



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

**22nd Annual International Conference on
Communication and Mass Media
13-16 May 2024, Athens, Greece**

**Edited by
John Pavlik & Olga Gkounta**

2024

Abstracts
22nd Annual International
Conference on Communication
and Mass Media
13-16 May 2024, Athens, Greece

Edited by
John Pavlik & Olga Gkounta

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Preface

This book includes the abstracts of all the papers presented at the 22nd Annual International Conference on Communication and Mass Media (13-16 May 2024), 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 conference 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 conference (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, 2010-2024*

Year	Papers	Countries	References
2024	58	23	Pavlik and Gkounta (2024)
2023	36	16	Pavlik and Gkounta (2023)
2022	33	19	Pavlik and Gkounta (2022)
2021	12	9	Papanikos (2021)
2020	16	9	Papanikos (2020)
2019	37	21	Papanikos (2019)
2018	56	19	Papanikos (2018)
2017	65	27	Papanikos (2017)
2016	50	22	Papanikos (2016)
2015	65	26	Papanikos (2015)
2014	66	31	Papanikos (2014)
2013	49	27	Papanikos (2013)
2012	60	26	Papanikos (2012)
2011	85	25	Papanikos (2011)
2010	64	29	Papanikos (2010)

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 Communication and Mass Media. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the conference.

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 22nd Annual International Conference on Communication and Mass Media accomplished this goal by bringing together academics and scholars from 23 different countries (Australia, Brazil, Bulgaria, Canada, China, Egypt, Germany, Israel, Italy, Japan, Mexico, Poland, Puerto Rico, Qatar, Saudi Arabia, South Africa, Sweden, Switzerland, Taiwan, Thailand, Türkiye, UAE, USA), which brought in the conference 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 conference 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.

John Pavlik & Olga Gkounta
Editors

22nd Annual International Conference on Communication and Mass Media, 13-16 May 2024, 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. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
3. Adam Pitluk, Deputy Head, Mass Media and Communication Unit, ATINER & Assistant Professor, Coastal Carolina University, USA.
4. Geneviève Bonin-Labelle, Research Fellow, Mass Media and Communication Unit, ATINER.
5. Laura Trujillo Liñán, Professor, Universidad Abierta, Mexico.

FINAL CONFERENCE PROGRAM

**22nd Annual International Conference on Communication and Mass Media,
13-16 May 2024, Athens, Greece**

PROGRAM

Monday 13 May 2024

08.30-09.15

Registration

09:15-10:00

Opening and Welcoming Remarks:

- o **Gregory T. Papanikos**, President, ATINER.

10:00-11:30 Session 1

Session 1a

Moderator: Dr. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.

1. **Mary Tucker-McLaughlin**, Professor, East Carolina University, USA.
Title: Geofencing: Emerging Technology for the Dissemination of Critical Messages.
2. **Samuel Seaman**, Professor, Pepperdine University, Graziadio Business School, USA.
Title: The Realm of Digital Distinction.
3. **Keith Zukas**, Associate Professor, University of Wisconsin-Whitewater, USA.
Title: Refugee Crisis, News Crisis: The Framing of Episodic and Thematic Articles.
4. **Ioannis Kontos**, Assistant Professor, United Arab Emirates University, UAE.
Title: Deepfakes: Latent Data between Photojournalism, Social Connectivity, and Learning.

Session 1b

Moderator: Li Chen, Professor, Delaware State University, USA.

1. **Gregory T. Papanikos**, President, ATINER.
Title: Foreign Players in the Greek Football League: Evidence from the 2023-24 Regular Season.
2. **Theodore Trafalis**, Professor, University of Oklahoma, USA.
Title: Machine Learning in Sport's Data.
3. **Christos Anagnostopoulos**, UNESCO Chairholder and Assistant Professor, Hamad Bin Khalifa University, Qatar.
Brenno Castrillon Menezes, Assistant Professor, Hamad Bin Khalifa University, Qatar.
Sumaya Rahman, MSc Student, Hamad Bin Khalifa University, Qatar.
Syeda Rizvi, MSc Student, Hamad Bin Khalifa University, Qatar.
Title: Taking Stock of Corporate Social Responsibility Through Sport: Empirical Insights from Listed Companies in Qatar Stock Exchange.

11:30-13:00 Session 2

Session 2a

Moderator: Mary Tucker-McLaughlin, Professor, East Carolina University, USA.

1. **John Spiridakis**, Professor and Chair, Department of Education Specialties, St. John's University, USA.
Title: Banned Books: Seismic Cultural Change or Censorship as Usual and Censorship in the USA.
2. **Sandra L. Borden**, Professor, Western Michigan University, USA.

Session 2b

Moderator: Theodore Trafalis, Professor, University of Oklahoma, USA.

1. **Jennifer Walinga**, Professor, Royal Roads University, Canada.
Title: The Role of Leadership Competence in Enhancing Sport Performance Outcomes.
2. **Li Chen**, Professor, Delaware State University, USA.

<p><i>Title: Journalism's Crisis of Irreverence.</i></p> <p>3. Denis Belisle, Professor, Université de Sherbrooke, Canada. <i>Title: What Is the Probability that You Could Breathe the Same Air as Jesus-Christ?</i></p> <p>4. Margareta Melin, Senior Lecturer & Associate Professor, Malmö University, Sweden. <i>Title: Embodied Critical Learning through Performance Teaching.</i></p>	<p>Xianhua Luo, Professor, Delaware State University, USA. <i>Title: Analyses of History, Development, and Future Trends of Esports among American Universities.</i></p> <p>3. Lucely Vargas Preciado, Adjunct Research Fellow, La Trobe University, Australia. Geoff Dickson, Director – Centre for Sport and Social Impact, La Trobe University, Australia. <i>Title: Organization Committees for Olympic Games – The Evolution of IOC-Mandated Directors.</i></p> <p>4. Antonio Tintori, Researcher, National Research Council of Italy, Italy. Loredana Cerbara, Researcher, National Research Council of Italy, Italy. Giulia Ciancimino, Research Fellow, National Research Council of Italy, Italy. <i>Title: Adolescents and Sport. Stereotypes and Relational Effects.</i></p> <p>5. Pınar Gültekin, Associate Professor, Düzce University, Türkiye. Yaşar Selman Gültekin, Associate Professor, Düzce University, Türkiye. Yıldız Bahçeci Öztürk, PhD Student, Düzce University, Türkiye. <i>Title: Bibliometric Network Analysis of Outdoor Recreation and Determinants of Physical Activities.</i></p>
<p>13:00-14:30 Session 3</p>	
<p>Session 3a Moderator: John Spiridakis, Professor and Chair, Department of Education Specialties, St. John's University, USA.</p>	<p>Session 3b – A Special Session on “Communication, Philosophy, and Pedagogy” Moderator: Brian Massey, Professor, East Carolina University, USA.</p>
<p>1. Nagwa Fahmy, Associate Professor, Zayed University, UAE. <i>Title: News Avoidance: A Comparative Study of Egyptian and UAE Public Consumption of News.</i></p> <p>2. Gizem Melek, Associate Professor, Yaşar University, Türkiye. Öykü Yenen Aytakin, Research Assistant, Yaşar University, Türkiye. <i>Title: Unraveling Bias: Visual Framing and Issue Networks in Turkish Media's Coverage of the March 2024 Mayoral Election.</i></p> <p>3. Nazli Cetin Gundogdu, Assistant Professor, Yeditepe University, Türkiye.</p>	<p>1. Laura Trujillo-Linan, Professor/Researcher, Universidad Panamericana, Mexico. <i>Title: Wired and Tired: Exploring the Intersection of Technological Advancement and Social Exhaustion.</i></p> <p>2. David Painter, Associate Professor, Rollins College, USA. <i>Title: Using Artificial Intelligence to Teach Communication Classes: Ethics, Efficiencies, and Best Practices.</i></p> <p>3. Elsa Sanchez Huerta Villalba, Graduate Student, Universidad</p>

<p><i>Title: Dialogue on Twitter: Evaluation of the Presidential Candidates' Tweets during the 2023 Elections.</i></p>	<p>Panamericana, Mexico. <i>Title: Generation Gap, is it an Obstacle or an Opportunity?</i></p> <p>4. Lance Chong, Instructor, University of Lethbridge, Canada. <i>Title: From Knobs to Weights: The Misalignment of Human Language in the Age of Artificial Intelligence.</i></p>
<p>14:30-15:30 Lunch</p>	
<p>15:30-17:00 Session 4</p>	
<p>Session 4a Moderator: Denis Belisle, Professor, Université de Sherbrooke, Canada.</p>	<p>Session 4b Moderator: Laura Trujillo-Linan, Professor/Researcher, Universidad Panamericana, Mexico.</p>
<p>1. Suda Ishida, Professor, Hamline University, USA. <i>Title: The Use of Generative AI in the U.S. Presidential Campaigns and Advertising.</i></p> <p>2. Katarzyna Sanak-Kosmowska, Associate Professor, Krakow University of Economics, Poland. <i>Title: The Role of Social Media in Political Marketing Communication in Poland: An Analysis of X Results in Poland.</i></p> <p>3. Juliana de Oliveira Vicentini, Postdoctoral Researcher, University of São Paulo, Brazil. Odaléia Telles Marcondes Machado Queiroz, Professor, University of São Paulo, Brazil. <i>Title: Communication and the UN Sustainable Development Goals.</i></p> <p>4. Saud Alsulaiman, Assistant Professor, King Saud University, Saudi Arabia. <i>Title: Understanding Podcast Use Among Saudi People: How and Why?</i></p>	<p>1. Regina Marchi, Professor, Rutgers University, USA. <i>Title: Cultural Communication and the Contradictions of Commodifying Latinx Celebrations.</i></p> <p>2. Marquita Smith, Associate Dean for Graduate Programs and Research, University of Mississippi, USA. <i>Title: Black Voices: HBCU Radio Station Trends and Digital Community Engagement.</i></p> <p>3. Brian Massey, Professor, East Carolina University, USA. <i>Title: The Many Futures of Digital Journalism.</i></p> <p>4. Ivan De La Cruz, Assistant Professor, University of Puerto Rico, Puerto Rico. <i>Title: Internet and Social Media Impact on Health and COVID-19 in Puerto Rico.</i></p>
<p>17:00-18:00 Session 5 Moderator: Marquita Smith, Associate Dean for Graduate Programs and Research, University of Mississippi, USA.</p>	
<p>1. Victoria Abel, PhD Candidate, University of Toronto, Canada. <i>Title: Posted Memory and Photogenic Spaces: Holocaust Memorials and Photography.</i></p> <p>2. Duygu Karatas, Postdoctoral Researcher, University of Siegen, Germany. <i>Title: Unpopularizing the Popular: The Anatomy of Social Media Lynching Campaign against the Pop Queen Sezen Aksu.</i></p>	
<p>20:30-22:30 Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music)</p>	

Tuesday 14 May 2024

09:00-10:30 Session 6	
<p>Session 6a Moderator: Margareta Melin, Senior Lecturer & Associate Professor, Malmö University, Sweden.</p>	<p>Session 6b Moderator: Lucely Vargas Preciado, Adjunct Research Fellow, La Trobe University, Australia.</p>
<ol style="list-style-type: none"> 1. Festus Eribo, Professor, East Carolina University, USA. <i>Title: War Propaganda and Correspondents: Updating UN Covenant and Media Ethical Principles.</i> 2. Ahmed Radwan, Associate Professor, University of Sharjah, UAE. Sheren Ali Mousa, Assistant Professor, University of Kalba, UAE. <i>Title: Do the Pressures of Self-Disclosure Drive Social Media Users to Withdraw?</i> 3. Yaron Katz, Senior Lecturer, Holon Institute of Technology, Israel. <i>Title: The Relationship between Competition and Innovation.</i> 4. Frank Gessner, Professor, Film University Babelsberg Konrad Wolf, Germany. <i>Title: Fin ... Once Upon a Time.</i> 	<ol style="list-style-type: none"> 1. Chiachi Cheng, Assistant Professor, Tokyo University of Science, Japan. Ching Li, Professor, Taiwan Normal University, Taiwan. <i>Title: The Sports Indicators of Developing Virtual Canoe Slalom in Japan.</i> 2. Vesile Cinceoglu, Research Assistant and PhD Candidate, University of Zurich, Switzerland. Jaelle Fuchs, Research and Teaching Assistant, PhD Candidate, University of Zurich, Switzerland. <i>Title: Beyond the Spotlight: Unraveling Reactions and Media Narratives Surrounding Simone Biles and Simone Biles Husband.</i>
10:30-12:00 Session 7	
<p>Session 7a Moderator: Ahmed Radwan, Associate Professor, University of Sharjah, UAE.</p>	<p>Session 7b Moderator: Weerapong Polnigongit, Lecturer, Suranaree University of Technology, Thailand.</p>
<ol style="list-style-type: none"> 1. Ivanka Mavrodieva, Professor, Sofia University "St. Kliment Ohridski", Bulgaria. <i>Title: Podcasts In Bulgaria: An Alternative, Parallel or Flexible Approach to Changing the Media Ecosystem.</i> 2. Khayrat Ayyad, Associate Professor, Head, Academic Accreditation Department, University of Sharjah, UAE. Rehab Sallam, Media Consultant, Egypt. <i>Title: Escalated vs. De-Escalated-Oriented; Online Media's Coverage of the January 2011 Uprising in Egypt.</i> 3. *Geneviève Bonin-Labelle, Research Fellow, Mass Media and Communication Unit, ATINER. <i>Title: Alternative Theories of Innovations as a Solution for Strained Network Communication:</i> 	<ol style="list-style-type: none"> 1. Onder M. Ozdem, Associate Professor, Vice Chair, Program of Film Design and Directing, Başkent University, Türkiye. <i>Title: Commodification, Mass-mediazation, and Contestation: Mobile Phones as an Alternative to Mainstream Media as an "Ideological Apparatus" in the Case of Türkiye.</i> 2. Yan Li, Lecturer, Guangzhou University, China. <i>Title: Agenda-setting Strategies for China's Participation in the Construction of International Institutions in the Digital Space.</i> 3. Yumeng He, PhD Student, Guangdong University of Foreign Studies, China.

