2023



Abstracts  
8<sup>th</sup> Annual International  
Symposium on Leisure &  
Recreation  
8-11 May 2023, Athens, Greece

Edited by  
Maria Kosma & Olga Gkounta

First published in Athens, Greece by the Athens Institute for Education and Research.

ISBN: 978-960-598-544-8

All rights reserved. No part of this publication may be reproduced, stored, retrieved system, or transmitted, in any form or by any means, without the written permission of the publisher, nor be otherwise circulated in any form of binding or cover.

9 Chalkokondili Street

10677 Athens, Greece

[www.atiner.gr](http://www.atiner.gr)

©Copyright 2023 by the Athens Institute for Education and Research. The individual essays remain the intellectual properties of the contributors.

# TABLE OF CONTENTS

(In Alphabetical Order by Author's Family Name)

<b>Preface</b>		7
<b>Editors' Note</b>		9
<b>Organizing &amp; Scientific Committee</b>		10
<b>Conference Program</b>		11
<b>1.</b>	<b>Does the Peace Journalism Matter for the Women Journalists of Greece and Turkey</b> <i>Sevda Alankus</i>	15
<b>2.</b>	<b>The Opportunity for College Student-Athletes to Profit - Analysis Study</b> <i>Ezzeldin Aly &amp; Yahia Aly</i>	16
<b>3.</b>	<b>The Work of Codifying Governance for National Sport Federations</b> <i>Christos Anagnostopoulos</i>	17
<b>4.</b>	<b>Subjective and Objective Knowledge and Mass Communication: The Unraveling of Civility?</b> <i>Richard Christy</i>	18
<b>5.</b>	<b>Samugam: The Sustained Relevance of Community Radio in India</b> <i>Sam Coley</i>	19
<b>6.</b>	<b>The Effects of Using Sports Diplomacy in the Balkans</b> <i>Paul-Claudiu Cotirlet &amp; Bogdan Gozu</i>	21
<b>7.</b>	<b>A Study of Gender-based Institutional Barriers to Progression into Leadership Roles for Women Journalists in Kenya</b> <i>Florence Dzame</i>	23
<b>8.</b>	<b>Innovative Strategies for Improving Social-Emotional Needs in Collegiate Student Athletes</b> <i>Amy Eperthener &amp; Audra Neumann</i>	25
<b>9.</b>	<b>Kefir Supplement Improve Exercise Performance: Basic Research and Human Trial</b> <i>Wei Lun Jhang</i>	27
<b>10.</b>	<b>Entrepreneurship and Sports</b> <i>Theodore Kokkoris</i>	29
<b>11.</b>	<b>Integration of 12 Steps and Transtheoretical Model of Change in Online Communications</b> <i>Tatiana Levit &amp; Magdalena Cismaru</i>	30
<b>12.</b>	<b>Journalistic Junk Food: TikTok the Case of the Alien Doorway</b> <i>Adam Miller &amp; Ross Minichiello</i>	32
<b>13.</b>	<b>Mediatized Journalism and Symbiotic Relationships in the Newsroom - Interviews with Journalists from Brazil and Sweden</b> <i>Marcio Morrison Kaviski Marcellino</i>	33

14.	<b>A Comparative Analysis of Changes in Consumers', Perceptions and Attitudes Towards Texas Wine</b> <i>Olga Murova, Tullaya Boonsaeng &amp; Natalia Velikova</i>	35
15.	<b>Harnessing the Global Student Voice to Address the PR Industry Talent and Recruitment Shortage</b> <i>Carmel O'Toole, Daniella Lebor, Sian Rees, Anastasios Theofilou, Marc Witt, Kevin Trowbridge, Michael Wayne &amp; Michael Collins</i>	36
16.	<b>The Global Media Coverage of the 2022 Qatar World Football Cup</b> <i>Gregory T. Papanikos</i>	39
17.	<b>The Role of Influencers among Culture, Marketing and Education</b> <i>Geraldina Roberti &amp; Ariela Mortara</i>	40
18.	<b>What's New Against Goblin Mode?: Employer Brand Practices in Turkey during the Post-Pandemic Period</b> <i>Yaşar Şekerci</i>	42
19.	<b>Cultural Venues and NFC: TagTouring</b> <i>Scott Champ, Karla Berry &amp; Bijay Raj Paudel</i>	43
20.	<b>Mediatization and News Coverage in the Multipolar World: The Media as a Securitizer Agent</b> <i>Ada Silveira</i>	44
21.	<b>Evaluating Soccer Players' Performance using Data Envelopment Analysis-Machine Learning (DEA-ML) Approach</b> <i>Theodore Trafalis</i>	46
22.	<b>Effects of Long-Term Feeding Of Fenugreek and Red Yeast Rice Compound on Non-Alcoholic Fatty Liver Disease in Mice Fed a Low-Exercise and High-Fat Diet</b> <i>Ming Fang Wu</i>	47
23.	<b>War in Ukraine: What is the Story</b> <i>Danilo Yanich</i>	48
24.	<b>Legal Aspects of Sport Tourism and Hospitality in Greece</b> <i>George Zouridakis</i>	49
<b>References</b>		50

## Preface

This book includes the abstracts of all the papers presented at the *8<sup>th</sup> Annual International Symposium on Leisure & Recreation* (8-11 May 2023), organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this symposium will be considered for inclusion in one of ATINER's many publications only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can 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 can meet to exchange ideas on their research and consider the future developments of their fields of study.

To facilitate the communication, a new references section includes all the abstract books published as part of this symposium (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the conference have evolved over the years. According to ATINER's mission, the presenters in these conferences are coming from many different countries, presenting various topics.

**Table 1.** *Publication of Books of Abstracts of Proceedings, 2016-2023*

Year	Papers	Countries	References
2023	24	12	Kosma and Gkounta (2023)
2022	29	17	<a href="#">Gkounta (2022)</a>
2021	12	9	<a href="#">Papanikos (2021)</a>
2020	16	9	<a href="#">Papanikos (2020)</a>
2019	32	20	<a href="#">Papanikos (2019)</a>
2018	31	23	<a href="#">Papanikos (2018)</a>
2017	25	15	<a href="#">Papanikos (2017)</a>
2016	25	11	<a href="#">Papanikos (2016)</a>

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 can regularly meet to discuss the developments of their disciplines and present their work. Since 1995, ATINER has organized

more than 400 international conferences and has published over 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each 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.

**Gregory T. Papanikos**  
**President**



## **Editors' Note**

These abstracts provide a vital means to the dissemination of scholarly inquiry in the field of Leisure & Recreation. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the symposium.

ATINER's mission is to bring together academics from all corners of the world in order to engage with each other, brainstorm, exchange ideas, be inspired by one another, and once they are back in their institutions and countries to implement what they have acquired. The 8<sup>th</sup> Annual International Symposium on Leisure & Recreation, accomplished this goal by bringing together academics and scholars from 12 different countries (Brazil, Canada, Greece, Italy, Kenya, Qatar, Romania, Sweden, Taiwan, Türkiye, UK, USA), which brought in the symposium the perspectives of many different country approaches and realities in the field.

Publishing this book can help that spirit of engaged scholarship continue into the future. With our joint efforts, the next editions of this symposium will be even better. We hope that this abstract book as a whole will be both of interest and of value to the reading audience.

**Maria Kosma & Olga Gkounta**  
**Editors**

**8<sup>th</sup> Annual International Symposium on Leisure &  
Recreation, 8-11 May 2023, Athens, Greece**

**Organizing & Scientific Committee**

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by reviewing the submitted abstracts and papers.

