

Challenges in International Communication

Edited by
Margarita Kefalaki
Yorgo Pasadeos

ATINER
2012

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

ISBN: 978-960-9549-72-1

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Printed and bound in Athens, Greece by ATINER

8 Valaoritou Street, Kolonaki
10671 Athens, Greece
www.atiner.gr

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1

Challenges in International Communication: An Introduction

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“Communication is one of those everyday activities that is intertwined with all of human life so completely that we sometimes overlook its pervasiveness, importance, and complexity”.
Littlejohn W. Stephen, Foss A. Karen, 2008.

Communication involves the exchange of information, thoughts, ideas and emotions. It occurs via various processes and methods depending on the channel and the style used. Additionally, it concerns various senders and receivers that are linked with one another. Who? Says what? By which channel? To whom? With what effect? are some of the questions that ‘travel’ our mind before conducting a communication act. Each procedure of communication has its own potentials, limitations, difficulties and possibilities. “Everyday aspect of our everyday lives is affected by our communication with others...” (Littlejohn W. Stephen, Foss A. Karen, 2008). ‘One cannot not communicate’, who can disagree with this? For Fernandez German Dario (2010), the common search for understanding enables people from different fields and social sectors to communicate and cooperate. For him understanding is a public matter and understanding others is the practical aim of any member of a group and not an intellectual’s or a researcher’s privilege. Nevertheless, in order to communicate, someone must know and understand a number of codes and rules. The use of well-known or anonymous rules is necessary in the act of communication, to understand and react in a ‘logical’ way. Then, an institutional context in which other members recognize the specific rule is also needed.

This book examines a number of such rules that take place in specific situations and environments. Our aim is to provide some tools that can add to the understanding of communication among practitioners, academics and everyday people, to improve their communication skills and actions. It is well known that academics and practitioners have little awareness of each other in terms of knowledge production and use. Our purpose is to narrow this gap between practice and knowledge. Not to forget that communication by itself, in each and every research community, displays distinct patterns of information

flows among academics, government agencies or policy-makers, and industry practitioners. Improving the efficiency and the effectiveness of communication appears to be a view shared by academics, students, practitioners and policy makers. The acquisition and exchange of information that could add to their better communication, appears nowadays to be more crucial than ever.

This is the seventh (7th) book of Athens Institute of Education and Research (ATINER) Media series. Each of these volumes represents an International Conference that have been organized by the Mass Media & Communication Research Unit of the Institute, namely *Mass Media in Transition: An International Compendium* in 2004, *Mass Media: International Issues* in 2005, *Mass Media Research: International Approaches* in 2006, *International Dimensions of Mass Media Research* 2007, *Variety in Mass Communication Research* in 2009, *Advances in Communication and Mass Media Research* in 2010, and the one you are holding in your hands, *Challenges in International Communication*. The annual event of such an international non-rotated conference, that in our knowledge is rare, cannot but to prove its success.

The rest of this introduction consist a summary of twenty-eight (28) academic papers that were presented at the 9th Annual International Conference on Communication and Mass Media, organised by the Mass Media and Communication research unit of ATINER. More than eighty academics from different continents and countries (Australia, Canada, USA, UK, China, United Arab Emirates, South Africa, Belgium, Turkey, Puerto Rico, Taiwan, Malaysia, Italy, Romania, Hong King, Lithuania, Indonesia, South Africa, Czech Republic, etc.) participated in this international conference. After the fifteen minutes, given to each academic to present an earlier version of their paper, named 'show of time' by the director of the institute Dr. Gregory Papanikos, and a number of other additional procedures, this book is finally here.