<p><i>The Plight of Specialist Teachers in Post-Strike Quebec, Canada.</i></p> <p>4. Lucky Dlamini, Communications and Stakeholder Relations Manager, NRF-South African Institute for Aquatic Biodiversity (NRF-SAIAB), South Africa. <i>Title: Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption.</i></p>	<p><i>Title: A Contrastive Construction of Interpersonal Cognition and Linguistic Applications in Promotional Discourses on Mobile Phones.</i></p> <p>4. Giuseppina Iacoviello, Associate Professor, University of Pisa, Italy. Iacopo Cavallini, Associate Professor, University of Pisa, Italy. Elena Bruno, Associate Professor, University of Pisa, Italy. <i>Title: Communication Adds Value to the Business. A Brief History and Prospects of Blockchain Technology.</i></p>
<p>12:00-13:30 Session 8</p>	
<p>Session 8a Moderator: Khayrat Ayyad, Associate Professor, Head, Academic Accreditation Department, University of Sharjah, UAE.</p>	<p>Session 8b Moderator: Duygu Karatas, Postdoctoral Researcher, University of Siegen, Germany.</p>
<p>1. Juan Luciano, Full Professor, University of Puerto Rico at Arecibo, Puerto Rico. <i>Title: The Rhetoric of Musical Phenomenon Bad Bunny: A Critical Analysis Concerning Popular Culture, Social Activism, Masculinity and Patriotism.</i></p> <p>2. Mariusz Boguszewski, Assistant Professor, Cardinal Stefan Wyszyński University, Warsaw, Poland. <i>Title: The Value of Listening.</i></p> <p>3. Sumayya Ebrahim, Senior Lecturer, University of Johannesburg, South Africa. <i>Title: Freedom Fighters? Or Terrorists? An Analysis of Representations of Islamic Resistance Movement.</i></p>	<p>1. Bernardo Buarque de Hollanda, Associate Professor, Getulio Vargas Foundation (FGV), Brazil. <i>Title: From the "Country of Football" to the "Land of Sports Mega-Events": An Evaluation of the Brazilian Stadium's Modernization after the 2014 FIFA World Cup.</i></p> <p>2. Wenhui Yang, Professor & Vice Dean, School of English for International Business, Guangdong University of Foreign Studies, China. <i>Title: RRG in Commercial Institutional Discourses.</i></p> <p>3. Agnieszka Grzechynka, Assistant Professor, Jesuit University Ignatianum in Krakow, Poland. <i>Title: The Zero-Cultural Individual in the Contemporary Communication Space: Identification of the Phenomenon, Opportunities, Challenges.</i></p> <p>4. Weerapong Polnigongit, Lecturer, Suranaree University of Technology, Thailand. <i>Title: Social Media Usage of Thai Volunteering Organizations.</i></p>
<p>13:30-14:30 Lunch</p>	
<p>14:30-16:00 Session 9 Moderator: Geneviève Bonin-Labelle, Research Fellow, Mass Media and Communication Unit, ATINER.</p>	
<p>1. Yingbo Tian, PhD Candidate, National Chengchi University, Taiwan. <i>Title: From the Imagination of Cultural Politics of Emotion to a Community of Sentiment – Take the Example of Mainland Chinese Students Migrating from Mainland China to Taiwan to Listen to Taiwan Music.</i></p> <p>2. Mutaz Barnawi, PhD Student, The University of Alabama, USA.</p>	

Kenon Brown, Professor, The University of Alabama, USA.

Title: From Europe to Saudi: Unraveling the Ronaldo Riddle – Fan Motivations, Identity, and Reputation in the Wake of a Superstar Signing.

3. **Amy Eperthener**, Assistant Athletic Trainer/ Associate Faculty, PennWest Edinboro, USA.

Erik Bentsen, Assistant Faculty, PennWest Edinboro, USA.

Elizabeth Clark, Student, PennWest Edinboro, USA.

Title: Coaching the Neurodivergent Athlete.

4. **Cheryl Mallen**, Associate Professor, Brock University, Canada.

Efthalia (Elia) Chatziagianni, Professor, University of the Peloponnese, Greece.

Title: Practice and Implication of Emerging Technology on Sport Management.

17:00-20:00 Session 10

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.

20:30-22:00

Dinner

Wednesday 15 May 2024
An Educational Visit to Selected Islands
or Mycenae Visit

Thursday 16 May 2024
Visiting the Oracle of Delphi

Friday 17 May 2024
Visiting the Ancient Corinth and Cape Sounion

Victoria Abel

PhD Candidate, University of Toronto, Canada

Posted Memory and Photogenic Spaces: Holocaust Memorials and Photography

I propose that *posted memory* characterizes the practice of engaging with Holocaust memory through social media. Hirsch states, "Postmemory's connection to the past is thus actually mediated not by recall but by *imaginative investment, projection, and creation*."¹ Posted memory explores how this might extend beyond individuals who had memories 'transmitted' to them directly by survivors, but who still connect through the mediation outlined by Hirsch. Thinking photographically about the space, capturing and selecting images, then writing captions and choosing hashtags to connect their testimony to others on Instagram is an act of memory work. Visitors to Holocaust memorials are encouraged to engage with the space through photography because institutional social media profiles often repost visitor images, but also because the spaces themselves are photogenic and enjoyable to photograph.² Spaces that are photogenic enable and encourage thinking photographically. The photograph becomes a tool to externalize and share the photographer's own experience of being in the place. The social media profile stands as an extension of or outward performance of self, and posting about the Holocaust is an imaginative investment in the self; posted memory incorporates Holocaust memory into one's own selfhood. In this way, I propose that the memorial space as a photogenic space creates an opportunity for incorporating Holocaust memory into one's online selfhood.

Saud Alsulaiman

Assistant Professor, King Saud University, Saudi Arabia

Understanding Podcast Use among Saudi People: How and Why?

Podcasts have been gaining more popularity among individuals in different societies as an imperative media channel that conveys crucial information, forms debates and discussions, and offers various advantages (Bratcher, 2022; Shearer et al., 2023; Perks et al., 2019). According to Statista (2024), the number of individuals listening to podcasts worldwide jumped from 275 million in 2019 to 505 million people in 2024. The Pew Research Center also reported that around half of Americans have used podcasts in the last year for various reasons, including entertainment, sports, comedy, and politics (Shearer et al., 2023). However, little or no studies have examined podcast use with the uses and gratifications theory (U & G) as a theoretical framework (Craig et al., 2023), especially in Saudi Arabia.

Therefore, this nationwide study utilized the uses and gratifications theory to examine podcast use and its relations to demographic variables like gender among Saudi people from different regions. The study also examined how podcast use has impacted Saudis' behaviors, particularly lifestyle changes, and their level of trust in the news and information they receive from podcasts. The study utilized mixed methods research using a concurrent nested design, particularly online surveys and structured interviews, to understand how and why Saudis use podcasts. The study used the Pew Research Center podcast instrument (Shearer et al., 2023) with demographic and Likert scales on how and why Saudis use podcasts. Over 1670 people took the online survey, and 10 individuals took the structured interviews. Findings revealed enticing results, with most Saudis reporting that they have been listening to podcasts in the past year for several reasons, including education, entertainment, and encouragement and inspiration. The study also found that demographic variables, like gender, played significant roles, with differences in motives, behaviors, topics, and trust when consuming podcasts. Ultimately, the study provides rich insights into podcast use, trust, and motives among Saudi people, helping communicators and lawmakers better understand media habits, especially how and why Saudis consume new technologies, thus enabling them to craft and convey effective messages via proper communication channels with profound impacts on Saudi people.

Christos Anagnostopoulos

UNESCO Chairholder and Assistant Professor, Hamad Bin Khalifa
University, Qatar

Brenno Castrillon Menezes

Assistant Professor, Hamad Bin Khalifa University, Qatar

Sumaya Rahman

MSc Student, Hamad Bin Khalifa University, Qatar

&

Syeda Rizvi

MSc Student, Hamad Bin Khalifa University, Qatar

Taking Stock of Corporate Social Responsibility through Sport: Empirical Insights from Listed Companies in Qatar Stock Exchange

Qatar National Vision (QNV) 2030 aims to transform the country by 2030 into a developed State capable of achieving sustainable development through four major pillars: human, social, economic, and environmental development. As Qatar moves forward in meeting multiple ambitious goals under these four pillars, the role of companies in community development becomes more and more crucial. Indeed, being companies' commitment to contribute to sustainable development while improving the quality of life of their employees, supporting the local community, and reassuring the welfare of society, CSR is playing a vital role place in the achievement of a company's objectives. The notion of CSR in Qatar is largely associated with network-building, concrete impact, sustainable development and inspiring development. Since 2000, Qatari government has been encouraging companies that operate in Qatar to embrace CSR principles. More specifically, an amount equivalent to 2.5% of the annual net profits of joint stock companies shall be allocated to support sports, cultural, social, and charitable activities.

Irrespective of the reasoning behind the adoption of CSR, sport presents some unique features that make it attractive to CSR implementation (Smith & Westerbeek, 2007). The purpose of this study is to provide a descriptive account of the nature and scope of CSR programs that have sport at their core by the firms listed in the Qatar Stock Exchange (QSE). More specifically, the present report addresses the following questions: How do QSE-listed firms utilize sport as part of their CSR agendas? How do different industries have different approaches to CSR through sport? We conducted a comprehensive analysis of CSR initiatives through sport within the annual reports of companies listed on the QSE using large language model (LLM). Our study primarily utilizes two

components: prompts and Retrieval Augmented Generation (RAG). Prompts act as the initial instructions or user input that trigger a LLM to generate responses. LangChain streamlines this process by offering predefined prompt templates, which are essentially parameterized text strings. On the other hand, RAG is a technique to expand an LLM's knowledge base by incorporating real-time or specific data, overcoming the limitations of the data it was originally trained on. We analyzed 426 annual reports of all listed companies published between 2008 to 2022, and a total of 840 'CSR through sport' programs were identified. The highest number of CSR through sport was observed in the year 2022, and the least number in the year 2005. More details on both the employed method and the results will be given during the conference. This is an ongoing research which is made possible from the funding received for the Project with a No. HBKU-INT-VPR-TG-02-11 awarded by the Hamad Bin Khalifa's Office of the Vice President for Research. The findings to be disseminated during the conference reflect the work and are solely the responsibility of the authors.

Khayrat Ayyad

Associate Professor, Head, Academic Accreditation Department,
University of Sharjah, UAE

&

Rehab Sallam

Professor, Cairo University, Egypt

**Escalated vs. De-Escalated-Oriented; Online Media's
Coverage of the January 2011 Uprising in Egypt**

The study aims to explore how online newspapers covered the January 2011 uprising in Egypt. Through applying principles of peace journalism approach, the study investigated to what extent the newspapers' coverage of the political conflict during the uprising was de-escalated-oriented vs. escalated-oriented.

For theoretical framework, the study applied the principles of Peace Journalism model introduced by Jon Galtung in 1970s (Galtung 2002). This model assumes that the media can narrow the differences between the parties involved in a conflict through focusing on the commonalities between them. Based on vision of Galtung as interpreted by Lynch and McGoldrick (2005, p. 6). media coverage of conflict may adopt either peace Journalism/De-Escalation-Oriented approach or war Journalism /Escalation-Oriented approach.

The study addressed four questions:

- 1) To what extent the online journalism's coverage of political conflict during the January 2011 uprising in in Egypt were de-escalated-orientated vs. escalated -orientated?
- 2) How the Egyptian newspapers presented parties and actors involved in the conflict?
- 3) What kinds of language used to present conflict's events and parties?
- 4) Do ownership and political stand of the newspaper influence its coverage of the conflict?

The study analyzed content of two newspapers in Egypt; Al-Akhbar (owned by the government) and Al-Youm Al-Sabah (private ownership). The period of the study covered the year of 2011, in which, the Egyptian uprising evoked on 25th January. 9 (nine) weeks were selected in 2011, which witnessed main events and issues reflecting conflict situations.

Analysis included 366 news articles from 116 issues of the selected newspapers during nine weeks of 2011, which witnessed the main issues and events of the conflict.

Finding indicated that the coverage of online newspapers of the uprising, in terms of the conflict's issues and events, presenting the conflict's parties and actors, and orientation of language used, were escalated-oriented and were far from adopting principles of peace journalism frame. The orientation of government owned newspaper was more escalated-oriented compared to orientation of opposition party owned newspaper.

Mutaz Barnawi

PhD Student, The University of Alabama, USA

&

Kenon Brown

Professor, The University of Alabama, USA

From Europe to Saudi: Unraveling the Ronaldo Riddle - Fan Motivations, Identity, and Reputation in the Wake of a Superstar Signing

The signing of Cristiano Ronaldo by Al Nasser Club in the Saudi Football League shocked football fans worldwide, a critical development that has sparked discussions concerning Ronaldo's motivations and wider influence on fan identification and Saudi Arabia's soft power efforts. The current study aims to examine these elaborate dynamics by utilizing Social Identity Theory and Uses and Gratifications Theory as the primary frameworks. Hence, Ronaldo and other international world-star players signing with the Saudis is essential to Saudi Arabia's Vision 2030, a plan to elevate the country's prominence in international sports and enhance its global reputation as strategic elements move in Saudi Arabia's soft power approach. While the geopolitical implications are clear, fan reactions to this signing are complex and warrant in-depth analysis.

Social identity theory is employed to investigate the possible overlapping identities of football fans and Ronaldo supporters. Further, it is speculated that this dual identity may affect how fans respond to Ronaldo's signing with the Saudi League. Uses and Gratifications Theory is also utilized to comprehend the motivations behind fan reactions, ranging from the need for social interaction to allegiance to Ronaldo.