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Maria Kosma, Head, Sports Unit, ATINER & Associate Professor, Louisiana State University, USA.

## FINAL CONFERENCE PROGRAM

8<sup>th</sup> Annual International Symposium on Leisure & Recreation, 8-11 May  
2023, Athens, Greece

### PROGRAM

Monday 8 May 2023

08.30-09.15  
Registration

09:15-10:00

Opening and Welcoming Remarks:

- Gregory T. Papanikos, President, ATINER.

10:00-10:45 Session 1

Moderator: Olga Gkounta, Researcher, ATINER.

1. **Gregory T. Papanikos**, President, ATINER.  
*Title: The Global Media Coverage of the 2022 Qatar World Football Cup.*
2. **Paul-Claudiu Cotirlet**, Associate Professor, "Vasile Alecsandri" University-Bacău, Romania.  
**Bogdan Gozu**, Professor, Bucharest University, Romania.  
*Title: The Effects of using Sports Diplomacy in the Balkans.*

Discussion

10:45-11:30 Session 2

Moderator: Olga Gkounta, Researcher, ATINER.

1. **Wei Lun Jhang**, PhD Student, National Taiwan Sport University, Taiwan.  
*Title: Kefir Supplement Improve Exercise Performance: Basic Research and Human Trial.*
2. **Ming Fang Wu**, PhD Student, National Taiwan Sport University, Taiwan.  
*Title: Effects of Long-Term Feeding Of Fenugreek and Red Yeast Rice Compound on Non-Alcoholic Fatty Liver Disease in Mice Fed a Low-Exercise and High-Fat Diet.*

Discussion

11:30-12:15 Session 3

Moderator: Olga Gkounta, Researcher, ATINER.

1. **Theodore Kokkoris**, EU Senior Expert and Business Development Advisor, Greece.  
*Title: Entrepreneurship and Sports.*
2. **George Zouridakis**, Research Fellow, ATINER, Greece.  
*Title: Short-Term Rentals: How do Greek Courts Treat the Increasingly Popular Among Sports Fans Type of Accommodation?*

Discussion

12:15-13:00 Session 4

Moderator: Olga Gkounta, Researcher, ATINER.

<ol style="list-style-type: none"><li>1. <b>Christos Anagnostopoulos</b>, Assistant Professor, Hamad Bin Khalifa University, Qatar. <i>Title: The Work of Codifying Governance for National Sport Federations.</i></li><li>2. <b>Theodore Trafalis</b>, Professor of Industrial &amp; Systems Engineering and Director, Optimization &amp; Intelligent Systems Laboratory, The University of Oklahoma, USA. <i>Title: Evaluating Soccer Players' Performance using Data Envelopment Analysis-Machine Learning (DEA-ML) Approach.</i></li></ol>
<b>Discussion</b>
<b>13:00-13:45 Session 5</b> <b>Moderator: Olga Gkounta, Researcher, ATINER.</b>
<ol style="list-style-type: none"><li>1. <b>Ezzeldin Aly</b>, Associate Professor, Florida A &amp; M University, USA. <i>Title: The Opportunity for College Student-Athletes to Profit – Analysis Study.</i></li></ol>
<b>Discussion</b>
<b>14:00-15:00 Session 6</b> <b>A Round-Table Discussion on Challenges for Mass Media and Communication: How to Cover Wars, Pandemics and Sports</b> <b>Moderator: Gregory T. Papanikos, President, ATINER.</b>
<ol style="list-style-type: none"><li>1. <b>John Pavlik</b>, Professor, Rutgers University USA. <i>Title: How Technology Shapes Media Coverage of World Events.</i></li><li>2. <b>Ada Silveira</b>, Professor, Federal University of Santa Maria, Brazil. <i>Title: Media and Brazil.</i></li><li>3. <b>Theodore Trafalis</b>, Professor, The University of Oklahoma, USA. <i>Title: Artificial Intelligence.</i></li><li>4. <b>Anya Luscombe</b>, Associate Professor, Utrecht University, The Netherlands. <i>Title: Whose Side are you on?: The Lack of Impartiality in War Reporting.</i></li><li>5. <b>Lorenzo Dalvit</b>, Associate Professor, Rhodes University, South Africa. <i>Title: Digital Inequalities and Mass Communication During the COVID-19 Pandemic in South Africa.</i></li></ol>
<b>15:00-16:00 Discussion + Lunch</b>
<b>16:00-17:30 Session 7</b> <b>Moderator: Olga Gkounta, Researcher, ATINER.</b>
<ol style="list-style-type: none"><li>1. <b>Sam Coley</b>, Course Leader, Birmingham City University, UK. <i>Title: Samugam: The Sustained Relevance of Community Radio in India.</i></li><li>2. <b>Sevda Alankus</b>, Professor, Yaşar University, Türkiye. <i>Title: Does the Peace Journalism Matter for the Women Journalists of Greece and Turkey.</i></li><li>3. <b>Geraldina Roberti</b>, Associate Professor, Sapienza University of Rome, Italy . <b>Ariela Mortara</b>, Assistant Professor, University of Milan, Italy. <i>Title: The Role of Influencers among Culture, Marketing and Education.</i></li><li>4. <b>Amy Eperthener</b>, Associate Faculty, PennWest Edinboro University, USA. <b>Audra Neumann</b>, Assistant Faculty, PennWest Edinboro University, USA. <i>Title: Innovative Strategies for Improving Social-Emotional Needs in Collegiate Student Athletes.</i></li></ol>
<b>Discussion</b>
<b>17:30-18:30 Session 8</b> <b>Moderator: Olga Gkounta, Researcher, ATINER.</b>
<ol style="list-style-type: none"><li>1. <b>Adam Miller</b>, Professor, University of Guelph-Humber, Canada.</li></ol>

<p><i>Title: Journalistic Junk Food: TikTok the Case of the Alien Doorway.</i></p> <p>2. <b>Danilo Yanich</b>, Professor, University of Delaware, USA. <i>Title: War in Ukraine: What is the Story.</i></p>
<b>Discussion</b>

20:30-22:30

**Athenian Early Evening Symposium** (includes in order of appearance: continuous academic discussions, dinner, wine/water, music and dance)

**Tuesday 9 May 2023**

**09:00-12:00 Session 9**

**Old and New-An Educational Urban Walk**

The urban walk ticket is not included as part of your registration fee. It includes transportation costs and the cost to enter the Parthenon and the other monuments on the Acropolis Hill. The urban walk tour includes the broader area of Athens. Among other sites, it includes: Zappion, Syntagma Square, Temple of Olympian Zeus, Ancient Roman Agora and on Acropolis Hill: the Propylaea, the Temple of Athena Nike, the Erechtheion, and the Parthenon. The program of the tour may be adjusted, if there is a need beyond our control. This is a private event organized by ATINER exclusively for the conference participants.