Apart from the intellectual interest of this work, offering a variety of subjects that has to do with media, communication, and new technology, we can also see a very important cultural interest. The academics participating in this volume, not only come from different continents, but also have their own character, knowledge and research interests. If this isn't an example of fruitful interaction (...), then who can give as a better one (?). This book's name was inspired by the increasing roles, uses and knowledge about communication, and eventually its increasing challenges ... '*Challenges in International Communication*'. The rest of this introduction presents, in twenty-eight different chapters, the twenty-eight papers of this work. The book is separated in three different parts, a) Media and Communication, b) New Technology and Communication, c) Communication Themes.

Media and Communication

Media influences life in a community, starting by impacting each and every household. Especially speaking of television's audience, that receives millions

of information per minute. Between others, peoples' interests, behaviour, taste, and values are influenced. This first part contains nine chapters.

In the first chapter, Catherine Collins presents a research entitled "This Is War": Framing the Iraq War through Images and Testimony. This paper examines the media's choice of frames in the Iraq War. More specifically, the *authenticity* in documentaries of soldiers telling 'stories of war' about Iraq and Afghanistan is questioned. This research is based in two documentary films created from soldiers' videos during these two wars: 'This is War: Memories of Iraq' and 'Shepherds of Helmand'.

The next chapter, authored by Jeanne Clark, analyses the print coverage of a military operation, in the Mediterranean Sea. The MV Mavi Marmara incident (Gaza flotilla raid also known as the flotilla incident) provoked the death of nine people and later a firestorm of publicity, major demonstrations in London and Istanbul, the recalling of a South African ambassador, and a UN investigation. The study focuses on coverage in the written press examining *Jerusalem Post*, two Palestinian news agencies, the *New Straits Times*, a selection of newspapers from the U.K., Australia, Canada, South Africa, and the U.S.A.

The third chapter deals with political communication. Eang Teng Chan, Tang Mui Joo, and Satwant Singh A/L Karam Singh, are examining media credibility as far as political issues are concerned, in Malaysia. The worldwide media landscape transformation caused by the new media emergence has also impacted Malaysia. New sources of information are offering Malaysians alternative ways to learn and test their knowledge. This study explores the relationship between online news credibility and political affiliation.

The subject of effective media monitoring is examined in the next paper, by Mariam Gersamia. Producing proper media-monitoring reports are essential for public relations specialists, as well as for the media-researchers. The journalists can apply research based knowledge to become more result-oriented. This paper examines the reasons of the positive and/or the negative coverage of the media. The analysis of certain news network organizations' positioning, by investigating their efficiency of media-relations as well as the media-product and the company's result vector, with the help of the custom-made template, was the main tool of this study.

Chapter 5 provides a study that, using multi-variate analysis, questionnaire surveys and focus group discussions, examines the media in Zambia. Moses Hamungole, deals with people from Zambia exposed to the media values, heavy viewers' characteristics and personal values, examining how cultivated they are to judge television programmes in Zambia.

In the following chapter, Burcu Kaya Erdem, discusses a case that deals with the reflection of anti-militarists in Turkey's media texts. The aim of this study is to provide a method to enable the critical reading of the 'anti-militarism' phenomena that are today rejected on the Turkish media. The exposure of anti-militarism phenomenon is necessary to support a democratic

debate and communication at a public level. Media texts are for this reason proposed for a critical type of reading.

The seventh paper of this part, talks about governmental media campaigns to prevent HIV/AIDS in Italy. Valentina Bazzarin and Pina Lalli, verify the social impact of HIV/AIDS campaigns during the past 20 years in Italy. More precisely, a longitudinal scenario analysis is used to examine public health media campaigns that aimed at preventing AIDS transmission. The types of messages conveyed in these campaigns, the dissemination of these messages, their priority in media coverage, and the public's knowledge about HIV/AIDS risk is examined in this paper. Today, as the writers reveal, 120.000 people with HIV/AIDS live in Italy and 100 new cases are diagnosed every day.

The following chapter examines how the global military activity has affected contemporary British advertising. More particularly, Rachel Grainger examines how military activity has affected the British television advertising the last decade.