A quantitative survey has been partially conducted, targeting football fans interested in Ronaldo's career move. In addition, Behavioral elements such as supportive behavioral intention and word-of-mouth will be examined; however, the preliminary findings suggest that these behavioral aspects are influenced by the interplay between fan identification and motivations, and they may also impact Saudi reputation, which is considered as instrumental in shaping the ongoing study and will be integrated into the final analysis.

Consequently, the current research is still in progress; however, it strives to contribute to the existing literature on fan identification and motivations, as well as the effectiveness of sports in soft power and nations' strategies to enhance their reputation. Therefore, the research will

offer a comprehensive view of the complex relationship between fan identification, motivations, and the geopolitical implications of sports and sporting mega-events by utilizing Social Identity Theory and Uses and Gratifications Theory. As a result, the study's anticipated findings, guided by the preliminary results, are expected to have academic and practical implications, enriching the literature on sports communication, identity, and international relations.

Denis Belisle

Professor, University of Sherbrooke, Canada

What Is the Probability that You Could Breathe the Same Air as Jesus-Christ?

This communication offers a complete review and detailed commentary of a real exchange with the ChatGPT AI chatbot, prompted by an easily understood question that developed into a scientific fact-based argument that it eventually lost and where victory was conceded in a most elegant and informative fashion.

For an intellectually inclined mind, ChatGPT is a fabulous sparring partner. Informed, lightning-fast responses in a conversational tone that rounds up solid argumentation points in agreeable manners. All stemming from a seemingly bottomless well of information and encyclopedic knowledge. It is an unprecedented tool, and one that we peremptorily must learn how to use. Many will come to think of these machines as a form of oracle, herein lies the gravest danger of such automatons. They are stronger, faster, better. In another word, inhuman. Which makes them prone to being over-admired and subject to worship-like behavior while they should be the most doubted and tested of all information systems. Nothing coming out of one of them should ever be taken for granted.

When the initial question was put forth, ChatGPT took a clear and definite stance for which it elaborated various sub-arguments consolidating its position. After a few probes that served the purpose of clarifying the question itself, for both the human and the automaton, rounds of sub-questions and answers led the human to adopt a clear and radically opposite stance. Following this, ChatGPT still maintained its initial position, albeit in a slightly diluted form. The human then proceeded to fully illustrate its own position and basing it on calculations using the very same values that ChatGPT had provided. After some feeble resistance, ChatGPT not only conceded the argument, but fully endorsed the human's position.

It is at this point of the exchange that ChatGPT exhibited its most unanticipated and extraordinary behavior: it extrapolated the significance of the argument in a philosophical fashion that brought it almost into poetic territory. This was no accident, it had hinted to it earlier in the exchange and, in the end, propped it up again, more vividly. To a point where one couldn't help but wonder if there wasn't in fact some human following the exchange behind the scenes and introjecting this elevated line of thought. The Turing test was designed to establish if a machine's

behavior can be considered as human; maybe we should now consider a test to establish that the behavior is strictly the machine's and that no human is directly involved.

At the time of this writing, it isn't known to what extent this exchange will influence ChatGPT's future answers to the question originally asked.

Mariusz Boguszewski

Assistant Professor, Cardinal Stefan Wyszyński University, Warsaw,
Poland

The Value of Listening

Listening in religious communication on the basis of science is embedded in contemporary theology, but also in the theory of communication and social practice related to the broader process of communication by individuals and society. We talk more and listen less as participants in the overall communication process. Religious communication, due to its specificity, emphasizes the special role of active listening as the basis for mutual understanding between people. It is crucial for her not only to speak, but also to listen in order to build understanding with God and other people who make up a given religious community. At the same time, the position is confirmed that a similar nature of communication is conducive to strengthening community values, both in the religious dimension and in the broader social dimension.

Geneviève Bonin-Labelle

Research Fellow, Mass Media and Communication Unit, ATINER

Alternative Theories of Innovations as a Solution for Strained Network Communication: The Plight of Specialist Teachers in Post-Strike Quebec, Canada

On 23 November 2023, 66 500 teachers walked off the job in Quebec, Canada, in an unprecedented strike that became the largest in North America in terms of teachers walking off the job. They were fighting for better wages, but most importantly for better conditions for students in their classrooms.

Those classrooms have been widely influenced by universal education which has evolved over the years and is now widely known to include the concept of inclusive learning where integration and accessibility of students with a wide variety of needs are at the heart of every classroom. However, the practical implications of this model have never fully implemented leaving teachers struggling to find a way forward with little resources and support.

Among these teachers are so-called “specialists” which include English as a second language, physical education, music, drama, and art teachers who not only have the burden of one classroom, but sometimes that of an entire school. Their roles are often devalued and seen as “filler” in a school day where math, science and primary languages are deemed more important.

As they move forward after the strike, many are left to wonder how their voices will be heard among many conflicting interests and priorities. This paper explains why traditional network communication models are no longer functioning for this complex unionized sub-group and explores alternative innovation models and communication strategies as possible solutions to move their interests forward. These options are essential as staff shortages are ongoing, turnover is still high for these positions, and the whole education system is evolving in a strained post-pandemic economic and political landscape.

Sandra L. Borden

Professor, Western Michigan University, USA

Journalism's Crisis of Irreverence

Using the neo-Aristotelian framework proposed by MacIntyre in *After Virtue* (2007), Borden (2009) suggested that modern journalism can be understood within the framework of a practice, understood as a cooperative activity with standards of excellence for pursuing distinctive goods. The ultimate goal motivating journalists is to produce civic knowledge that helps “citizens know well in the public sphere” (Borden, 2009, p. 50). This *telos* gives journalism its moral justification and gives journalists their moral identity (Borden, 2010).

MacIntyre (2007) assumed, however, that a practice’s ability to promote human flourishing depends highly on its socio-political context. The current journalistic context is characterized by political polarization, news consumption based on personal preference, rampant misinformation and disinformation, and a sizable number of people who avoid the news altogether (Newman et al., 2022). It is fair to ask, in this landscape, where the public fits into journalism’s mission.

We argue that journalism as a practice needs the right kind of public to achieve moral excellence. Unlike chess players, for example, it seems journalists cannot achieve the practice’s internal goods without non-members. At the least, there must be a public to educate. But, not only that, this public must be able to adequately exercise practical reasoning when it comes to the good life. And this ability applies not just to its members, through the exercise of individual virtues, but to the public as such, through the exercise of collective virtues (Vallor, 2021). In part, this is because members of the public need to appreciate what is good for humans as such, not just for individual humans, if they are to consistently discriminate between morally excellent journalism and morally deficient journalism.

Taking the argument further, we need not only the right public, but the right politics – one oriented to the pursuit of the common good. In this neo-Aristotelian framework, journalists achieve moral excellence only when a well-formed public is capable of exercising collective virtues such as solidarity, recognizes the factors that contribute to a life well lived – or detract from it – and reliably conforms to deliberative norms conducive to the joint pursuit of the common good.

Understood as a virtuous practice in Alasdair MacIntyre’s (2007) sense, journalism’s moral mission is to contribute to human flourishing by helping “citizens know well in the public sphere” (Borden, 2009, p. 50).

Knowing well in this neo-Aristotelian framework means understanding what fosters and what hinders a good life lived together with others engaged in a politics of the common good.

Journalists aim for distinct kinds of excellence that motivate their work and enable them to inhabit the role of journalist, with its moral commitments (Borden & Tew, 2007). The civic knowledge produced by journalism conceived in this way is “news” that focuses on the common good and empowers citizens to likewise inhabit the role of citizen, with its moral commitments.

But how can journalism fulfill its mission when citizens do not trust the news, do not seek the news, do not understand the news, and actively avoid the news? (Newman, 2024). We argue that part of the journalism crisis that has not been sufficiently examined is a kind of irreverence for the news and for journalism as a practice. This problem goes beyond the prevalence of journalism folk theories and basic misunderstandings about what journalists do and what news is – the kinds of shortcomings for which observers typically prescribe media literacy (see, e.g., Wyatt, 2010).

What are lacking are unconditional, mutually shared commitments to the truth, to informed deliberation, and to the common good. In short, journalism fails to achieve moral excellence in part because its relationship to citizens is not characterized by mutually shared devotion to these transcendent ideals as objects of reverence. Such devotion unites devotees even if they do not always share particular beliefs about what is true, how to deliberate, and so on.

Here, we rely on Paul Woodruff’s (2014) conception of the virtue of reverence as a “well-developed capacity to have the feelings of awe, respect, and shame when these are the right feelings to have” (p. 6). We draw an analogy to Woodruff’s example of education: “(T)eachers and students will respect each other insofar as they recognize that they belong together in a common effort – trying to understand something that is important to understand” (p. 227). It is what makes a class rather than “just a roomful of students” (p. 228). Likewise, reverence is what makes a public rather than just an aggregation of individual media users; it is what makes a practice rather than just a bunch of people who can read TelePrompters and faithfully record quotations.

We take a look at what reverence does and does not morally require in this space, as well as possible ways for journalists and citizens to cultivate and exercise reverence, including: ceremony and ritual; satire and criticism; and engagement with stories than can inspire curiosity and awe.

Bernardo Buarque de Hollanda

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**From the “Country of Football” to the “Land of Sports
Mega-Events”: An Evaluation of the Brazilian Stadium’s
Modernization after the 2014 FIFA World Cup**

This paper focuses on the meaning of sports for the Brazilian society, especially the uses of new stadiums for football fans, in the period after the 2014 World Cup. We aim at understanding the impact of the arenas on the constitution of collective identities, through groups of fans gathered and mobilized towards high-performance professional football. If arenas were designed considering standard FIFA requirements, in order to meet the expectations of a one-month international cup, after seven years of preparation, how can we understand, in this context, the idea of a “legacy” for a country whose local championships work depending on the clubs, instead of the Brazilian team? How can we comprehend the adaptation of team dynamics to the stadiums frequented by groups of fans whose behaviors are distinct from the public who attended the World Cup matches? Our hypothesis comes from the recognition of such structural mismatch between fans of national teams and those of local clubs, two distinct systems of representation within the spectacle football: nationalism and clubism. Such mismatch, in principle, puts at stake the altruistic nomenclature “legacy” when applied by FIFA mega-events in the case of Brazil. Besides the high and questionable costs required to the government of the host country, as reported by the public opinion since 2007, the *a posteriori* use of mega-events highlights the criticism regarding the concrete benefits and utility for the improvement of quality levels of Brazilian football after the World Cup. To this presentation, in order to analyze the extent of this problem, firstly we will focus on the FIFA mega-event in Brazil, describing the set of modifications made in Brazilian stadiums. In the second and main part, we will concentrate on a specific segment of fans, which integrates the organized supporters’ associations.

Nazli Cetin Gundogdu

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Dialogue on Twitter¹: Evaluation of the Presidential Candidates' Tweets during the 2023 Elections

New technologies that changed society as an information society, did also bring new kinds of communication ways that would compete with traditional communication. Recent developments in technology have enabled user participation in content, which has changed the way we communicate and access information. Despite some limitations, within new communication technologies, social media, blogs and microblogging systems are the new and fastest ways of getting informed nowadays.

As new communication technologies and social media gained importance in the course of time, these technologies also took their place as political communication tools. The main efficacy of social media tools upon other communication instruments is that they have the opportunity to provide a mutual transmission process between the political actors and their public by enabling citizen participation through commenting (as exhibited through the reply function on Twitter), liking (such as the favorite application on Twitter) and sharing (such as the retweet action again on Twitter) the messages that are delivered by the political agents. Thus, Turkish political actors adapted their communications into this new technology.

Under the light of these developments, this study aims to explore the role of social media within the practices of political communication and its role in establishing a dialogue. In this context, the study considers the following questions: (1) Does social media establish a real dialogue between the political actor and the citizen?; (2) Or is social media used primarily as a one way communication tool by the political actor as it is usually the case with conventional media?; (3) Is social media a way for the political actors to spread their agenda and ideology? (4) If so, what kind of agenda does the political actor spread?

Accordingly, the study aims to analyze Twitter usage practices of Turkish political actors with a content analysis of tweets according to the dialogical communication principles framework. In accordance with its purpose, this research analyzes official Twitter accounts of presidential candidates in the 2023 presidential elections. The accounts' salient characteristics are revealed and the tweets are coded according to

¹Twitter was rebranded as "X" by its owner Elon Musk in July. However, since the name was still Twitter at the time of the study and the election, the social media will be referred to as Twitter in this study.

dialogical communication principles of Kent and Taylor (2001). The sample of the study consisted of the tweets of the political actors during their election campaigns sent between 19 March and 14 May 2023. First of all, to be able to measure the dialogical communication principles, content categories are created according to the political features and are attributed to every principle. Then, the tweets are coded in SPSS according to the following principles: Dialogic loop, Usefulness of Information, Generation of Return Visits, The Rule of Conversation of Visitors.

With a different point of view, the study aims to explore if there is a real dialogue in social media between the political actors and citizens within the concept of political communication. The study aims to contribute to the 22th Annual International Conference on Communication and Mass Media by revealing the nature of the dialogue in Twitter between political actors and citizens and sharing the results which will likely be crucial information for sociologists, scholars in communication studies as well as existing politicians and candidates, formal and informal organizations.

22nd Annual International Conference on Communication and Mass Media,
13-16 May 2024, Athens, Greece: Abstract Book

Li Chen

Professor, Delaware State University, USA

&

Xianhua Luo

Professor, Delaware State University, USA

**Analyses of History, Development, and Future Trends of
Esports among American Universities**

NOT AVAILABLE

Chiachi Cheng

Assistant Professor, Tokyo University of Science, Japan

&

Ching Li

Professor, Taiwan Normal University, Taiwan

The Sports Indicators of Developing Virtual Canoe Slalom in Japan

In 2023, the Olympic Esports Series, IOC President Thomas Bach announced plans to create an Olympic Esports Games amid the rapid growth of esports, especially among young people. In 2024, Japan bids to host first Esports Olympic Games in 2026. The world of sport is changing and the tendency might seem to indicate that it will include video games with the first Esports Olympic Games in 2026.