**12:30-14:30 Session 10**

**A Round-Table Discussion on The Turkish Elections of 2023: National and International Facets**

**Moderator: John Pavlik**, Professor, Rutgers University USA.

1. **Gregory T. Papanikos**, President, ATINER.  
*Title: Explaining the Electoral Success of the Turkish President: Is it the Economy Again?*
2. **Orna Almog**, Deputy Head, Politics & International Affairs Unit, ATINER & Senior Lecturer (Retired), Kingston University, UK.  
*Title: The Future of Israeli-Turkish Relations after the 2023 Elections.*
3. **Utku Özer**, Research Fellow, ATINER.  
*Title: Domestic Media Coverage of the Turkish Elections.*

**14:30-15:30 Discussion + Lunch**

**15:30-17:00 Session 8**

**Moderator: Utku Özer**, Research Fellow, ATINER.

1. **Richard Christy**, Associate Professor, Wilfrid Laurier University, Canada.  
*Title: Subjective and Objective Knowledge and Mass Communication : The Unraveling of Civility?*
2. **Tatiana Levit**, Assistant Professor, University of Regina, Canada.  
**Magdalena Cismaru**, Professor, University of Regina, Canada.  
*Title: Integration of 12 Steps and Trans-theoretical Model of Change in Online Communications.*
3. **Ada Silveira**, Senior Visiting Researcher, Södertörn University, Sweden & Professor, Federal University of Santa Maria, Brazil.  
*Title: Mediatization and News Coverage in the Multipolar World: The Media as a Securitization Agent.*
4. **Marcio Marcellino**, PhD Student, Södertörn University, Sweden.  
*Title: Mediatized Journalism and Symbiotic Relationships in the Newsroom – Interviews with Journalists from Brazil and Sweden.*

---

**Discussion**

**17:00-19:00 Session 12**

**Moderator: Richard Christy**, Associate Professor, Wilfrid Laurier University, Canada.

1. **Scott Shamp**, Associate Dean & Professor, Florida State University, USA.  
**Karla Berry**, Associate Professor, Southern Illinois University Carbondale, USA.  
**Bijay Raj Paudel**, Researcher, Southern Illinois University Carbondale, USA.  
*Title: NFC Solutions for Small/Medium Museums.*
2. **Yasar Sekerci**, Research Assistant, Galatasaray University, Turkiye.  
*Title: What's New Against Goblin Mode?: Employer Brand Practices in Turkey during the Post-Pandemic Period.*
3. **Olga Murova**, Associate Professor, Texas Tech University, USA.  
**Tullaya Boonsaeng**, Researcher, Texas Tech University, USA.  
**Natalia Velikova**, Professor, Texas Tech University, USA.  
*Title: A Comparative Analysis of Changes in Consumers', Perceptions and Attitudes Towards Texas Wine.*
4. **Sian Rees**, Professor, Pennaeth yr Ysgol Diwylliant a Chyfathrebu/Head of School of Culture and Communication, UK.  
**Anastasios Theofilou**, Senior Lecturer, University of Bournemouth, UK.  
**Carmel O'Toole**, Course Leader/Senior Lecturer, Sheffield Hallam University, UK.  
**Daniella Lebor**, Deputy Managing Director, APCO Worldwide, UK.  
**Marc Witt**, Senior Lecturer, University of Kentucky, USA.  
**Kevin Trowbridge**, Senior Lecturer, Belmont University, USA.  
**Michael Wayne**, Course Leader, Brunel University, UK.  
**Michael Collins**, Head of Communications, PRCA, UK.  
*Title: Harnessing the Global Student Voice to Address the PR Industry Talent and Recruitment Shortage.*
5. **Florence Dzame**, Researcher, United States International University Africa, Kenya.  
*Title: A Study of Gender-based Institutional Barriers to Progression into Leadership Roles for Women Journalists in Kenya.*

---

**Discussion**

**19:00-20:30**

**Ancient Athenian Dinner** (includes in order of appearance: continuous academic discussions, dinner with recipes from ancient Athens, wine/water)

---

**Wednesday 10 May 2023**  
**An Educational Visit to Selected Islands**  
or  
**Mycenae Visit**

---

**Thursday 11 May 2023**  
**Visiting the Oracle of Delphi**

---

**Thursday 12 May 2023**  
**Visiting the Ancient Corinth and Cape Sounio**

**Sevda Alankus**

Professor, Yaşar University, Turkey

## **Does the Peace Journalism Matter for the Women Journalists of Greece and Turkey**

“Peace Journalism” has conceptualized by Johan Galtung and theorized by him, Jake Lynch and Annabel McGoldrick as an alternative to the conventional journalism with contributions of several other names. According to the authors, elite, victory, propaganda, win or lose oriented news values and practices of the conventional journalism end up with a war journalism that needs to be displaced by people, solution, “truth” and win-win oriented news reporting.

Galtung (2000) argues female journalists write more peace reports than their male counter parts, Lynch and Galtung (2010) consider gender differences in using the language, Tivona (2011) mentions about particularity of women’s narrations in news reporting.

Grounding on an interdisciplinary perspective, this paper aims to compare Greek and Turkish women journalist’s news values and experiences, besides the role they attribute to the news media in two countries relations. The research is based on in-dept interviews done with 32 women journalists who represent different news media institutions of the respective countries and political worldviews. Based on the research outcomes, the paper claims that, as problematized by feminist news criticism, masculine structuration and propaganda-oriented codes and ethics of the conventional journalism count more than gender difference, in women’s journalism and underlines importance of the role of worldview in interpretation of journalistic values and practices. The research results contribute to the related arguments of PJ and feminist news criticism and give insights about the possibility of developing a common ground between women journalists of Greece and Turkey for good neighborly relations. Lastly, the paper elaborates a “new” feminist ethics for displacing and re-placing war provoking values and practices of mainstream journalism.

**Ezzeldin Aly**

Associate Professor, Florida A&M University, USA

&

**Yahia Aly**

Graduate Student, Florida A&M University, USA

## **The Opportunity for College Student-Athletes to Profit – Analysis Study**

Collegiate student-athletes bring in millions of dollars annually but can profit from college sports' growing business and revenue (Drozdowski, 2023). According to Romero (2018), NCAA athletes should receive better compensation; he also stated that demand for the elite professional athlete is related to salary, just as in any professional industry. Collegiate student-athletes devote a lot of time and energy to completing their profession. The likelihood of a high school student-athlete participating in a collegiate sport is extremely low. This number drops even more for student-athletes who receive full-ride scholarships. Although some of the student-athletes are compensated in the form of educational opportunities or academic scholarships, they are still living at or below the national poverty level. The NCAA is a nonprofit organization that regulates collegiate sports. This study emphasizes the livelihood of collegiate student-athletes and the rules they must follow; more so, it investigates the possible excess of revenues over college time and net profit opportunities as a financial gain that college student-athletes might have. These opportunities may come in the form of future compensation and endorsement opportunities. Additionally, this study looked at the coach's salaries compared to collegiate student-athlete's opportunity to profit from their crafts.



**Christos Anagnostopoulos**

Assistant Professor, Hamad Bin Khalifa University, Qatar

## **The Work of Codifying Governance for National Sport Federations**

Over the last two decades or so, the modernisation of sport governing bodies (SGBs) have led to increased institutional pressures towards raising standards of governance practices. At the same time, these organisations continue to enjoy a unique autonomy, which is based on sport's special role and social characteristics. Indeed, the ability of sport to contribute (directly or indirectly) to health, education, social inclusion and culture has given sport organisations the right to self-organise, to self-govern and, consequently, to self-regulate. In recent years, however, many of these sport organisations have faced a "legitimacy gap" due to continuous scandals related to issues of corruption, mismanagement and negligence, thus calling into question their autonomy. In fact, what causes this "legitimacy gap" within sport organisations is that the majority of them has not been able to adequately meet the challenges posed by the increasing commercialisation and consequent complexity of sport, which is reflected in their poor standards of governance (Geeraert, 2018). Against this background, national governmental agencies have started 'codifying' good governance in sport through the introduction of Codes of Governance. The study employs a longitudinal approach which has been defined as "research emphasizing the study of change and containing at minimum three repeated observations (although more than three is better) on at least one of the substantive constructs of interest" (Ployhart & Vandenberg, 2010, p. 97). During a 4-year period (2017-2021), desk research, focus groups (#3), interviews (#37), and two public consultations have taken place and provide the basis for analysing the codification process. At the time of writing this abstract, the full analysis is incomplete. The preliminary themes of the codification process, however, that offer some insights concern three 'institutional defenders' (or barriers): cognitive, structural and processual. It is around these three themes that the process unfolds and thus the presentation at the conference will take place.