The last chapter of this part (chapter nine), deals with gender stereotypes. Vera Nawiroh, analyzes television viewers' attitude towards the female image in Indonesia. With the use of descriptive qualitative reception analysis and focus group discussion the researcher reaches certain conclusions about what spectators think of women in Indonesians television programs. After the Media and Communication part, the second part of this book deals with Technology and Communication

New Technology in Communication

New technology and most importantly the use of Internet enable new forms of social interaction, activities, and organization. Today people use the World Wide Web for their everyday needs (access news, search of information, plan and book vacations, buy clothes, etc. Increased media consumption wakes public interest for the mass media and evokes new forms of communication. The 'New Technology in Communication' part includes ten chapters, each of which represents a different research. This part contains ten chapters.

The first chapter of the second part of this book deals with the use of new media technologies to improve health literacy in children at risk for overweight and obesity. Kimberly Bissell presents a research project that has to do with the most relevant factors in the prevention of weight gain and obesity. New media technologies like the Internet, laptops, smart media and Wii, are used to inform children in grades 1-8 about health education. This project addresses directly low health literacy in children in four key areas: awareness, cognition/knowledge, attitudes, and behavior.

The next chapter has to do with the creation of an undergraduate peer-reviewed research journal, called Earth Common Journal, which deals with critical environmental issues in the areas of conservation, sustainability, and global warming. Lucille Mazo, Nicholas Chen, Andrea Church, Melissa Cloutier, Danielle A. Paradis, Davin Robertson, and Courtney Rupertus,

present information about how students ensured their roles of editor, writer, and about how such a journal can facilitate communication with other students from all over the world, regarding environmental issues.

The third chapter of this second part deals with some concepts in human-computer interaction. Simone Diamanti, uses interpretive semiotics and Umberto Eco's theory to examine key concepts of interaction and interface among computer and humans. Several examples are used to illustrate how interaction can be considered as a fuzzy, threshold phenomenon. The research then considers the interface as a place of mediation that emerges from interaction, hosting a negotiation in which the user and the object get in contact. In this way, some of the object's multiple possible virtual states are realized.

Chapter four presents a study about the Turkish extreme right on-line network. Nazlı Aytuna, defines the Internet as a new strategy for structuring political communication. To become more precise, this work analyzes the structure and the characteristics of the Turkish extreme right network on the World Wide Web examining the relationship between the nationalist political structure represented by the Nationalist Action Party (Milliyetçi Hareket Partisi, MHP) and other relevant political and social organizations. Based on the Hyperlink Network Analysis "Webometrics", this study uses an integrated software package to track the selected Internet websites.

Continuing with a study about Turkey, Serpil Karlıdag, and Zeliha Eser, examine the creation of databases with customers' personal data, which is very important for business world. This paper examines the consumers view about data privacy in Turkey. The majority of the consumers were, among other things, found to feel uncomfortable when their personal information was sold to other companies (97%).

The sixth chapter of this part examines readers and online newspapers journalists' interaction. With the use of interviews and textual analysis of websites, Memory Mabika, investigates the readership of online newspapers in Zimbabwe. The purpose of this paper is to find out the impact of online journalism interactive communication on the media consumer.

Continuing with online media, the seventh chapter of this book's second part examines the impact factor of the Caucasus in German sites. Dali Osepashvili, has chosen a number of Internet resources (online magazines and blogs) about the Caucasus in the German language, and examined them thoroughly.

The next chapter of this part has also to do with online media. Tang Mui Joo, presents a study entitled 'Online Book Marketing, Selling and Distribution in Malaysia'. With the use of content analysis and interviews, this paper examines Malaysian publishers' tactics concerning online book marketing. The research proves that Malaysian publishers still follow a traditional marketing strategy. Online marketing is actually considered a potential marketing strategy to develop Malaysian publishing industry.