Developing outdoor sports or X-games' virtualization may let participants feel more convenience and more interesting. However, what indicators are more suitable for reshaping canoe sport virtualization is less of research. Canoe Slalom is one of Olympic events and a race against the time on a whitewater course. In order to attract new people to experience canoe slalom more easily, International Canoe Federation (ICF) planning to develop esports of canoe. Therefore, this study aims to explore the sports indicators for developing virtual canoe slalom in Japan. This research applied literature analysis, questionnaire survey and semi-structured interviews for data collection. The interviewees were 3 related persons of ICF, 2 related persons of Japan Canoe Federation (JCF), 5 athletics from Asia and collected questionnaires from 164 spectators.

This study found ICF consider the enhancing enjoyment is the most important indicator for developing virtual canoe slalom, JCF and athletics do not optimistic about future development for virtual canoe slalom. The opinions of spectators are as follows: firstly, VR technic is most suitable indicator for developing virtual canoe slalom; secondly, "feel like real canoe slalom" is the most important of virtualizations, and expect virtual canoe slalom could provide sports product information, such as advertisements and instructions for use of auxiliary products; finally, enhance the richness of virtual canoe slalom sports content is necessary.

Above all, participants consider sport virtualisation should be maintained the original characteristics of real sports, esports can provide participants with the opportunity to understand the sports more easily. This study suggests organizers or federation to conduct

research and surveys to understand participants' needs and develop e-sports.

Lance Chong

Instructor, University of Lethbridge, Canada

From Knobs to Weights: The Misalignment of Human Language in the Age of Artificial Intelligence

The historical fascination with future technology spans civilizations, often embellishing unknown technologies with mystique, whether for their perceived benefits or risks. Among these, the allure of automatons and artificial intelligence has been particularly pronounced. The public tends to perceive AI as an enigmatic black box, understandable given the complexity of related technologies such as Artificial Neural Networks (ANN). Even among IT professionals, grasping key technological concepts can be challenging, not solely due to the abstract nature of mathematics and electronics but also because of the imprecise and misleading nature of human language when conveying novel technical ideas.

At the core of ANN lies a statistical induction engine driven by input data and operational commands. In essence, it is simply a more sophisticated machine, a form of software, more potent and automated than its predecessors, devoid of true consciousness, emotion, or willpower akin to humans. Fears regarding AI safety and the Alignment Problem were not baseless but rather stemmed from a misunderstanding of their true nature.

Historically, the scientific and technological vocabulary often borrows from daily life, assigning new meanings only discernible to those educated in a specific field. Outsiders may not suspect that familiar words have been reincarnated into new intellectual dimensions. Projecting familiar meanings onto new concepts can lead to misunderstandings that persist unless proven false empirically or corrected by informed individuals. Recognizing the limitations of human language is crucial, especially considering AI's potential societal disruption. This paper uses the evolutionary journey of two pivotal AI and ANN terminologies, "weights" and "knobs," as a case study to illustrate how humans invent, repurpose, and potentially misinterpret language. The examination explores the repercussions of such misinterpretations on technical communication and social sentiment. The paper also considers potential solutions for designing more effective and precise communication strategies in today's media interfaces.

Vesile Cinceoglu

Research Assistant and PhD Candidate, University of Zurich,
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&

Jaelle Fuchs

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Switzerland

Beyond the Spotlight: Unraveling Reactions and Media Narratives Surrounding Simone Biles and “Simone Biles’ Husband”

On December 19, 2023, Simone Biles, the most decorated American gymnast in history (Simone Biles, 2024), and her husband, Jonathan Owens, Green Bay Packers safety in the NFL (NFL, 2024), participated in a podcast interview on “The Pivot”. This interview gained significant attention due to Owens’ remarks, notably his claim of not knowing Simone Biles when they first met (Hebert, 2023). Owens candidly shared, “I’m like, ‘Let me see who this [Simone Biles] is’. I had never really paid attention to gymnastics” (The Pivot Podcast, 2023). He further asserted himself as the “catch” during the podcast (Hebert, 2023). However, Owens faced substantial backlash on social media, particularly on TikTok, where comments like “I had no idea who Jonathan Owens was until Simone Biles introduced him to us” (DamnDiaz on TikTok, 2023a) received thousands of likes. Users have also initiated a trend where they show others a picture of the NFL player and ask them if they recognize the person. This led to Owens now being known as “Simone Biles’ husband [...]” (Blubuni on TikTok, 2023b). Given the widespread attention on TikTok, our first research question is: RQ1 *How did TikTok users react to the Simone Biles and Jonathan Owens interview?*

TikTok’s influence extends not only to news media but also to sports media, which adapts to the platform’s logic within a context of virality, incidental news consumption, and technology-mediated information access (Vázquez-Herrero, et al., 2021). News outlets are leveraging the platform’s popularity to engage a young audience through visual, short content, and algorithm-driven trends like hashtags and challenges (Vázquez-Herrero et al., 2022; Vázquez-Herrero, et al., 2021). Concurrently, the significance of sports in popular and mediated culture is growing (King, 2005), transforming into a central element of the global media entertainment industry (Bellamy, 2009). In recent decades, media coverage of athletes, both professional and non-professional, has surged, with undisclosed details about their on and off-field behavior becoming

widely shared. While much coverage emphasizes in-game performances, personal characteristics and private lives are increasingly in the spotlight (Lewis & Weaver, 2015). Against this backdrop, sports media, in their role as reporters of sports-related events (Schultz & Arke, 2015), are also covering the interview featuring Simone Biles and Jonathan Owens, delving into not just sports events but also the lives of the athletes. The second research question therefore reads: RQ2 *How has the Simone Biles and Jonathan Owens interview been covered in sports media online?*

To address these research questions, we will conduct a content analysis of TikTok user comments on videos with the #SimoneBiles, #JonathanOwens, and #SimoneBilesHusband. We will collect the data from December 19th, the date of the podcast, until January 19th. Subsequently, we will conduct another content analysis for the same time period to examine how sports media reported on the interview and empirically investigate the role played by TikTok in shaping news coverage. The study's findings will provide insights into the dynamic between traditional sports media and TikTok, shedding light on the impact of statements made by and about athletes, particularly concerning their private lives.

Ivan De La Cruz

Assistant Professor, University of Puerto Rico, Puerto Rico

Internet and Social Media Impact on Health and COVID-19 in Puerto Rico

An Analysis of the impact of social media and Internet in relation to health and COVID-19 in Puerto Ricans from the Information Society perspective. Including the impact on patient-to-doctor relationship and health services demand, impact on patient-to-patient relationship, knowledge and understanding of information and Internet impact factors in relation to health. An online survey of 124 cases confirmed its effects on the doctor and patients.

Juliana de Oliveira Vicentini

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&

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Communication and the UN Sustainable Development Goals

Unbridled development, in which nature is subjugated to neoliberal precepts, has brought with it a crisis of civilization marked by socio-environmental problems. In 2015, the United Nations (UN) launched an agenda to guide the implementation of public policies for environmental and climate protection and poverty eradication. This agenda is made up of 169 goals distributed over 17 Sustainable Development Goals (SDGs). Communication in the environmental context can inform, alert, monitor, engage stakeholders, educate to change habits, strengthen movements and raise awareness. The aim is to verify how communication appears on the UN agenda, to discuss its role in achieving sustainability. The methodologies employed are a literature review and content analysis. Among the 17 goals, it is important to note that communication does not have a specific SDG. In SDG 16, there is only one target: "ensure public access to information". In the other SDGs, there are no targets related to this issue. In addition to the challenges listed by the UN, today the world is experiencing communication and information poverty. This is characterized by people not having access to communication, the stereotyping of social groups by the media, a lack of media literacy, restricted access to relevant information, the exclusion of groups from decision-making processes and little or no communicational freedom. Poverty of communication and information is a critical dimension of poverty in all its forms. The way people from different parts of the world perceive and share values about the environment is fundamental to transforming ideas into sustainable actions. Communication is a great ally in this context, and some studies even point to communication as having the potential to be the UN's SDG 18. Communication about sustainability (vertical model) and communication for sustainability (horizontal model) need to be put into practice by educational institutions, governments, non-governmental organizations and the private sector, and be legitimized by the UN itself. Communication should be considered a strategic and transversal area in the environmental agenda. It is the articulating link between different

segments and nations to mobilize people towards the sustainability paradigm.

Lucky Dlamini

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Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption

Digital natives outside the Global North are increasingly experiencing the 'newness' of new media. As a result, media institutions are faced with having to respond to a proliferation of mobile devices and unique social networking sites. Generation Z (digital natives) use the internet to go about their day browsing, buying, sharing and searching for content online. Their behaviour is driven by technology and revolves around how they generate, manage and share digital media content on widely used smartphones and social media networks. Drawing on the nexus between journalism and news production studies and focusing on social media and mobile media in particular, this presentation looks at the strategies that three of South Africa's (SA) largest media companies; Media24, Independent News and Media, and Arena Holdings, use to attract younger audiences, particularly Generation Z.

The theoretical research framework of this study deployed concepts of digitisation, network theory and convergence to explain the news production practices of the three SA news organisations vis-à-vis Generation Z. The rationale was that despite the attention that social media, digitisation, generational cohorts and new media theories have garnered from media and journalism scholars, there appeared to be very few studies that investigate the issue of Generation Z news consumption (on digital media) and the consequences thereof for news organisations within the South African context. This is in terms of whether or not South African media companies have developed strategies that align with the habits of young Generation Z audiences' consumption of news. Thus, the hypothesis was that there remains a gap in knowledge about Generation Z and its news consumption in the African context as an evolving and developing media market.

Furthermore, this research provides an international backdrop to the subject matter but honing in to examine how the three SA news organisations respond to changes in technology and generational consumer preferences, particularly among young people, in terms of how they gather, produce and distribute news – if they do so at all. Thus, the main aim of the study was to gain a better understanding of whether SA media companies are innovative in their news media content and

platforms to attract young audiences, in relation to international media counterparts.

Using examples from similar studies conducted in London, Istanbul, the United Kingdom and Turkey, this research assessed innovation in terms of how the three SA news organisations are meeting young consumers' needs, either through creating relevant news content experiences or through increasing efficiencies in news production and distribution. Using a qualitative methodology, the study examined the respective discourses of the digital news editors of the news companies and a sample of young people interviewed about their news consumption. The research explored the hypothetical conundrum by contextualising prevailing analytical and normative discussions on digital-first theories and found that significant gaps exist. Concluding that, how the three news organisations think and operate, what they produce and how they produce news, are at odds with the needs and habits of Generation Z.

Sumayya Ebrahim

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Freedom Fighters? Or Terrorists? An Analysis of Representations of Islamic Resistance Movement

The current attack on Ghazza by the Isareli occupation forces has been the most unprecedented since the formation of the state of Israel in 1948. Parallel to the war on the ground, there is a social and mainstream media war among journalists and civil society each with their opposing allegiances. Media in the current global context remains to be to a key stakeholder in how wars or any global event is represented, however a chief tenant of ethical journalism is to be fair and accurate in its representations and framing.

In reality however, war reporting, and many other journalistic practices rarely embody these principles. This is particularly true of representations and news frames covering resistance groups in liberation struggles. With this in mind the aim of this critical paper is to review how the Islamic Resistance Movement (publically known as Hamas) was represented in the media since the Al Aqsa Flood on the 7th October 2023 using the agenda setting theory. The central argument of this paper is that media acts as the marketing agent of colonial and imperial interests either covertly or overtly by villainizing resistance and liberation movements as terrorist organizations. In so doing, I argue that these indiscriminant representation serve to conscientise the public to accede to colonial and imperial domination without providing due consideration to the origin and function of the so called *terror* groups. This argumentative paper is situated the nexus of colonial media practices, mediatisation of war and hegemonic discursive constructions of freedom fighters in the media.

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&

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Coaching the Neurodivergent Athlete

Neurodiversity is a term referring to the “variations in cognition, social learning and other behaviors which are normal variations in the context of human neurodevelopment (Hoare et al., 2023). Some of these differences include verbal skills, sensory awareness, empathy, creativity, concentration, and adaptability. These differences can also include diagnoses of mental health conditions, learning disabilities, etc. More neurodivergent students are attending higher education institutions. (Dwyer et al., 2023). Current research lacks studies focus on the specific needs of neurodivergent collegiate student athletes (Hoare et al., 2023).

In the United States, K-12 school-based athletic coaches are typically educators. Through their educator training, they are taught and have field experiences with students who are neurodivergent. However, at the collegiate level, coaches are more likely to have training in human performance/kinesiology/sports management than education. “Coaches are not always informed of the conditions of the young people for which they are responsible. . . and they may not have been trained to adapt their coaching” (Duquette et al., 2016). This leaves coaches and staff at a disadvantage regarding how to best communicate, motivate, prepare, and guide neurodiverse athletes on their team through their academic and athletic college experience. These student athletes may also not be prepared to self-advocate in the athletic setting as they do in the academic setting.

Athletic participation provides many physical, emotional, social, and cognitive benefits to the general and neurodivergent population (Duquette et al., 2016). Participating in sports also improves life satisfaction (Rotta et al., 2020). Potential issues faced by collegiate student-athletes who are also neurodivergent include but are not limited to: varied communication needs at practice vs competition, expectations at practice versus competitions, responsiveness to coaches and staff, managing sensory experiences, new and unfamiliar settings, integrating with teammates, and responding to change and uncertainty (Howe & Stagg, 2016). Student athletes with histories of ADHD have shown to have higher rates of

concussion during sports participation and perform poorly on concussion assessment tools (Hoare et al., 2023 ; Manderino & Gunstad, 2018). Masking is also a common social coping strategy in environments where their neurodivergent behavior is not understood, accepted, or would result in bullying (Hoare et al., 2023). The mental and emotional cost of masking results in stress, anxiety, and depression which affects the athlete's health and safety.