**Richard Christy**

Associate Professor, Wilfrid Laurier University, Canada

## **Subjective and Objective Knowledge and Mass Communication: The Unraveling of Civility?**

History informs that the ideological foundation of a society and its institutions can be lost by willful neglect or the systematic deconstruction of its culture and social order. In a world of mass communication, what role do journalists, commentators, political analysis, and the producer of “news” play if any, in the systematic deconstruction of the social and the civil by the questions asked, the emphasis on subjective rather than objective knowledge, and repetitious messaging? In the 21<sup>st</sup> century, when everyone is expected to have an opinion, is it possible there is a systematic deconstruction of community, society, and civility all in the name of communication? What does coverage of the State Funeral of Queen Elizabeth II illustrate about the opinions of the pundits, commentators, political analysis, and network hosts? How would the concepts on the types of authority according to Weber and the significance of public ceremony and ritual by Durkheim explain the national and international behavior of millions? Unable to articulate a convincing objective narrative of the expressions of the sorrow and loss of millions, were the media compelled to refocus attention away from the depth of the moment and speculate on the future of monarchy? Were these discussions during the period of national and international mourning a systematic deconstruction of respect, curtesy, good manners, civility, and social structure because of their collective historical and constitutional illiteracy? Were the pundits, commentators, political analysis, and the producers of “news” forced to engage in speculations to create a “story” because of their collective disbelief at the enduring magnitude of traditional authority, as defined by Weber? Were viewers witnessing the inability of mass media to comprehend the impact and the need for public ceremony and ritual, as defined by Durkheim? Or were viewers observing an effort by the media at the systematic deconstruction of the ideological foundation of societies?

**Sam Coley**

Course Leader, Birmingham City University, UK

**Samugam:**

## **The Sustained Relevance of Community Radio in India**

This paper takes the 75th anniversary of Indian independence in 2022 as an opportunity to reflect on radio's progress in the country. I explore the ongoing development of radio in India and consider the medium's relevance in an increasingly post-digital world. In 1947, the country had only six radio stations. Today, All India Radio, the country's public broadcasting service, has a network of 262 radio stations, while there are 385 commercial FM stations and 348 community radio (FM) stations. The paper tracks the evolution of radio in India and assesses its pathway to becoming one of the country's most valuable mass mediums. I focus on the development of community radio and use Anna Community Radio, in Chennai, the capital of the Tamil Nadu State, as a specific case study.

Following the freeing up of the Indian airwaves, Anna Community Radio (run by Anna University) was started on 1 February 2004, becoming the country's first community radio station. Pavarala and Malik (2007) refer to community radio as the 'third tier' of Indian broadcasting, designed to redefine notions of democracy and development in the move towards a more egalitarian and equitable society. Anna Community Radio has always reflected these ideals, by serving the poor communities, particularly women, who live around the campus in low-income localities. The station has been recognised by the Indian government as one of the leading examples of the community radio movement. In 2022, a collaborative media training initiative, funded by the British Council, was established between Birmingham City University and Anna University. The project shared best practices in community radio broadcasting while encouraging students from the UK and India to create content for their respective student stations, Scratch Radio in Birmingham and Anna Community Radio in Chennai. The project was called 'Samugam', the word for community in the Tamil language. This paper explores the various challenges and successes of Samugam, while considering further opportunities for transnational radio training.

While radio may be the world's oldest electronic medium, this paper argues for the ongoing relevance of community radio in India and points towards opportunities for future growth. As the medium has continued to evolve and adapt to new technologies, community

radio in India has been quick to embrace the use of social media, on-demand audio, streaming, podcasting, etc. Yet, while delivery platforms may have changed, the central principles of community broadcasting in India remain the same. This paper shows how stations such as Anna Community Radio stand as an example of radio's ongoing impact and its importance in the everyday lives of its listeners.

**Paul-Claudiu Cotirlet**

Associate Professor, "Vasile Alecsandri" University-Bacău, Romania

&

**Bogdan Gozu**

Professor, Bucharest University, Romania

## **The Effects of Using Sports Diplomacy in the Balkans**

"Sports Diplomacy can be defined as the conscious, strategic use of sportspeople and sporting events by state and non-state actors to engage, inform and create a favorable image among foreign publics and organizations, to shape their perceptions in a way that is (more) conducive to the sending group's goals." (Murray, 2020 - Oxford paper)

Our argument is a simple one: it is time to think of new ways to understand and harness the 'power of sport' for good. The world drastically needs more sport, and more diplomacy. Divided? No! But, unfortunately, the two fields are still marginalized and under-utilized

Together - if we are able to merge the fields - they become stronger, more impactful, and, generally, more interesting. Both sport and diplomacy are ancient devices built by humans to overcome estrangement, to promote peace and comity over war and separation and to build ORDER, CIVILITY and HAPPINESS.

Romania is taking the first steps in using the tools of sports diplomacy. A series of events took place in my country. The most recent and most important event took place in 2021 when the first edition of the "Diplomacy and geopolitics of sport" course was held, an event organized by the Ministry of Foreign Affairs (MAE), in partnership with the Romanian Olympic and Sports Committee (COSR), and the Romanian Sports Institute (ISR). In total, 40 representatives of sports federations, the Romanian Olympic and Sports Committee and the Ministry of Foreign Affairs came into contact with the concept of sports diplomacy.

In April 2019, the governments of Romania, Serbia, Bulgaria and Greece signed, in Thessaloniki, the Memorandum of Agreement for the establishment of the Initial Organizing Committee for joint candidacies for the organization of the 2030 Football World Cup. Based on FIFA rules, the opportunity to host is open to all confederations except for those that hosted the previous two World Cups. With Asia hosting in 2022 (Qatar) and North America in 2026 (USA, Canada & Mexico), that leaves the 2030 host opportunity to Africa, Europe and South America. The Oceania region doesn't have the infrastructure for a 48-team World

Cup, especially after Australia joined the Asian confederation. The final decision will be made in 2024, six years before the event.

Sports diplomacy offers concrete media benefits due to the interest that a sports competition arouses and due to the reputation enjoyed by the athletes. Examples where sports diplomacy has succeeded in breaking the ice between nations are countless because sport speaks a universal language that offers remarkable opportunities for strengthening bilateral relations.

This tool can be imagined as a soft power instrument, but it can't be fully used with maximum efficiency without an inter-institutional approach. Sports diplomacy does not belong only to sports, just as it cannot be attributed only to foreign affairs or the field of education. That is why it is our duty, all of us, to get involved in society and benefit from the advantages offered by this new type of diplomacy. In a peaceful way.

**Florence Dzame**

Researcher, United States International University Africa, Kenya

## **A Study of Gender-based Institutional Barriers to Progression into Leadership Roles for Women Journalists in Kenya**

In Africa, media companies have been described as “governed by the traditional norms of masculinity and femininity found in African societies” (Opoku- Mensah, 2001), and women are struggling for their status in journalism (Kaija, 2013). Seeing men as the human default is fundamental to the structure of human society. It’s an old habit, and it runs deep – as deep as theories of human evolution itself (Criado Perez, 2019).