Chapter nine, deals with the sensitive question of disability. Conversno Raffaella and Binacchi Maurizio examine the role of new technological tools in school, for people with learning difficulties. The authors of this research consider the inclusion and integration of such people very important for the welfare of a society. After the New Technology and Communication part, the third and last part of this book has to do with Communication Themes.

In the last chapter of this book's second part, Burak Doğu examines the representation of the public agenda on the Web. More particularly, the writer examines the Milliyet Blog and website with the aim to explain how the public agenda takes place on the Internet. Individuals' interaction is considered a way to reform the media environment.

Communication Themes

This part encompasses nine papers that deal with general questions of communication: art, culture, crisis situation, rhetorical persuasion, all in connection to communication.

The first chapter has to do with the use of heritage charm to sanitise warfare. Will Barton takes the example of the Exocet (French-built anti-ship missile) and of Falklands wars, in order to explain how Art can be used to sanitise war. The picture of John Yeadon, named 'The Raising of the Exocet', and the Falklands war, are used as examples of the manipulating use of Art.

The second chapter examines the way that Hollywood genre films tend to construct victimised/ masochistic masculinities. Glen Donnar, examines Oliver Stone's *World Trade Center* (2006) film in order to find out how the film participate in such a effect (construct victimised/ masochistic masculinities). The main question of the paper is whether such films turn up to restore male power.

In the following chapter, Eleonora Diamanti, presents a paper that examines the worldwide platform of UNESCO concerning its Creative Cities. More particularly, this Network aims to bring together, under an international dimension, cities under a specific theme. The question is if cities can really exchange and create new experiences and opportunities related to what UNESCO defines as "creative tourism". The writer examines in a semiotic way the phenomenon of the UNESCO initiative and the strategies of building and communicating this particular identity, undertaken the city of Montreal (Canada, UNESCO City of Design).

The fourth chapter of this book's third part has to do with cross-cultural communication. Eugenia Laura Popa, presents a study that concerns cross-cultural communication among the West and the Islamic World. Knowledge, dialogue for mutual tolerance and cooperation, could, as the writer claims, resolve the problem of value differences.

Continuing with a theoretical communication paper, in the fifth chapter of this part Corina Barbaros, presents a paper about trends and perspectives in the era of communication. More particularly, this paper analyses the implications

of intellectual copyrights, the right to information and the impact of the Internet on the current socio-political environment.

The sixth chapter of this book deals with successful businesses. Fatma Göksu and Murat Güreşçi, present a study that observes companies that have transformed crisis into opportunities and the way that such an achievement has been reflected in the Turkish press. Fifteen (15) newspapers published in Turkey were examined for this purpose.

The seventh chapter of this part deals with advertisement and the transformation of social values. Mengü Seda Çakar and Ceyda Ilgaz Büyükbaykal suggest that the purchasing habits and preferences of consumers have changed in a way that different linguistic and visual standardizations are implemented. This study examines from an ethical perspective the way that social values are affected by new consumption adaptation.

Continuing with advertising, the next chapter focuses on consumer behaviour in relation to advertising and brand perception. Batu Mert, examines billboard advertisements in stadiums within the framework of marketing. Television spectators were asked questions while they were watching a match on television, during the breaks and after the games, if they recalled the brands on the billboard advertisements.

The ninth and last chapter of this book, presents a study that deals with the transformations of a popular culture. Yıldız Öykü Ezgi, Ceyda Deneçli and Sevda Deneçli examine the concepts of conjugal union and marriage in Turkey, as influenced by the new modes of communication.

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Acknowledgments

The editors of this volume would like to thank the Athens Institute of Education and Research (ATINER) for organizing the *9th Annual International Conference on Communication & Mass Media* and for all its staff support during the development of this publication. We are especially greatfull to Dr. Gregory Papanikos, Director of the Institute, and Ms Afrodete Papanikou, responsible for ATINERs publications.

Last but not least we are grateful to all the contributors for meeting all the deadlines and for the fine professional job they have done.