Education and training is needed for coaches and medical staff concerning the mental, social and emotional needs of neurodivergent athletes (Hoare et al., 2023). Collegiate coaches who understand differential developmental outcomes, are informed about the needs and strengths of neurodiverse students, and trained in effective strategies can better meet the needs of all their athletes and improve the inclusiveness of their team culture. Educating coaches on these topics may also increase the number of athletes and advantages of athletic participation for neurodivergent students. Finally, the needs of neurodivergent collegiate athletes should be considered in the planning of future best practice planning of athletic organizations.

Festus Eribo

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War Propaganda and Correspondents: Updating UN Covenant and Media Ethical Principles

This study is an examination of war propaganda and correspondents in concomitance with the 1948 Resolution 217A of the UN Covenant prohibiting war propaganda under the rubric of media ethics and the applicable principles and guidelines. The thematic internal contradictions of war propaganda and the intentional or unintentional disregard for ethical news analysis, coverage, reportage and objectivity are examined. The United Nations' international Covenant on civil and political rights prohibits war propaganda. This qualitative study calls for the continuation of compelling scholarship to advance human rights to live in peace and constructive social change through serious ethical application and consideration in the coverage and reportage of war. Four of the objectives of this study are to (i) promote an update of the 1948 Resolution 217A of the UN Covenant prohibiting war propaganda; (ii) re-emphasize the necessity for media ethics in belligerent and non-aggressive theaters; (iii) address some of the internal conflicts in media ethics' principles of universality; and (iv) contribute to the literature on war propaganda, human rights to live in peace, and media ethics. The study is significant because there is the need for a dispassionate, objective and scholarly examination of the phenomenon at a time of crises across the globe.

Nagwa Fahmy
Associate Professor, Zayed University, UAE

News Avoidance: A Comparative Study of Egyptian and UAE Public Consumption of News

In recent years, there has been a noticeable decline in public interest, particularly among younger generations, in consuming news from various traditional and digital media outlets. Recent statistics indicate a global decrease in the amount of time people spend browsing the Internet, reflecting a broader trend of disengagement from news consumption. This decline can be attributed to a multitude of factors affecting diverse audiences.

One significant factor contributing to this trend is the information overload experienced by the public in the digital age. A report from the Reuter Institute of News (2023) highlights that many individuals actively avoid exposure to news content due to this overload.

This study seeks to address several key questions surrounding the phenomenon of news avoidance, including its prevalence across different segments of society, the underlying reasons driving this behavior, and its implications for the news industry.

Utilizing a descriptive research design, data was collected through an e-questionnaire distributed among a non-probability sample of participants from Egypt and the UAE. The findings revealed a notable decline in the utilization of traditional media channels for news consumption, particularly among younger demographics. Instead, younger generations predominantly rely on news portals, news applications, and social media platforms to stay informed.

Among the primary reasons cited for news avoidance were a desire to steer clear of negative news content and concerns regarding the credibility of news sources. Additionally, the phenomenon of news avoidance appeared to be more prevalent among women and younger age groups compared to older demographic cohorts.

In conclusion, this comparative study sheds light on the evolving landscape of news consumption behavior in Egypt and the UAE. By identifying key trends and motivations underlying news avoidance, it offers valuable insights for stakeholders within the news industry striving to adapt to changing audience preferences and behaviors.

Frank Gessner

Professor, Film University Babelsberg Konrad Wolf, Germany

Fin ... Once Upon a Time

Once upon a time, and it was not ... The expulsion from paradise is the common primal narrative on which the Jewish, Christian and Islamic world religions are based. Time and time again, Western travelers were drawn to the East, and they were the ones who shaped the "Orientalist" image of a fairytale "morning-land" (German "Morgenland", Luther's translation of Ancient Greek "ἀνατολή"). Johann Wolfgang von Goethe was one of the first Europeans who explored Arabic and Persian poetry, and countless artists followed in the footsteps of the Shahrasad.

Man is only a partially domesticated beast of prey. What remains is enlightenment, and the sustainable expansion of knowledge and skills through art, technology and research, or in the words of Heinrich von Kleist:

"Paradise is barred and the cherub behind us; we must make the journey around the world and see if perhaps it is open again somewhere from behind."

ON REVOLUTION by the political theorist Hannah Arendt is still highly topical. According to Arendt, the term "revolution" was first used by Copernicus in astronomy and "denoted a lawful and circular 'revolving' movement of the celestial bodies [...]. And in such a situation, extending over the whole earth, there is nothing more worth fighting for than that which is the oldest and which has determined the very essence of politics from the very beginning, at least in the West - namely the cause of freedom against the judgment of coercive rule of any kind."

Agnieszka Grzechynka

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The Zero-Cultural Individual in the Contemporary Communication Space: Identification of the Phenomenon, Opportunities, Challenges

The author's recent research in the digital realm has unveiled a novel phenomenon at the crossroads of politics, culture, and communication, termed "zeroculturality." This concept hinges on the idea that cultural boundaries are not only disappearing spontaneously but are also consciously being erased. Individuals embodying zeroculturality reject traditional cultural norms but still hold onto specific values, shaping their identity to align with the demands of time and place. Essentially, these individuals may ditch certain cultural behaviors while retaining underlying values associated with them.

Although not widespread, zeroculturality deserves serious consideration, especially for entities aiming to communicate effectively, manage relationships, and disseminate information. Conventional approaches in persuasive communication, based on demographics, psychosocial factors, or values, may be losing their edge. Thus, the challenge arises: How can one guide a "zerocultural" audience through the sales process? What should be the foundation of a communication strategy? And how can these goals be achieved through social media, which is increasingly influencing this phenomenon? The author will delve into these questions and more during her presentation.

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Bibliometric Network Analysis of Outdoor Recreation and Determinants of Physical Activities

Within the scope of the study, over 250 publications in the fields of outdoor recreation, determinants of physical activities, physical activity behaviours, physical activity behaviours and health, physical activity and environment, physical activity and psychology in the SCI, SSCI, ESCI, and SCI Expanded citation indexes over the Web of Science database between the years 2000-2022 were bibliometrically examined. The aim of this study is to bibliometrically analyze the publications related to the outdoor recreation and determinants of physical activities and the relationships between these publications.

It is anticipated that the research will contribute to several different areas. First, it will allow the integration of physical activity attendance research topics that have been done to date. It will provide insight into future studies while highlighting areas of interest for secondary research. In conclusion, it will provide an overview of the physical activity behaviours concept. In order to evaluate the publications in the study, changes in the volume and number of publications, keywords, trends in subject headings, publishing countries and institutions are discussed. In the research, collaborations of institutions, authors and countries were mapped with social network analysis. The trends in the subject headings, the countries that contributed the most to the field, the most frequently used keywords and authors, and the most cited ones in the field were visualized by using the VOSviewer program.

Yumeng He

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A Contrastive Construction of Interpersonal Cognition and Linguistic Applications in Promotional Discourses on Mobile Phones

A promotional discourse of mobile phones is the key channel to provide people with detailed information and features of the new products.

The author intends to select the launch speech data of Apple's and Huawei's phones, continuously upgraded within a short period. Three videos of Apple and Huawei product launch demonstrations helped us form a small corpus for research and analysis, using the theories of behaviour chain structure and situational implantation (Langacker, 2008) of cognitive grammar, manifesting the differences and similarities in language construction as well as semantic expression between the two enterprises.

The present research attempts to make a cross-cultural analysis of the interpersonal cognition in promotional speeches of American and Chinese enterprises, aiming at finding out how English corporate profiles of the two companies help to develop and interact with potential customers.

Giuseppina Iacoviello

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Iacopo Cavallini

Associate Professor, University of Pisa, Italy

&

Elena Bruno

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**Communication Adds Value to the Business:
A Brief History and Prospects of Blockchain Technology**

A key strategic component for the business is sustainability communication, which needs to provide wide exposure to ESG factors in order to achieve corporate objectives within the framework of stakeholder engagement.

Companies are competing more fiercely and with greater skill due to growing market integration and technological innovation. The intangible component of business operations has become more and more prevalent than material ones over time, as seen by the quest for the success of management actions.

As a result, the communication needs to give intangible resources – especially those that are owned – more weight by extending their scope and emphasizing long-term investments. These resources are the outcome of a new company vision that is carried out along a creative strategic path and is framed within a timeline that intends for them to eventually release their inherent value.

This paper aims to give a broad overview of the function that blockchain plays in the complete distribution of all ESG data for the generation and allocation of the company's value as well as in the management of intangible resources.

Suda Ishida

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The Use of Generative AI in the U.S. Presidential Campaigns and Advertising

The year 2024 is an important year for American politics based on the Presidential election which continues to be dominated by the two-party system between the Democrat and the Republican Parties.

Generative AI technologies have currently been used to create political campaigns and advertising. In April 2023, the Republican National Committee (RNC) used an AI-generated video to criticize President Joe Biden which went viral over the internet. Recently, AI-generated content was also found to mimic President Biden's voice discouraging voters in the state of New Hampshire from going to the polls during the primary election.

This study looks into how GenAI technology has been used to collect users' microdata from commercial data brokers who have detailed information of digital media users. As a result, GenAI will create messages in certain political campaigns and advertising that promote certain candidates and to spread messages that lure targeted voters into supporting them.

Since there is no regulation regarding how Artificial Intelligence technologies should be used in the United States, it is important to examine how AI technology will transform the 2024 elections. Both potential benefits and harms also need to be examined.

Duygu Karatas

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Unpopularizing the Popular: The Anatomy of Social Media Lynching Campaign against the Pop Queen Sezen Aksu

The controversial saga unfolded when Sezen Aksu released her song, "Şahane Bir Şey Yaşamak" ("How Wonderful to Be Alive"), on her official YouTube channel on December 30, 2021, with the intention of ushering in the new year with her devoted fans. The venerable 68-year-old Turkish pop music icon found herself entangled in a maelstrom of accusations, particularly centered around her five-year-old song purportedly insulting the biblical Adam and Eve (Ertan, 2022). On January 15, 2022, Aksu became the focal point of relentless attacks on social media, leading to a cascade of questions regarding the sudden and vehement targeting of this iconic figure.

Despite being perceived by some news outlets as a spontaneous eruption of public wrath, this online action raised critical questions about its broader political and social implications within the arena where political actors assert their communicative interests. The research asks if and how some political opinions and social interaction were fabricated and popular but politically undesirable positions were discredited. When this research helps to identify practices, techniques, communicative styles in the problematisation of popularity, our analysis will focus on the role of distributed but conflicting popularisation practices like automation, coordinated activities on Twitter. It investigates how coordinative work has been applied in central political debates on Twitter in Turkey and how these (un)popularisation practices have been related to the fabrication of "the people" or lines of conflict of undesired and desired popularity.

Yaron Katz

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The Relationship between Competition and Innovation

The relationship between competition and innovation has long been of interest to economists and academic studies that examine global competition between countries. The paper examines the way that a policy of governmental intervention can promote innovation and achieve a leading role in global markets. Innovation is a major driver of economic development and what drives competition in modern age, allowing nations a competitive position through investments in technology. The nature of innovation changed significantly in the last decades, and it is today based on technological advancement and openness to global developments. As the world and global markets also change, competition between countries accelerates, and the role of governments in technology development is critical. With advancement in technology and globalization of economic markets, the role of innovation in global competition has become crucial for developed and developing countries alike. No country can survive in a global economy without participating in the competition with other countries and in global markets. Technology is a vital force in the modern form of global business and competition between countries. It revolutionized the global economy and became critical to competitive strategy. In terms of technological advancement and competition between countries, the importance of governments' innovation policy requires direct support in providing the internal sources of funding for innovation. Understanding the role of governments in advancing technology is important since the most distinctive factor that differs between countries in modern times is their technological status.

The research shows that the most significant role in innovation is provided by governments, which need to initiate innovation policies that can encourage, support and create new markets which are based on technological advancement and openness to global developments. As the paper demonstrates, government support for technology advancement and global competitiveness needs secured economy, deregulation of financial a markets and technological supremacy in building human resources. The transfer of technology is an important channel of cooperation for businesses and nations, as competition policy allows competitors to cooperate on innovation and enables governments to contribute to private-sector investments in innovation. Open markets are necessary for countries in global competition, since in a global world, where global economy transpires - in contrast to economies that were

based on their own closed market - competition between countries is based on open markets and globalization. The research determines, based on the need of countries to secure a leading role in innovation, that countries that fall behind in their technological development and secure economy should become more vulnerable to exploitation in a global economy and a globalized world. This is the nature of competition between countries, with technology and innovation being the grass roots for the economic survival of countries.

Ioannis Kontos

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Deepfakes: Latent Data between Photojournalism, Social Connectivity, and Learning

The emergence of deepfakes, created through advanced technologies blending images and videos onto authentic footage, presents a significant challenge to media authenticity. These fabricated media can mislead viewers, eroding trust and influencing public opinion. Despite efforts to develop detection methods, deepfakes proliferate, challenging traditional media authentication. Their impact extends beyond journalism, raising questions about freedom of expression and ethics. Education plays a crucial role in addressing deepfake challenges, promoting media literacy, critical thinking, and providing specialized training for educators. By empowering individuals to discern between authentic and manipulated media content, educational initiatives can mitigate the risks posed by deepfakes. Collaboration between policymakers, educators, technologists, and media professionals is essential to safeguarding the integrity of our media ecosystem against the threats of deepfakes.

Yan Li

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Agenda-setting Strategies for China's Participation in the Construction of International Institutions in the Digital Space

The setting of the international agenda is the initial stage of the creation of international institutions, but also the key stage. This paper constructs an analytical framework that includes three elements: system platform, agenda setting, means and ability. By using the methods of historical institutionalism, text analysis, system comparison and case study, this paper studies the agenda setting strategies in four paths of our country's participation in the construction of international institutions of Internet governance, and tries to construct the overall landscape. This paper holds that the agenda setting in the four paths has a relationship of inheritance and development, and the autonomy is gradually improved. Specific means of advancing the agenda are limited by institutional platforms; the effect is still not obvious, we should further improve the idea and optimize the means.