While the media has highlighted a widening gender imbalance, the sector itself has proved to not be different in the way it treats women, both in terms of distributing leadership positions and in allocating space for coverage.

A woman on the top management team could, through her demonstrations of competent leadership, engender a more positive attitude toward the competency of women in general; this would lessen statistical discrimination against women due to uncertainty about their skills again lowering the barriers to advancement by other women in the same organization, whether at the same level or below. Looking at all perspectives, there is a greater need to protect the place of women in society.

**Study Significance:** It is important to study the area of gender in Kenyan media to create a holistic understanding of media and the role of gender in order to move beyond simplistic narratives of women as victims and bystanders.

These benchmarks could then be used by news providers globally to drive gender Lab equality within their institutions at the level of organizational resources, newsgathering and news coverage.

**Theoretical Framework:** The tokenism theory proposed by Kanter (1977), has been used widely to explain many of the difficulties women face as they enter traditionally male occupations. Tokenism explains women's occupational experiences and their behavioral responses to those experiences in terms of their numerical proportion, suggesting that barriers to women's full occupational equality can be lowered by the hiring of more women in organizations that are highly-skewed male. Many of women’s negative experiences on the job and in particular their inability to experience equality have been attributed to

their token status- their low proportion in a workplace dominated by men (Zimmer, 1988). According to Kanter, token representation of minorities results in token individuals being isolated and facing greater scrutiny, pressure to perform, and accountability for their group's performance. This can result in a lack of real power, influence, and opportunities for advancement for tokens, as well as perpetuating stereotypes and maintaining a dominant group culture. The theory highlights the limitations of token representation as a means of promoting diversity and inclusion in organizations and the need for more substantive changes in the power structures, norms, and culture of organizations.

**Research Questions:** RQ1: Are there organizational efforts to recruit, train, and promote women to top management positions within the media? RQ2: What are the barriers to female journalists' progression into leadership positions in the media in Kenya?

**Methods:** The study will use a descriptive quantitative research design to collect and analyze data. A survey employing UNESCO's Gender-Sensitive Indicators (UNESCO, 2012) will be used to collect data from women between 25-60 working in the media industry who have well-established careers and have been in the industry for more than five years.



**Amy Eperthener**

Associate Faculty, PennWest Edinboro University, USA

&

**Audra Neumann**

Assistant Faculty, PennWest Edinboro University, USA

## **Innovative Strategies for Improving Social-Emotional Needs in Collegiate Student Athletes**

There is a significant need for fundamental mental healthcare services in the United States collegiate athletic setting. Common stressors for college students include financial strain, academic demands, work/school/home life balance, daily hassles, social relationships, and lack of adequate coping skills. Intercollegiate student-athletes experience additional stressors include demanding practice and workout schedules, travel, scrutiny from public and fans through social and traditional media. "Injury and a failure to successfully compete or live up to self-expectations or the expectations of coaches, teammates, and family leads to increased risk of depression and suicidal behavior." The cultural stigma of mental health adds additional stress and creates a barrier to access of services. A National Collegiate Athletic Association (NCAA) survey found 2/3 of student athletes knew where to seek resources on campus, yet less than half felt comfortable seeking help from a mental health provider on campus. In addition, the lack of sufficient services on campus and long wait lists deter students from seeking help.

Many opportunities exist to impact and improve the overall mental health of collegiate athletes. Universities are screening student athletes, developing institutional policies, and working to implement the best practices established by the NCAA. It is necessary to evaluate and reflect on staff knowledge and attitudes, both personal and cultural, surrounding mental health when developing a mental health program. Staff comfort and their ability to educate athletes and coaches about mental health may vary greatly. Policies and procedures should be reviewed and updated regularly to identify gaps and address changes in best practice.

The athletic training staff and coaches at our Division II Institution suspected an increase in general mental health needs in our student athlete population, especially during and post-pandemic. Student athletes were verbally reporting having trouble handling challenges, resilience, conflict management, and difficulty sleeping. An IRB approved data review of pre-participation questionnaires confirmed an

increase in self-disclosed mental health concerns, from 29.2% in 2019-2020 to 32.4% in 2022-2023. This increase includes 12 additional cases of anxiety, 5 cases of ADHD, 3 cases of OCD, 2 cases of bipolar disorder, 2 cases of Post-Traumatic Stress Disorder, 1 athlete on the Autism Spectrum, and 1 identified eating disorder. This data informed changes to our protocols and services, including interprofessional collaboration and practice with the masters in counseling program. A graduate practicum student was assigned to work with the athletic training staff for the semester. The practicum experience provided individual and small group sessions to address non-emergent mental and emotional needs of our student athletes. Coaches, administration, and student athletes' input and feedback was considered in this program development. A toolkit of ideas, techniques, strategies, and education plan was developed and embraced by the student athletes.

**Wei Lun Jhang**

PhD Student, National Taiwan Sport University, Taiwan

### **Kefir Supplement Improve Exercise Performance: Basic Research and Human Trial**

**Purpose:** The purpose of this paper is to explore the influence of Kefir supplementation on improving exercise performance and reduce physical fatigue. **Methods:** (1) Basic research: Male ICR mice from four groups (n = 8 per group) were orally administered KF once daily for four weeks at 0, 2.15, 4.31, and 10.76 g/kg/day and were designated as the vehicle, KF-1X, KF-2X, and KF-5X groups, respectively. Anti-fatigue activity and exercise performance were evaluated on the basis of exhaustive swimming time, forelimb grip strength, and levels of serum lactate, ammonia, glucose, blood urea nitrogen (BUN), and creatine kinase (CK) after a swimming exercise. (2) Human trial: Used a double-blind crossover design and supplementation for 28 days. Sixteen 20–30 year-old subjects were divided into two groups in a balanced order according to each individual's initial maximal oxygen uptake and were assigned to receive a placebo (equal flavor, equal calories, 20 g/day) or SYNKEFIR™ (20 g/day) every morning. After the intervention, there were 28 days of wash-out, during which time the subjects did not receive further interventions. This was followed by a second 28 days replacement therapy intervention cycle (subjects who received the placebo during the first cycle received SYNKEFIR™, and vice versa). All subjects only supplemented during the experimental, and did not involve any exercise training. The functional and physiological assessments were conducted by exhaustive treadmill exercise measurements (85%  $VO_{2max}$ ), and related biochemical indices were measured before and after Kefir administration. Fatigue-associated indices, including lactic acid, blood ammonia, blood glucose, and creatinine kinase, were continuously monitored during 30 min of exercise and a 90 min rest period using fixed intensity exercise challenges (60%  $VO_{2max}$ ) to understand the physiological adaptation. **Results:** (1) Basic research: The exhaustive swimming time for the KF-1X, KF-2X, and KF-5X groups was significantly longer than that for the vehicle group, and the forelimb grip strength of the KF-1X, KF-2X, and KF-5X groups was also significantly higher than that of the vehicle group. Kefir supplementation also decreased serum lactate, ammonia, BUN, and CK levels after the swimming test. (2) Human trial: After supplementation with SYNKEFIR™, the exercise time to exhaustion was significantly greater than that before ingestion ( $p = 0.0001$ ) and

higher than that in the Placebo group by 1.29-fold ( $p = 0.0004$ ). In addition, compared with the Placebo group, the SYNKEFIR™ administration group had significantly lower lactate levels in the exercise and recovery ( $p < 0.05$ ).