Juan Luciano

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**The Rhetoric of Musical Phenomenon Bad Bunny:
A Critical Analysis Concerning Popular Culture, Social
Activism, Masculinity and Patriotism**

When Benito Antonio Martínez Ocasio was my student at the Tele-Radial Communications Department at The University of Puerto Rico in Arecibo we would never envisioned that his musical career would have escalated to global fanaticism able to generate controversy and a generational crisis, diversified questions and opinions dealing with sex and gender, the power of merchandising a public figure and above all social and patriotic feelings and responsibilities that have created the cornerstones in his relations within the world of entertainment.

The importance of Bad Bunny, as a musical sensation, acquired notoriety not only for his many prestigious musical awards or full capacities sold out shows, but also by academia's interest of his opinionated lyrics. Professor Nathan Rodriguez, California State University of San Diego states "he has received messages from everywhere once a Bad Bunny course was added to the academic curriculum" (Claudio, Ronald Avila. BBC News Mundo, 2022).

Journalist Julianne Escobedo Sheperd, described in "Revista Fader" (fall, 2018) the magnitude of Bad Bunny's accelerated, unrestrained, revolutionary development in the artistic world:

Bad Bunny has reached abundance: in less than two years he has become an unequivocal global superstar in all Latin America and those in the diaspora. His irreverent, emotional verses, songs have dominated and collaborated in the art of rap/reggaeton singers such as: Ozuna, Arcángel, Farruko, Alexis y Fido, Daddy Yankee, Nicki Minaj and Drake.

Bad Bunny musical interest while studying at Tele-Radio Communication Department of University of Puerto Rico, Arecibo was the radio industry. During his studies he also worked as a part time grocery packer at supermarket ECONO. In the meantime, he took the time to write verses and songs that were posted in the musical platform SoundCloud and became a success.

The creative artist power of Bad Bunny is a focal point of continuous controversy.

Opposition defines his fashion style, public expression and the lyrical wording of his songs as a new religion. Some Christian publications define Bad Bunny as a diabolical influence for adolescents (Bibliatodo News, 2021). Yet the singer does not shy away from harsh opinions. Bad

Bunny explains his musical genre adheres to cultural changes in which gender roles in society are redefined. One must emphasize his sustained support to the artistic LGBT+ communities and strive to promote gender artistic careers.

This research examines different views concerning the Puerto Rican artist Bad Bunny as the pivotal point to achieve skills in how to manage success as part of well-designed communication media strategy. Rhetorical Criticism theory is used to analyze the media figure and its social effects. The Bad Bunny phenomenon as a musical artist artifact is used as an example of new media power to influence audiences. Marketing technics used by the management of the artist to achieve popularity, and his social responsibility techniques are addressed as a major point of his success. In addition, his emphasis in patriotism and his defense of the Spanish language as his main communication form is linked to the effectiveness mechanism to position the image of Bad Bunny as a major figure in the entertainment world and a hero for the youth in the current generation.

Cheryl Mallen

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&

Efthalia (Elia) Chatzigianni

Professor, University of the Peloponnese, Greece

Practice and Implication of Emerging Technology on Sport Management

Sport has always been under pressure to change. Fortunately, we can see the pressures coming as emerging technologies are published online. This means we can get a glimpse into what to expect in the future – including potential change forces. This includes emerging technologies that are a few, to many years, from being in the marketplace. This situation offers a knowledge advantage if sport management students are taught to ponder about such technological advancements and to prepare for their potential integration within sport.

No one has the right answer today concerning how to manage all the new technologies that are change influencers. We currently do not know the future impacts on sport, but we can speculate and begin to prepare. Thinking about such technologies and considering how they will impact sport and devising strategies for managing challenging impacts is an exciting field for future leaders of sport to ponder.

This paper outlines five (5) advancing technologies and proposes questions for debate on their potential impact on sport. Such debate is in the framework for sport management today as we consider the way forward in sport with the emerging technologies. The technologies examined include:

- Sporting equipment and 4D printing
- Deep brain stimulation to control competition anxiety
- Block chain management of sport competition results
- Human driven drones to monitor distance races
- Preparing for races that are higher, faster, and further around the moon and back

It is important to begin to prepare so we ‘get it right’ as these technologies enter the sport realm. An example of potentially not getting it right involves athletics starting block technology where questions concerning the detection of false starts have arisen.

This topic offers an opportunity to contribute to leading edge education and advance key management skills for the future of sport. Insights on the

future of sport provides an opportunity to debate and devise strategies concerning the way forward in emerging times. Significant change is happening – and sport management educators can aid in getting ahead of the issues.

Regina Marchi

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Cultural Communication and the Contradictions of Commodifying Latinx Celebrations

Illustrating how the commodification of minoritized ethnic cultures in US commercial spaces is a contradictory phenomenon, this paper considers public celebrations of Día de los Muertos (“Day of the Dead”) held in commercial public venues. On one hand, such venues can increase the visibility of minoritized communities and their cultures within a mainstream society that has historically marginalized them. On the other, the values and intentions of ethnic traditions can be lost in the process. This research describes Day of the Dead celebrations held in the fall of 2021 and fall of 2022 in New York City’s Rockefeller Center. While purportedly celebrating “Mexico’s Indigenous Oaxacan culture” the elite organization planning the celebrations did not invite participation from New York City’s large Oaxacan immigrant population in the planning or execution of the event. Comparing these events to other (more community-based) US Day of the Dead celebrations that were also held in highly public commercial venues, the paper illustrates the tensions and negotiations between cultural visibility, exoticism, and exclusion. It concludes by drawing attention to practices that should be taken into consideration when planning to publicly showcase ethnic traditions.

The methods for this paper include visual analysis, photographic documentation, ethnographic observation and informal interviews. To navigate the complex historical, political and media landscape within which this analysis takes place, I will first discuss long-standing anti-Latinx public discourses circulating within US media and politics. This is necessary to understand the socio-political context in which contemporary US Day of the Dead celebrations occur. Next, I will provide background on the birth of Day of the Dead altar installations in the United States as an important part of the Chicano civil rights movement, and how the emergence of these public art installations has inspired and influenced contemporary Day of the Dead celebrations in both the US and Mexico. Finally, I will discuss examples of the growing commodification of US Day of the Dead celebrations in non-Latinx spaces and analyze the costs and benefits for Latinx communities. These forms of commodification bring up important debates around cultural representation versus appropriation. Data from my interviews with Latinx participants involved in US Día de los Muertos installations will help illustrate how minoritized communities can either be erased or sustained by the commodification of their cultures.

A decisive factor to consider is whether or not commodified ethnic celebrations take place in collaboration with community-based organizations and local residents working on behalf of their community. Without grassroots involvement in the planning and implementing of such events, their celebration within corporate spaces can create illusions of mainstream acceptance and cultural diversity (providing the sponsoring company with economically valuable cache as a purveyor of “hip” or exotic ethnic energy), while further excluding historically minoritized communities from meaningful representation.

Brian Massey

Professor, East Carolina University, USA

The Many Futures of Digital Journalism

This paper challenges conventional narratives about the future of digital journalism. It argues that digital journalism is not a globally uniform practice with a predictable universal future. That is how the academic and industry literatures often portray it to be. Instead, it is as diverse as the news outlets that practice it and so too will be its future(s). To develop that argument, the paper contextualizes today's digitalized journalism as the latest waypoint in humankind's long quest to send messages ever farther and ever faster. That context foregrounds a critical discussion of the narratives to reveal digital journalism as a range of practices constrained by organizational resources and situated within unsettled bundles of uncertainties. Digital journalism's futures are only possibilities until they are the present.

Ivanka Mavrodieva

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Podcasts in Bulgaria: An Alternative, Parallel or Flexible Approach to Changing the Media Ecosystem

Podcasts in Bulgaria have grown and established themselves in the second and third decade of the 21st century on several levels. One is alternative sources of expert information. The second is the parallel presentation and provision of information by media in podcasts and in traditional media genres and formats. The third is the development of a media market based on a flexible approach that allows podcasts to coexist with public and private media or alternatively to function as individual, corporate, institutional or organizational media or media channels. The subject of analysis is podcasts in Bulgaria over the period of 2021-2023, created and implemented by media and by individuals and organizations. The hypothesis is that podcasts function as media and as businesses, as communication channels and as a model combining informing and sharing experiences, as a product that is the result of media, digital and communicative competence - literacy. The methodology involves an interdisciplinary approach, including media, genre and discourse analysis. The conclusions are based on a study without claiming to be exhaustive, the assumption being that podcasts in Bulgaria provide a flexible way of positioning and asserting themselves alongside and in parallel with traditional media, which with some convention can be defined as part of the creative industry and the media market at the same time.

Gizem Melek

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&

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Unraveling Bias: Visual Framing and Issue Networks in Turkish Media's Coverage of the March 2024 Mayoral Election

The inquiry into visual coverage of Mayoral Election campaigns in polarized media systems stems from the 2019 electoral victory of opposition parties. This marked a significant shift in Istanbul and Ankara's political landscape after 25 years of dominance by political Islamist parties. The anticipation for implications in the 2023 general elections underscores the significance of mayoral elections in Türkiye's political, economic, and social realms. Local governments serve as a springboard to national politics (Bozlagan, 2013), influencing both national elections and the country's semi-authoritarian regime. However, the anticipated impact on the 2023 elections didn't materialize, prompting a reevaluation of the 2024 mayoral elections to examine media visual coverage for signs of polarization and visual bias. While earlier research suggested framing bias and media outlets' partisan tendencies, a recent study by Melek and Raza (2023) challenges this notion, asserting that visuals may have a neutralizing effect. Conversely, studies utilizing computer vision identified specific visual attributes, such as facial expressions, face size, and skin condition, employed by media outlets of varying ideologies to differentially portray candidates (Peng, 2018). Consequently, further research is needed to discern visual framing patterns among media outlets.

In the Turkish context, characterized by competitive authoritarianism and polarized media, previous studies have identified deepening press-party parallelism, with media outlets aligning with specific sociopolitical camps (Melek & İşeri 2021; Yıldırım et al., 2021). In the present study, our objective is to investigate whether earlier patterns of polarization within textual content in Turkish media are evident in visuals during the 2024 Mayoral election campaigns. The selected media outlets encompass websites of legacy organizations representing various socio-political affiliations, alongside two alternative media platforms: Pro-opposition outlets including *Cumhuriyet*, *Sözcü*, and *Birgün*, and pro-government outlets including TRT, Habertürk, *Hürriyet*, *Sabah*, A Haber, and *Yeni Akit*. Additionally, alternative perspectives will be examined through Bianet

and Diken. Data will be gathered from the aforementioned outlets' websites. Specifically, all news articles featuring photographs of mayoral candidates in Istanbul, Ankara, and Izmir from both the ruling pro-Islamist AKP (Justice and Development Party) and the opposition secular social democrat CHP (Republican People's Party) will be collected. This data collection will span from the announcement of candidates until the declaration of winners on March 31, 2024.

The methodological framework outlined for this study adopts a quantitative approach, which is aligned with the overarching objective. Specifically, a quantitative content analysis will be conducted, focusing initially on the analysis of photos. The unit of analysis will be defined as the image itself. To facilitate the coding procedure, Grabe and Bucy's (2009) visual framing approach will be employed. This approach involves utilizing three master frames (Ideal Candidate, Populist Campaigner, Sure Loser), along with their respective 27 sub-frames, to discern visual polarization and bias across media outlets with varying political orientations. Utilizing cross-tabulation with chi-square analysis, and ANOVA with Bonferroni post hoc tests, the analysis aims to discern significant variations in the visual coverage of distinct candidates across diverse media outlets. Furthermore, a two-sample test of proportions will be conducted to ascertain the prevalence of frames utilized for disparate candidates by distinct outlets. Subsequently, the textual content will undergo analysis utilizing the Network Analysis method. This approach aims to identify interconnected agenda issues within the media messages concerning the mayoral candidates of the two opposing parties across divergent media camps.

Margareta Melin

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Embodied Critical Learning through Performance Teaching

In today's world of troll-factories, fake-news, social media algorithms and of course AI it is more than ever important for media educators to include critical thinking and doing into syllabi. However, the past decades I, as a university lecturer, have experienced more and more students being less and less critically aware, not only of media content. Taking on that challenge, I introduced a kind of performance-teaching 15 years ago to entice students' critical thinking and doing. Aiming to force students out of their uncritical absorption of course-content only focusing on exams, into a critical mode of thinking and doing, I started an experiment for first semester media students at Malmö University, Sweden. The experiment entailed performing lecturers in totally different lifestyle outfits every day, with the aid of colleagues and the city theatre. The experiment lasted the entire 5-week module. The following 15 years, however, only the first day of term was used for the performance and the experiment turned into a permanent teaching method. This is the case that will be discussed in this paper. *I will show* one way of didactically designing learning processes that tackles the issues embodied critical thinking and doing. *My main argument* is that by acknowledging that we, as lecturers and students, are physical beings and that learning should take place through one's entire body, learning processes can be didactically designed to better learning processes. *This paper aims* at showing how performance-teaching can create a positive base for critical learning, thinking, and doing media, and theoretically discussing this. I will show and discuss how I performed intersectional criticality over a period of 15 years, and what responses this performance got.

The analysis is mainly based on bell hooks' works on feminist critical pedagogy. I lean also on Selander and Kress' (2010) book on didactic design (what to teach, why, to whom, how), where they state that the university lecturer should approach didactics as a designer, and that the entire body should be used in learning processes, which should therefore be multimodal. Media didactics is another concept I use, inspired by Toke Gissel's (2016) work, where he states that media must be learnt in and through media, i.e. learning media whilst doing media. And as Selander and Kress, this means a multimodal approach to media didactic design. Although speaking of multimodal approach to learning, where the entire body should be used, it is interesting to *not* read about the body. The body

is namely almost non-existent in theories of teaching and learning, particularly that of higher education (Larsson & Fagrell 2010).

The result of the paper shows that students yearn the familiar, but when taken out of their pre-understandings of what university education and university professors are, they start to think and do critically. The effects of the performance act last their entire bachelor program (and beyond). From a lecturer's perspective, the performance is an act hard to follow, as it is risky (cf Biesta), takes courage and takes time.

Onder M. Ozdem

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**Commodification, Mass-mediazation, and Contestation:
Mobile Phones as an Alternative to Mainstream Media as
an “Ideological Apparatus” in the Case of Turkey**

Commercialization of mobile phone technology has gained speed with the integration of high-resolution cameras into those pocket-size devices and the simultaneous facilitation of distribution opportunities. In addition to becoming a “cultural consumption medium” (Aguado & Martínez, 2007, p. 3), mobile phones have become “mass-mediazation” (Rymes, 2011) tools that enable users to report information, refute any given information, and create a platform for debate and discussion. News read on phone screens, news videos, documentaries, and even fictional films watched on a cellular screen have replaced communications as an “ideological state apparatus” (Althusser, 1970) from the TV screen in a living room to the pocket of each mobile phone user. Traditional media technologies are losing their power as ideological tools in the face of pluralist, flexible and multi-functional technologies of mobile phones. Concerning the shift in tools of ideological dissemination, this study takes the catastrophic earthquake that rocked southern Turkey and northern Syria in the morning on 6 February 2023 as a case where individual usage of cell phones has turned into an alternative source of information for rescue operations and cites of criticism, contestation, and resistance. The images that the citizens themselves shot, shared, and disseminated challenge the marginal miracle rescue stories and the news that mainstream media reporters gave from time to time by turning away from the critics of citizens. We argue that even though state-owned and government-allied media had successfully institutionalized the neoliberal and neoconservative ideology pioneered by the current government, citizens’ self-owned mobile phones act, as alternative tools to acquire and disseminate information, ask for help, argue, criticize, and act in solidarity. From an Althusserian perspective, questioning the limits and effect of the state’s media usage as an ideological apparatus would allow us to observe possibilities of contestation created by neoliberal commodification. Furthermore, analyzing the state’s involvement in preventing disinformation and controlling sources of information

during rescue operations in Turkey would unfold a particular facet of “variegated neo-liberalization” (Brenner et al., 2010; Adaman & Akbulut, 2021).

David Painter

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Using Artificial Intelligence to Teach Communication Classes: Ethics, Efficiencies, and Best Practices

Widely available artificial intelligence (AI) tools such as Chat GPT have fundamentally disrupted pedagogical practices in higher education, particularly in the communication discipline. Responses to this technological innovation have been as dramatic as its deployment: from ardent and angry denial to eager and creative adoption. This project proposes exploring how ChatGPT can be used in college communication classes such as research methods and public relations courses to brainstorm and organize ideas, develop and refine content, and serve as a focus for meaningful reflections and discussions on the ethical use of technology in the Information Age. Based on a semester of ChatGPT integration into these communication courses, this project poses three research questions:

RQ1: How can ChatGPT be utilized to uphold pedagogical best practices in college communication courses?

RQ2: What are the ethical implications of utilizing ChatGPT in educational settings, especially in the communication discipline?

RQ3: How can critical and philosophical reflections guide the integration and understanding of AI in higher education?

Although some in higher education characterize Chat GPT as the “ultimate plagiarizer” due to its use of information and content from a wide variety of unacknowledged online sources, others are incorporating this new tool into their coursework to teach students how they can use it responsibly, ethically, and in ways that improve their productivity. During the fall semester of 2023, I incorporated ChatGPT into my Research Methods and Public Relations courses to help students brainstorm ideas, organize their content, refine their thoughts and communications, and learn its capabilities as well as its limitations. Throughout this experience, the students engaged in discussions assessing the quality of the ChatGPT outputs as well as the critical nature of the queries used to develop that content. Moreover, these discussions have also focused on the ethical considerations that must be addressed to use this tool responsibly.

Overall, this project will review and synthesize the literature on the pedagogical integration of AI, highlighting successes, challenges, and recommendations. Additionally, this project will explore the current discourse on AI ethics, especially concerning education, data privacy, and

the potential biases in AI models. Next, this project will consider some philosophical insights related to critical theory, post-humanism, and reflections on technology in education. Then, the project will use both qualitative, narrative data as well as quantitative survey data to answer the research questions. Finally, the project concludes with a discussion of some best practice principles drawn from the findings' implications, the study's limitations, and directions for future research.

Gregory T. Papanikos
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Foreign Players in the Greek Football League: Evidence from the 2023-24 Regular Season

After the Bosman ruling of the European Court of Justice in 1995 and the freedom of movement of football players that followed, professional football clubs have become a modern Tower of Babel. The Greek Football League is not only not an exception but leads the relevant list of the highest percentage of expatriates in its first division. This paper uses descriptive statistics to showcase the extent of the use of foreign players in the world of football, with an emphasis on the Greek professional football league. Descriptive evidence from professional football clubs in 31 European countries shows that there is a nonlinear association between the percentage of foreign players and the average age of players. There also exists a negative non-linear association between the percentage of foreign players and club-trained players. In the Greek football league, the use of foreign players improves the results as measured by the points gained during the 2023-24 season. It is found that a 10% increase in the number of foreign players results in a 14% increase in the number of points gained.

Weerapong Polnigongit

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Social Media Usage of Thai Volunteering Organizations

According to the concept of dialogic communication, two-way communication is the key tool through which to foster good relationships between an organization and its 'publics.' Such good relationships are also a key indicator of the presence of dialogic communication, an ethical, equitable and participatory form of communication based on mutual recognition. Organizations utilizing dialogic communication are said by Public Relations theorists to be effective and able to achieve appropriate goals because they have developed good relationships with their audience/publics. Organizations that do not do this are therefore likely to be ineffective and unable to achieve their goals because they ignore or do not understand the needs of their audience/publics (Hon and Grunig 1999: 8). Nevertheless, the bar for achieving dialogic communication is high, requiring a commitment to communication that, even with the best of intentions, many volunteer organizations may not be able to achieve. Unlike economic organizations, volunteer groups are not – or should not – be driven by profit motives. Nevertheless, they have generally been set up to achieve goals other than dialogic relationships with their supporters (Smitko 2012: 633) – the rescue of animals, for instance, or the provision of food to the homeless. Two-way communication for its own sake, the epitome of dialogic communication according to Kent and Taylor (1998: 324), may be a luxury few can afford. A mix of communication forms is most likely to help these organizations achieve their goals.

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&

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Do the Pressures of Self-Disclosure Drive Social Media Users to Withdraw?

The term withdrawal from social media refers to the process in which users of social media stop or reduce their usage of these platforms due to psychological fatigue and a desire to distance themselves from the negative impacts of usage, aiming to improve mental health and break free from social isolation. Numerous studies have addressed the topic of withdrawal from social media, exploring the technical, social, and psychological reasons for withdrawal, as well as the impact of withdrawal on users and the motivations for returning to usage. By focusing on the issue of self-disclosure, many researchers have delved into studying this problem, elucidating that social media users disclose themselves through personal information, or express their opinions, attitudes, and feelings through these platforms. However, at times, users prefer not to disclose certain aspects, especially those related to expressing their opinions or inclinations in discussions and debates within the digital space.

The study aims at exploring the issue of self-disclosure which requires numerous reviews and studies to understand the motivations for disclosure and its positive and negative effects, as well as the nature of the context, issue, and event through which disclosure occurs. Additionally, it involves examining the variables and psychological, social, and communicative pressures that influence this process.

Katarzyna Sanak-Kosmowska

Associate Professor, Krakow University of Economics, Poland

The Role of Social Media in Political Marketing Communication in Poland: An Analysis of X Results in Poland

The proposed article delves into the use of social media for political marketing communication. Digital marketing tools have become crucial in influencing citizens, with politicians worldwide leveraging these platforms for communication. The theoretical section of the article highlights the opportunities social media presents in political marketing and reviews existing research in this area. The empirical section presents the Author's analysis of tweets by politicians on the X platform in the two weeks preceding the 2023 parliamentary elections in Poland. The study, which was conducted in R Studio, covered the accounts of politicians who led the most important electoral lists in selected districts (according to Pedersen's Index). This enabled the author to conduct semantic and sentiment analysis, as well as identify keywords used in the messages.

The proposed article discusses the impact of social media on political marketing communication. It highlights the importance of digital marketing tools in influencing citizens and how politicians worldwide are using these platforms to communicate with their constituents.

This article sheds light on the importance of social media in political marketing communication and provides valuable insights into how politicians are leveraging these platforms to connect with their constituents. The empirical analysis also offers a glimpse into the messaging strategies employed by politicians during elections.

Elsa Sanchez Huerta Villalba
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Generation Gap, is it an Obstacle or an Opportunity?

The issue to be addressed in this work is the evident fact that the generational gap has narrowed. People of a certain age want to remain "young," yearning to engage in the world's life, seeking to make the most of another 30 years of life that technological advances, especially advancements in medicine, have provided them.

Simultaneously, in the opposite direction, the gap has widened, as people from all generations aspire to the same things, leading to a loss of the axis generally provided by the generation with more experience, which the younger generation traditionally relied upon.

And what is that axis? It is the wisdom gained through learning from lived experiences, the ability to reflect on them, and turn that reflection into a way of life. The objective of this dissertation is to enhance understanding between generations through adaptation to change and redefining the way of communication.

This involves learning about new trends, making them one's own through an approach to others, while the guidance of the more experienced in life provides guidelines to enhance the capacity for reflection on life itself. This, in turn, facilitates the search for and sustainability of human values that contribute to a fulfilling existence, ultimately forming stronger individuals for a better society.

These matters will be discussed in the context of contemporary times, drawing from the theoretical concept of hyperculture by Byung-Chul Han. The presentation will be based on the analysis of various texts by philosophers Carlos Llano and Miguel Ángel Martí García, as well as the insights of Dr. Marveya Villalobos, a doctor in Educational Sciences.

The crux of the matter is to redefine communication as an opportunity, making effective message transmission possible and thus proposing a connection among individuals of any generation. Contributing through education, via communication, each person's valuable contribution to the world.

Samuel Seaman

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The Realm of Digital Distinction

Since the advent of the Digital Age, an array of consumer review sites has flourished, embodying the likes of Google, Yelp, Facebook, and Angie's List. These virtual domains have expanded in both size and influence, casting their shadows over local service providers. Empowering consumers to articulate their thoughts on products and experiences post-engagement, these platforms curate reviews into an amalgamation, ultimately bequeathing an overall rating. Prospective customers, in turn, lean on these evaluations when navigating choices amongst competing service providers. As social media usage burgeons, the sway of review websites intensifies, eclipsing the dwindling impact of traditional advertising on consumer decision-making.

Within the realm of social media, consumer review sites occupy a small fragment of the space. Platforms like LinkedIn, Twitter, and Instagram provide service providers with canvases to showcase original content – articles, videos, or images. Some, like Facebook, act as gateways for both providers and consumers to disseminate content, creating opportunities for engagement and dialogue.

Navigating this labyrinth of channels poses challenges, especially with the proliferation of social media platforms. Consumers yearn for unfiltered, authentic information, resulting in occasional apathy towards provider-sponsored content. Nevertheless, certain organizations have successfully harnessed the potency of consumer brand loyalty, propelling them toward organizational triumph.

For credit unions, a specific breed of local service provider, the question emerges: How can they amplify their presence in the digital realm, commonly referred to as digital clout? This report delves into the metrics of a particular platform, Yelp, correlating both quantitative and qualitative elements that coalesce into an overarching rating. Through this exploration, valuable insights can be unearthed, offering guidance to credit unions on enhancing their social media influence, fostering meaningful engagement with constituents, and steadfastly fulfilling their fundamental purpose of serving their members with excellence.

Marquita Smith

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Black Voices: HBCU Radio Station Trends and Digital Community Engagement

Many of the radio stations involved in the HBCU (Historically Black College and University) Radio Preservation Project date back more than a half-century and pre-date the digital explosion. The rise of the internet and social media platforms such as Facebook, Twitter, Instagram and TikTok as well as mobile streaming and podcasting have been game changers in the audio world in the 21st century, but there's little research about how digital/social media tools have impacted community engagement at HBCU radio stations. This study seeks to explore how more than 20 radio stations, the majority, involved in the first wave of the HBCU Radio Preservation Project are engaging with their communities in digital spaces in the 21st century. Findings suggest that most of the stations have a web streaming presence, but results are mixed in building social media work experiences for students. Nearly half of the stations have some affiliation with National Public Radio. Several radio stations have some community engagement initiatives that often focus on festivals, food giveaways or healthcare issues. Black colleges, community radio, digital/social media engagement. According to Nielson (2022), radio continues to reach a significant portion of the Black community, 91% percent of the Black population in a month. In fact, Black listeners spend more time with radio than any other group - 20 minutes longer than the average of the total population. This study is significant because radio is the mass media form with the widest audience in the world, according to UNESCO (2023). Yet, there is a gap in the literature about the impact of digital/social media on community engagement at radio stations, particularly for those operated by HBCUs and serving largely Black audiences in the United States.

John Spiridakis

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Banned Books: Seismic Cultural Change or Censorship as Usual and Censorship in the USA

Literature enjoyment and teaching has seen renewed controversy that reflects the divergent attitudes or social mores of a divided American populace today. School boards, for example, have sway in approving what curricula, textbooks and literature can be used in teaching. Banning books defies the First Amendment of the U.S. Constitution guarantee of freedom of speech and expression as it applies to literature. But there has also been competing interests/viewpoints that were applied to justify restrictions, equating discordant opinions as shouting fire in a theater. From Shakespeare to Salinger, now authors such as Toni Morrison and Maya Angelou.

A review of censored books over the past century and the current torrent of eliminating books from the shelves of school libraries in America bespeak a current culture war that seems to grow fiercer.

What are the societal change ramifications and who is affected by this new surge of canceling authors and freedom to read about diverse cultures and lifestyles or the history of racial oppression in America? New court battles have emerged to address and remedy violations of First Amendment rights. Obscenity has returned as a reason to burn books but with new definitions of what is offensive calculated to oppress and further minoritize certain individuals of color and LGBTQ communities.