**Theodore Kokkoris**

EU Senior Expert and Business Development Advisor, Greece

**Entrepreneurship and Sports**

*NOT AVAILABLE*

**Tatiana Levit**

Assistant Professor, University of Regina, Canada

&

**Magdalena Cismaru**

Professor, University of Regina, Canada

## **Integration of 12 Steps and Transtheoretical Model of Change in Online Communications**

One of the goals of many social problems-related online communications is to change people's behaviour for the benefit of both the individuals themselves and the society as a whole. Some of them target addictions and compulsive behaviours, such as alcohol and substance abuse, excessive gambling, and compulsive buying. For this reason, the Transtheoretical Model of Change (TTM), developed by psychologists to treat addictions, is one of the frameworks often used to guide these initiatives. TTM involves five stages of change through which a person progresses from unhealthy habits and patterns toward a healthier life: precontemplation— not ready for change, contemplation—getting ready, preparation—being ready, action—making changes, and maintenance—sustaining the healthy habits. Although TTM has been successfully adapted to fit online mass communications in different socially significant contexts, we suggest that TTM could further be enhanced to trigger changes in addictive and compulsive behaviours.

One way to do this is to merge the theoretical rigour of the existing model with the proven practices of strong support programs. 12-step programs including Alcoholic Anonymous, Debtors Anonymous, Gamblers Anonymous, and Overeaters Anonymous are the basis for powerful peer-led support groups and communities whose goal is to help peers transition into and sustain new healthy behaviours. These 12 Steps (such as admitting powerlessness over addiction in Step One or making a searching and fearless moral inventory of oneself in Step Four) take their origin from the founders of Alcoholics Anonymous and are followed by all participants of AA and similar groups.

There is increasing evidence that online communications which are more efficient and less costly can be similar to face-to-face interventions in their effectiveness. While we do not imply that online communications could or should completely replace face-to-face programs whose obvious advantages are personal interaction and support, we suggest that there is a time and place for both. For example, not every person might have access to a meeting in the area,

the schedule may be inconvenient, or they might fear stigmatization. Such individuals can benefit greatly from the privacy and convenience of online interventions. Even for individuals who might join a 12-step program, mass media messages could play a synergistic role supporting and referencing the support groups' main elements of healing and recovery from addiction.

In our analysis of TTM and 12 Steps we examine what makes each of these approaches effective, how their principles and techniques overlap or differ, how they can enhance each other, and ultimately what designers of mass media communications could learn and use to maximize the effectiveness of their initiatives. In this presentation, we demonstrate how the twelve steps embrace the ten psychological processes postulated by TTM (such as consciousness raising, environmental reevaluation, dramatic relief, and helping relationships). Our analysis indicates that the behavioural progressions of 12-step programs have a natural fit with TTM, and thus the suggested integration of the two may have the potential of enhancing mass communications that target addictive behaviours.

**Adam Miller**

Professor, University of Guelph-Humber, Canada

&

**Ross Minichiello**

Professor, University of Guelph-Humber, Canada

### **Journalistic Junk Food: TikTok the Case of the Alien Doorway**

Initially introduced in China under the name *Douyin* in 2016, TikTok is now one of the most heavily utilized platforms in the world and boasts more than 100 million active users in North America, 47% of whom were under the age of 29 in 2021. Harnessing the principles of mimesis, TikTok's unique affordances empower the voices of unique creators who draw inspiration from a stream of topical content formed and reformed in numerous variations, all of which emphasize regional, cultural, or perceptual differences amongst creators. These affordances render the TikTok interface ideal for the proliferation of influencer marketing in part because of its relative novelty. Yet in Canada, more than 60% of active users reported feeling that the TikTok community, its guidelines, and the application's unique affordances rendered the platform less commercial, 'more authentic,' and characterized by less misrepresentation than its social networking site (SNS) predecessors. To test this assertion, this study performed a critical discourse and reception analysis on 11 TikTok video segments thematically linked by their informative accounts of the discovery of an unusual rock formation on the surface of Mars in May of 2022. Leveraging the principles of agenda setting theory as an analytical framework, the results indicated that 63% of the creators assessed chose to fuel speculation that the discovery was proof of extra-terrestrial life, despite NASA's insistence that the photo was misleading and indicative of a typical geological formation. Creators who chose to sensationalize rather than inform received, on average, substantially more active engagement in the form of views, likes, comments, and shares. TikTokers who provided comparatively objective and fulsome accounts of this story received, on average, 3.5 times fewer engagements across all reception metrics. Despite the contention that users value this platform for its relative authenticity, Tiktok's engagement-driven interface would seem to reinforce the sensational, incendiary, and titillating over the impartial and otherwise pedestrian, thus undermining TikTok's reliability as purveyor of objectivity.



**Marcio Morrison Kaviski Marcellino**

PhD Student, University of Vale do Rio dos Sinos – UNISINOS, Brazil /  
Södertörn University, Sweden

## **Mediatized Journalism and Symbiotic Relationships in the Newsroom - Interviews with Journalists from Brazil and Sweden**

This scientific article is part of a doctoral research carried out in Brazil and Sweden. The article is guided by the following research question: how do symbiotic relationships, characteristic of a global mediatization scenario, manifest themselves in journalism newsrooms in Brazil and Sweden? What are the differences and similarities between the two scenarios? The aim of the article is to identify which journalistic practices emerge from the symbiotic relationships in both scenarios - Brazilian and Swedish. As secondary objective, the article is concerned with understanding how journalists from Brazil and Sweden use mobile devices in the production of content and in daily tasks in the newsroom. For exploring this, the article is separated as follows: a) a theoretical discussion on symbiotic relationships with theoretical support from authors such as Joel de Rosnay (1997); Marshall McLuhan (1964); Derrick de Kerchove (2013); Mark Deuze (2014); Marcellino and Fort (2019) with the aim of contextualizing symbiotic relationships as a social-communicational-anthropological phenomenon.; b) a discussion on mediatized journalism from a Latin American and Nordic perspective with the support of authors such as Antonio Fausto Neto (2019); Ana Paula da Rosa (2016; 2019); Mark Deuze (2020); Stina Bengtsson (2016) among others to understand the phenomenon of mediatization and how it encompasses the complete social context, including journalism newsrooms; c) In a third moment, the article proposes to discuss how journalism works in Brazil and Sweden from a perspective not of comparing the scenarios, but of contextualizing the research objects of the study; d) As a methodology, the article proposes to conduct in-depth interviews with communication professionals who work in newsrooms in Brazil and Sweden to understand how symbiotic relationships are inserted in the context. According to Punch (2021, p. 198), “the interview is the most prominent data collection tool in qualitative research”. Still according to the author, interviewing is an excellent way to access meanings and constructions of the reality of individual to understand the other. Following the same reasoning, Cardano (2017) states that the interview is a format that allows “access to the authentic experience of the interviewees who provide the public

with the drama of their existence” (CARDANO, 2017, p. 166). To conclude, the article realizes that there are similarities in the process of using smartphones in daily practices in newsrooms in Brazil and Sweden. Furthermore, symbiotic relationships, despite their particularities in each nationality, are a global social-communicational-anthropological phenomenon that change daily practices and exercises in the most diverse social strata and institutions, such as journalism.

**Olga Murova**

Associate Professor, Texas Tech University, USA

**Tullaya Boonsaeng**

Research Assistant Professor, Texas Tech University, USA

&

**Natalia Velikova**

Professor, Texas Tech University, USA

### **A Comparative Analysis of Changes in Consumers', Perceptions and Attitudes towards Texas Wine**

Texas is the fourth-largest wine-producing state in the United States. Wine festivals combined with food and music have contributed greatly to the growth of the Texas wine industry and today wine-producing regions across Texas offer plenty of leisurely activities. The current study analyses factors contributing to changes in consumer attitudes towards local wines in the state of Texas by comparing consumer data from two surveys, 2006 and 2021. Results of two regression models indicate that over a 15-year period Texas wines have improved in quality and earned a higher reputation among local consumers. Three factors – visiting local wine festivals, higher incomes, and recommending local wines to others – played a particularly significant role in paying higher prices for local wines. Three attributes – wines are well-known, good quality, and better than expected – significantly contributed to changes in attitudes over time.

**Carmel O'Toole**

Course Leader/Senior Lecturer, Sheffield Hallam University, UK

**Daniella Lebor**

Deputy Managing Director, APCO Worldwide, UK

**Sian Rees**

Professor, Pennaeth yr Ysgol Diwylliant a Chyfathrebu/Head of School  
of Culture and Communication, UK

**Anastasios Theofilou**

Senior Lecturer, University of Bournemouth, UK

**Marc Witt**

Senior Lecturer, University of Kentucky, USA

**Kevin Trowbridge**

Senior Lecturer, Belmont University, USA

**Michael Wayne**

Course Leader, Brunel University, UK

&

**Michael Collins**

Head of Communications, PRCA, UK

## **Harnessing the Global Student Voice to Address the PR Industry Talent and Recruitment Shortage**

The PR industry is facing a global talent and recruitment crisis. Across the board, agencies and in-house recruiters are struggling to secure the people they need. There are pockets of research underway to explore the reasons and seek effective solutions.

The PRCA's, (Public Relations Communications Association), Global University Advisory and Research Group includes experts from across the world. Member academics explore issues and themes which have the potential to bring new insight and benefits to students and the PR industry.

The PRCA is the world's largest professional PR body, representing 35,000 members in 82 countries. It is a global advocate for excellence in public relations.

As part of a new research initiative, the Group has decided to take soundings from international PR/communications students about their views on working in PR.

### *Proposed Research Questions*

1. What motivates students to study and pursue careers in public relations and strategic communications (PR/comms)?

- a. What other areas of study did they consider before choosing PR/comms? And why did they settle on PR/comms?
  - b. How do students understand the PR/comms profession?
  - c. Which PR/comms sectors and practices are most attractive?
  - d. Which PR/comms sectors and practices are least attractive?
  - e. To what extent does PR/comms reflect the diversity of society? What role does PR/comms play in promoting diversity in the practice as well as society?
  - f. How do they hope to influence the PR/comms profession? Society?
2. What do emerging practitioners expect as they begin PR/comms careers?
- a. How prepared do they feel for a PR/comms position compared to potential applicants from other areas of study and society (e.g., liberal arts, humanities, business, etc.)?
  - b. What strengths do they think they bring to the workplace?
  - c. What knowledge, skills or abilities do they think they need to develop?
  - d. What are the preferred working conditions (e.g., independent/collaborative, apprenticeship/mentorship, in-office/remote/hybrid, etc.)
  - e. What salaries and benefits do entry-level practitioners expect?
  - f. What kinds of professional development/support is expected (or needed)?

### *Methodology*

Through a short series, of four themed online focus groups, supported by a facilitator

<b>Date</b>	<b>Theme</b>
Oct	Run a test group to see how effective the approach is in practice
Nov	How ready they feel for working in PR – skills gaps/confidence? <ul style="list-style-type: none"> <li>○ How do they understand public relations?</li> <li>○ Do they perceive prejudice against 'PR' students and what is the motivation to study PR / comms and pursue a career</li> </ul>
Dec	Employee Value Proposition – what support do they value/want, hybrid working?

	Salary, progression, CPD, ethical and broader career expectations?
Jan	Diversity - does the industry fairly reflect our diverse society - to include race, gender, disability, LGBTQ and age? <ul style="list-style-type: none"><li>○ How do they perceive opportunities to reach executive levels?</li></ul>
Feb	Most popular sectors and why? Where do they want to work and where they don't! <ul style="list-style-type: none"><li>○ Is PR understood as a discipline, how do they perceive its intersection with digital content production / advertising etc?</li></ul>

**Gregory T. Papanikos**  
President, ATINER

## **The Global Media Coverage of the 2022 Qatar World Football Cup**

Mega sporting events attract global media attention such as the Olympic Games and the World Football Cup. Countries bid to host such events for a number of reasons which include favourable global media coverage serving economic, political, national, and cultural purposes. Qatar, following a long strategy of establishing itself on the world stage as a pioneer country in the Middle East, showcased its national economic achievements by organizing the World Football Cup from 20 November 2022 to 18 December 2022. The purpose of this paper is to look at the extent of media coverage demonstrated by the international media attention that is officially licenced by FIFA to cover the games: tv, radio, mobile and internet.

**Geraldina Roberti**

Associate Professor, Sapienza University of Rome, Italy

&

**Ariela Mortara**

Assistant Professor, University of Milan, Italy

## **The Role of Influencers among Culture, Marketing and Education**

In recent years, influencers have taken on an increasingly important role in the landscape of communication, occupying a growing space both in the daily practices of subjects and in the marketing and advertising strategies of companies. In fact, influencers have increasingly diversified their activities while maintaining the ability to establish a relationship with their followers based on trust, authenticity, and emotional connection.

If it is true that, as some research shows (Casaló et al. 2020), these personalities have been able to consolidate their role to the point where they become digital opinion leaders, celebrities capable of guiding consumer purchasing processes in a growing number of commercial sectors, it is also true that their ability to influence seems to go beyond the realm of consumer goods to spill over into contexts seemingly remote from them. We refer, to give just a few Italian examples, to Chiara Ferragni, “testimonial” for the Uffizi Museum (July 2020), or to the book just published by Cristina Fogazzi, or the *Estetista Cinica*, who presents readers with the stages of her personal Grand Tour of museums, galleries and contemporary art. It seems, in fact, that influencer marketing is also entering the cultural sphere, almost as proof of the multidimensionality of its protagonists, but also of its transversal character in relation to traditional advertising strategies.

But while these “incursions” of famous influencers into the artistic realm have often been criticized even by public opinion, the reaction to another kind of emerging influencer, the educational influencer, is different. Also due to the acceleration of the digitalization process of the educational sector after the pandemic, a new type of influencer has emerged in the Italian context: the “influential teacher”, a figure able to use the Internet to promote a participatory design of the learning process. This phenomenon, already studied in the United States and the United Kingdom (Maurizio, 2022), is still in its infancy in our country, but it offers a new and interesting perspective for the analysis of the activities of influencers in social media. In this sense, this paper presents an exploratory analysis of the phenomenon in order to



understand the direction in which the relationship between influencers and cultural dissemination practices is evolving.

**Yaşar Şekerci**

Research Assistant, Galatasaray University, Türkiye

## **What's New Against Goblin Mode?: Employer Brand Practices in Turkey during the Post-Pandemic Period**

Having a strong employer brand plays a key role in keeping employee motivation, loyalty, and high satisfaction. Improving employee experiences and expectations is essential for maintaining and enhancing brand strength. The pandemic has changed the dynamics of business life as it has affected different aspects of life. Remote working and hybrid working models that come with the pandemic have changed the expectations of employees from companies and required organizations to revise their employer branding practices. In the post-pandemic period, employees whose expectations are not met or whose motivation decreases can enter goblin mode. An employee in Goblin mode may reject social and work practices with low motivation. This study will first define the concept of goblin mode, which can be an important obstacle to becoming a strong employer brand in the context of corporate communication, and then examine the employer branding practices of companies in Turkey during and after the pandemic. In the study, employer branding practices of companies in the BIST30 index will be revealed with similar and different points and an employer branding practice mapping will be made.