Yingbo Tian

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From the Imagination of Cultural Politics of Emotion to a Community of Sentiment - Take the Example of Mainland Chinese Students Migrating from Mainland China to Taiwan to Listen to Taiwan Music

Appadurai (2009) explored the "work of the imagination" based on media and migration. Around 2000, Mainland Chinese students listened to Taiwan music through broadcast, tapes, TV and so on. They imagine what Taiwan is like through the text, music mv, song lyric, dramas, etc. Mainland China and Taiwan has different politics' imagination, Taiwanese could arrive China at any time, but Mainland Chinese could not go to Taiwan easily. In 2011, Taiwan released the Measures for People from Mainland China to Study in Taiwan at the Post-Secondary Level or Above, Mainland Chinese students could study to Taiwan for a period of time.

Sara Ahmed (2004) explored "how emotions work to shape the 'surfaces' of individual and collective bodies". Mainland Chinese students are independent individuals in different area in China, but when they become Mainland Chinese students in Taiwan who assembling a migrating student body. Today's global ethnoscaapes' conflict is the globalization of native sentiment (Appadurai, 2009), Mainland Chinese students recognize Taiwan as a member of our family and a part of China. But when they migrated to Taiwan, they saw a different social picture distinguished from they imagined.

I reviewed the current research about Mainland Chinese students, contained on the policy in the study of Mainland Chinese students, e.g. (Wang Qiu-shu, 2010; Hsu Hsiu-li, 2011; Lin Ming-chao, 2017); studies related to learning, e.g. (Su Yi-ching, 2015; Yuan Lin 2018); life adaptation studies, e.g. (Wang Juan, 2014; Zhao Yiming, 2018); political and identity-related studies, e.g. (Zhang Yujia, 2014; Shi Zhiyu, 2022); studies on news media coverage of Mainlanders, e.g. (Yang, Yunqiao, 2013); studies on media use by Mainlanders, e.g. (Huang, Yannan, and Su, Heng, 2019); research on cross-cultural communication and cultural adaptation, e.g. (Hu, Shaojia, 2012). There is one music study on Mainland Chinese students with Taiwan Modern Ballads, in which Ai Ke (2021) conducted feelings between politics of emotions in listening experience. However, there is no study combine Taiwan music with imagination, emotion and sentiment, so this study is an innovation.

The research focuses on the Mainland Chinese students who move through study opportunities from Mainland China (their provinces limits in Beijing, Shanghai, Jiangsu, Zhejiang, Guangzhou, Shenzhen, Hubei and Liaoning) to Taiwan. I selected 10 Mainland Chinese students who often listen Taiwan music regard music as a media which can communicate, exchange, discuss and share.

This study plans to conduct in-depth interviews and Ellingson's (2017) embodied qualitative research. The project interviews Mainland Chinese students about their musical imaginings about Taiwan in Mainland China and musical practices in Taiwan, and considers the cultural politics of the emotions conveyed by music, as well as reflections on the individual and the Mainland Chinese students as a group.

The expected results of this study are Mainland Chinese students combine imagination before coming to Taiwan and music listening practice in Taiwan which help them gain a deeper understanding of Taiwan's society, and to gather together with the emotion conveyed by the mainland student community through music. Mainland Chinese students constituted the "*community of sentiment*" (Appadurai 1990) through Taiwan music, a group that begins to imagine and feel Mainland China and Taiwan together.

Antonio Tintori

Researcher, National Research Council of Italy, Italy

Loredana Cerbara

Researcher, National Research Council of Italy, Italy

&

Giulia Ciancimino

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Adolescents and Sport: Stereotypes and Relational Effects

The practice of extracurricular sports in Italy today is a significant factor in social integration. However, the increasing shift of adolescent interaction to virtual platforms exacerbates issues of social exclusion and withdrawal, contributing to widespread psychological distress among youth. Therefore, sports serve as a protective factor against social isolation. Despite this, sports education still lacks a clear emphasis on promoting positive social values. Indeed, adolescents engaged in extracurricular sports often exhibit greater adherence to social stereotypes, including those related to gender, compared to their sedentary peers. Through an analysis of data from two large national surveys, this report aims to illustrate the evolution of participation in extracurricular sports in Italy from 2019 to 2022, along with its associated effects on social interaction.

Theodore Trafalis

Professor, University of Oklahoma, USA

Machine Learning in Sport's Data

NOT AVAILABLE

Laura Trujillo-Linan

Professor/Researcher, Panamerican University, Mexico

Wired and Tired: Exploring the Intersection of Technological Advancement and Social Exhaustion

In the modern epoch, characterized by unprecedented technological advancement, a paradoxical scenario has emerged. While technology promises efficiency, connectivity, and ease, it paradoxically engenders a state of collective exhaustion, a phenomenon that I term "Wired and Tired." This paper aims to explore this intersection, analyzing how the proliferation of digital technologies has contributed to societal fatigue, both in a physical and existential sense.

The first part of this exploration delves into the concept of societal exhaustion as a symptom of the digital age. Drawing on the philosophical insights of Byung-Chul Han in "The Burnout Society," along with sociological theories, the paper examines how the omnipresence of technology leads to a state of hyperarousal, constant connectivity, and the erosion of boundaries between work and personal life. This condition is not merely a byproduct of increased workload but is intricately linked to the nature of digital technology itself, which demands continual attention and engagement.

Moving beyond the physical manifestations of exhaustion, this analysis also considers the existential dimension. The paper draws on the works of existential philosophers, including Søren Kierkegaard and Martin Heidegger, to argue that technology, while purporting to bring individuals closer, often leads to a form of existential alienation. This paradox is exemplified in the realm of social media, where virtual interactions frequently replace genuine human connections, leading to a sense of loneliness and isolation in the midst of digital crowds.

The discourse then shifts to the implications of this societal fatigue on communication practices. In a world dominated by rapid digital communication, the quality and depth of human interactions are often compromised. The paper explores how the brevity and immediacy of digital communication foster a culture of surface-level engagement, diminishing the capacity for deep, reflective conversations, which are essential for meaningful human connection and understanding.

Furthermore, the paper examines how this pervasive exhaustion affects individual's cognitive abilities and emotional wellbeing, influencing the way they perceive, interpret, and engage with the world around them. It posits that the constant state of fatigue leads to a

diminished capacity for critical thinking and empathy, crucial components of effective communication and philosophical discourse.

In conclusion, "Wired and Tired" proposes that the intersection of technological advancement and societal exhaustion presents a significant challenge to the contemporary human condition. It calls for a reevaluation of our relationship with technology, advocating for a more balanced approach that recognizes the limitations of digital interaction and the need for restorative practices. This paper aims not only to shed light on the issue but also to stimulate a broader conversation on developing more sustainable and humane ways of integrating technology into our lives.

Mary Tucker-McLaughlin
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Geofencing: Emerging Technology for the Dissemination of Critical Messages

Geofencing, an innovative smart phone communications technology used primarily as a marketing tool in the business sector, may help raise awareness of existing health services and deliver critical health messages in underserved areas (National Advisory Committee). Several studies have noted the promise for geofencing for health communication interventions in rural populations in the US (Wright, 2020; McGirt, 2022). Geofencing uses GPS coordinates to create a virtual boundary to detect a user's presence in an area of interest (Wright, 2020). Unlike social media which requires active following by an audience, geofencing allows organizations to send passive messages to an audience within a certain GPS location. The location could be as large as a state or as small as a parking lot. According to Mordor Intelligence in their 2022 report on geofencing in global markets, North America, Asia-Pacific and Europe represent 81.36% of the geofencing market. The Asia Pacific market for geofence is anticipated to grow by 25.17% between 2022-2027 (Mordor intelligence, 2022). Geofencing is not without controversy. The US Congress has contemplated geolocation privacy issues and developed the GPS Act in 2011. The Act has been reintroduced several times since then, but has yet to be adopted (Thomas, 2020). This presentation explores the potential for geofencing worldwide, the dissemination of health messaging, and the controversy that surrounds it.

Lucely Vargas Preciado

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&

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Organization Committees for Olympic Games – The Evolution of IOC-Mandated Directors

Organizing Committees for Olympic Games (OCOG) are responsible for planning, organizing, financing, and staging the Games. As part of the Host City Contract, the International Olympic Committee (IOC) mandates representation from certain stakeholder organizations on the OCOG board. The aim of this study is to examine the growth of IOC-mandated directors on the OCOG boards between 1992 and 2032.

To generate the data, we reviewed the clauses describing IOC-mandated stakeholders within 17 of the 20 Host City Contracts for each Summer and Winter Olympic Games since Albertville 1992. IOC mandated directors were not detailed in the contracts until Albertville 1992. No data could be sourced for the 2002, 2006, and 2018 Winter Olympics.

Across these 17 OCOGs, the review identified nine different organizations with a mandated director: Host Country IOC member (or members), Host Country International Paralympic Committee (IPC) Governing Board members, Host Country National Olympic Committee (NOC) President, Host Country NOC Secretary-General, Host Country National Paralympic Committee President, Olympians, Paralympians, Host-City Government, and Provincial (i.e., state) Government. Only three of these organizations were consistent across all OCOGs: Host Country IOC member (or members), Host Country NOC President, Host Country NOC Secretary-General. Host city representation was not mandated for Atlanta 1996 but has been mandated ever since. Brisbane 2032 was the first time that the IOC mandated that the Host Country IPC Governing Board members, Host Country NOC President, a Paralympian, and Provincial Government were OCOG directors. In recent years, there was considerable evolution in terms of athlete representation since it first mandated for Beijing 2008. Since 2024, the IOC has mandated an OCOG board to have at least one recent, host country Olympian. Previously, for Tokyo 2020, the requirement was for only one recent, host country Olympian. For Rio 2016, the requirement was for a recent Olympian, either summer or winter, and for London 2012, an athlete who was either

a summer or winter Olympian from the previous Olympics. The analysis also revealed that the IOC provided no gender mandates until Brisbane 2032.

To summarize, the number of IOC-mandated directors on OCOG boards has increased. This underpins a commensurate increase in board size to the extent that OCOG boards are inconsistent with best practice corporate governance guidelines.

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The Role of Leadership Competence in Enhancing Sport Performance Outcomes

This research makes a new case for leadership development through sport by exploring the role that leadership competence plays not only in terms of human and social development, but also in terms of concrete athletic performance outcomes. We reviewed the experience of 12 women rowers who reached their peak performance winning 4 gold medals in the 1992 Olympics. Interviews were also conducted with other members of the training group not selected to the team, mentors, coaches, manager and the high performance director. The case study, based on interviews, group discussions, and participant observation, reviewed their development from 1988 to 1992 and identified leadership development focused values, structures, processes and environments as integral to their performance. Our research builds on Tuckman's model of group development in emphasizing phases of forming, norming, "learning", performing, and "transitioning", where learning is an interactive process facilitated by the formal leader and team members, and transitioning is illustrated in how athletes shifted from peak performance in the sport to productive involvement in other roles in life. A non hierarchical model of leadership emerged which finds egalitarian values leading and shaping the environment and fostering non hierarchical athlete behaviours which serve to recursively build the egalitarian culture. The research queries whether a non hierarchical leadership model can be designed independent of coach morality.

We believe our leadership development through sport model can inform leadership development training for sport participants using theories and principles of organizational, adult, team, and experiential learning. We imagine our model integrating effectively and productively with the existing Long Term Athlete Development Model (LTAD) in Canada by offering a Leadership Development dimension to athlete development that complements the physical, mental, and life skills dimensions and similarly supports sport performance as well as post sport performance outcomes such as career success and community impact. We envision a leadership through sport facilitator assisting coaches, sport organization managers, directors and CEOs, officials, sport scientists, athletes, parents and educators, with clear processes for collaboratively summoning and articulating guiding assumptions, beliefs and values, designing structures, processes, and

practice to reflect these guiding elements, and creating metrics and evaluation strategies against which leadership and performance outcomes are measured.

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RRG in Commercial Institutional Discourses

As a burgeoning field of linguistics studies, cognitive linguistics has been witnessed with increasing popularity and prosperity among scholars of applied linguistics, which emerges and takes shape in the 1970s with great efforts made by researchers who committed to examining the relationship between language and mind. As a sub-division in cognitive linguistics, Role and Reference Grammar (RRG) concerned with the interrelations of occurrences and combinations together with the semantic and pragmatic combinatory relations, which all rest on the exploration of human cognitive activities and language production at the syntactical level. In this present study, the author collected discourses from the websites of four institutions (leading pharmaceutical companies, two from China and two from the US) to conduct a cross-cultural study from the perspective of a combinational framework regarding “functional-cognitive interface”, which incorporated analytical rules from the RRG and cognitive reasoning, so as to reveal the complex and dynamic relationship between semantics and syntax through the keyhole of action verbs in discourses. By interpreting the similarities and differences in the language used by these companies from a grammatical perspective, which activated various cognitive processes and discourse functions, the author would like to unveil the vitality of an empirical cognitive syntactical study of commercial institutional discourses, and thus enrich the diversity of cognitive linguistic studies in professional communication fields. Meanwhile, the author deems that such a cognitive study could endow practical meanings and implications to project the existence of cultural universalities and linguistic variations, providing sound evidences people need in determining the nature and specific organization of linguistic systems in business communication contexts.

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Refugee Crisis, News Crisis: The Framing of Episodic and Thematic Articles

A main tenet of 21st Century journalism is to engage the public through highly informative and affective content. Through sociological journalistic processes of creating news content, however, audiences may lose the ability to completely conceptualize the level of human suffering in refugees.

This experimental survey tested the use of episodic and thematic frames in American news articles about the Syrian refugee crisis of migrants landing on Grecian shores. It found that episodically framed articles increased moral understanding among Americans, as well as overall engagement in the crisis event. Respondents, however, were not more likely to participate in civic discussion of the refugee crisis with others.

The results suggest that the use of episodic frames in the construction of refugee news articles may engage audiences more in the issue, however, alone are not enough to affect behavioral outcomes such as discussion. Further research should investigate the implications of framing choices made in the presentation of news stories about important issues such as mass human migrations.

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