**Scott Shamp**

Associate Dean & Professor, Florida State University, USA

**Karla Berry**

Associate Professor, Southern Illinois University Carbondale, USA

&

**Bijay Raj Paudel**

Researcher, Southern Illinois University Carbondale, USA

### **Cultural Venues and NFC: TagTouring**

After the pandemic, museums are struggling. But small to medium size museums are in crisis because they are caught in a downward economic spiral. As attendance dwindles, these museums have less funding to create new attractions. Fewer new attractions means fewer visitors – and the sinking cycle continues. Small and medium size museums need affordable ways to revitalize their established offerings. Cultural venues need to infuse their old assets with new ideas. They need new affordable ways to reinvigorate without having to renovate. Mobile communication technology holds promise as an inexpensive way to breathe new life into existing assets. This presentation will present a way to use mobile phones, Near Field Communication (NFC) technology, and small inexpensive tags overlay new ideas on top of existing exhibitions. The presentation will demonstrate a system that allows museums and cultural venues to quickly and cost effectively update and upgrade their offerings.

**Ada Silveira**

Senior Visiting Researcher, Sodertorn University, Sweden & Professor,  
Federal University of Santa Maria, Brazil

**Mediatization and News Coverage in the Multipolar  
World: The Media as a Securitizer Agent**

The current understanding of mediatization as an influent concept in media is precedent to the studies of Journalism. The reality of the digital convergency opened what Winfried Schulz (2004) pointed out as the third moment of the mediatization, referring to the amalgamation of actions that are related to the media or not. The allusion to digital social media platforms as bridges resorts to the set articulated by software, apps, websites, systems, databases, video streaming, among other resources that function as connectivity and online interaction points between users, as well as their products and services congregated by the companies that are responsible for them.

The general objective is the purpose of analyzing the security recrudescence in the mediatic agency operated by platform journalism in the scenario of international conflicts. Its analytical exploration assumes the theoretical-methodological apparatus of material semiotics, based on the Actor-Network Theory (ANT), the relationship between the news activity of Journalism and the platforms through the distinction between pertinent categories to the recognition of actors, actants, audiences, and activities (LEWIS; WESTLUND, 2015). The actors, individual or collective ones, correspond to the action of journalism. The investigation applies the methodological application and its empirical operationalization in the study of securitizing action and journalistic coverage in the glocal frontier in the current conflictive scenario. The politic power (of Public Security and Defense policies, for example), articulated with the coercive power is projected by the symbolic power of the media, shaping a given structure of newsworthiness in favor of a certain understanding of securitization.

In Brazil, the exhaustion of newsworthiness was based on the shielding of matters of great public interest and a consequent repetition of frivolous or out-of-social-reach topics. This exhaustion was followed by the propagation of fake news through processes that can be called parajournalistic, judging by its capacity of aggregating different content. The identity (re) constitution of Journalism in the emergency of its platformization proposes a challenging debate. It implies facing the tensioning between datafication (which is responsible for the systematic

capture of data, converted in what is called journalistic information) and platforms structured in a diversity of sociotechnical aspects.

**Theodore Trafalis**

Head, Professor of Industrial & Systems Engineering and Director,  
Optimization & Intelligent Systems Laboratory, The University of  
Oklahoma, USA

**Evaluating Soccer Players' Performance Using Data  
Envelopment Analysis-Machine Learning (DEA-ML)  
Approach**

*NOT AVAILABLE*

**Ming Fang Wu**

PhD Student, National Taiwan Sport University, Taiwan

### **Effects of Long-Term Feeding of Fenugreek and Red Yeast Rice Compound on Non-Alcoholic Fatty Liver Disease in Mice Fed a Low-Exercise and High-Fat Diet**

**Purpose:** Nonalcoholic fatty liver disease (NAFLD) is a progressive and intractable disease that is associated with metabolic syndrome. Fenugreek is a medicinal herb or spice used in Southeastern Europe and West Asia with many potential health benefits, including improving cholesterol and liver lipid levels. The purpose of this study was to investigate the effect of combining fenugreek and red yeast rice (defined as Trigo) on high-fat diet-induced NAFLD in low-exercise mice.

**Methods:** Male C57BL/6 mice were fed a high-fat diet to establish an NAFLD rat model. The mice were then divided into five groups (n=10 per group) for treatment: standard diet, vehicle (control); or high-fat diet (HFD) with Trigo supplementation by oral gavage at 0, 205, 410, or 820 mg/kg/day for 19 weeks, designated as the HFD, Trigo-1X, Trigo-2X, and Trigo-3X groups, respectively. We then measured serum transaminase (ALT, AST), blood lipid (TG, TC), hepatic lipid content (TG, TC), and liver histology (NAFLD score).

**Results:** We found that Trigo supplementation dose-dependently improved serum levels of TC, TG, AST, ALT, and hepatic TC and TG levels in NAFLD mice. Moreover, Trigo significantly reduced the NAFLD activity score of the mice liver. Our study demonstrated that Trigo has a protective effect on NAFLD by reducing serum levels of TC and TG and inhibiting hepatic lipid accumulation in mice liver tissues.

**Danilo Yanich**

Professor, University of Delaware, USA

### **War in Ukraine: What is the Story?**

The Russian invasion of Ukraine shocked the world. But Vladimir Putin had signaled his intentions for weeks before Russian troops crossed the border on February 24, 2022. The condemnations of Putin's actions were immediate, forceful and widespread. The international community galvanized to promise, organize and deliver aid—humanitarian and military. The United States was (and remains) the leader in that effort. As of August 2022, the US has committed over \$54 billion in aid to Ukraine, including \$13.5 billion in direct military support. That is more than double the total aid from all European Union institutions (second on the list). By any measure, that is a lot of money. Yet, even in the country's polarized political environment, that approach to the war has enjoyed overwhelming support. How might we explain that phenomenon? One way is to examine how the war was mediated to American audiences. In his paper, we examine the content of the evening newscasts of the major broadcast networks, ABC, CBS and NBC, during the first ten weeks of the war. What did American audiences see? What was the frame? The angle? What might that mean for US policy?



8<sup>th</sup> Annual International Symposium on Leisure & Recreation, 8-11 May 2023, Athens, Greece:  
Abstract Book

**George Zouridakis**  
Research Fellow, ATINER, Greece

**Legal Aspects of Sport Tourism and Hospitality in Greece**

*NOT AVAILABLE*

## References

- Kosma and Gkounta O (2023) *Leisure & Recreation. Abstract Proceedings of the 8th Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Gkounta O (2022) *Leisure & Recreation. Abstract Proceedings of the 7th Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2021) *Leisure & Recreation. Abstract Proceedings of the 6th Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2020) *Leisure & Recreation. Abstract Proceedings of the 5th Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2019) *Leisure & Recreation. Abstract Proceedings of the 4th Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2018) *Leisure & Recreation. Abstract Proceedings of the 3rd Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2017) *Leisure & Recreation. Abstract Proceedings of the 2nd Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).
- Papanikos GT (2016) *Leisure & Recreation. Abstract Proceedings of the 1st Annual International Symposium*. Athens: Athens Institute for Education and Research (ATINER).