



Athens Institute for Education and Research  
*A World Association of Academics & Researchers*



**2<sup>nd</sup> Annual International Conference on Communication and Mass Media, 24-26 May 2004, Athens, Greece**

**Organized by the Athens Institute for Education and Research (ATINER)**

**Conference Venue:** Hellenic Management Association, 200 Ionias Avenue & Iakovaton Street. Kato Patisia. 111 44 Athens, Greece  
(Close to the Metro Station Kato Patisia).

**Monday May 24<sup>th</sup>, 2004**

**8:00-09:00 Registration**

**09:00-09:10 Welcome and Opening Remarks**

**09:10-11:00 Session I**

**Chair:** Nicholas C. J. Pappas, Head, European Research Unit, ATINER and Associate Professor, Sam Houston State University, USA

1. Barton, W., Senior Lecturer, Coventry University, England. *The Savage Wars of Peace: Rhetorics of Imperialism From the White Man's Burden to the War on Terror.*
2. \*Hassencahl, F., Assistant Professor, Old Dominion University, USA. *American and European Political Cartoonists Pen/Pin Saddam Hussein.*
3. Prentoulis, M., Visiting Lecturer, City University, UK & Tumber, H., Dean of the School of Social Sciences, City University, UK & Webster, F., Professor, City University, UK. *War Correspondents in the Line of Fire.*
4. Sylvester, J., Associate Professor, Louisiana State University, Baton Rouge, USA & Huffman, S., Associate Professor, Texas Christian University, Fort Worth, USA. *From The Front: The Pentagon Embed Program and the War in Iraq.*

**11:00-12:30 Session II**

**Chair:** Hassencahl, F., Assistant Professor, Old Dominion University, USA.

1. d' Agostino, P., Professor, Temple University, USA & Tafler, D., Professor, Muhlenberg College, USA. *Techno/Cultural Identities: from Ships to GigaBits.*
2. Wanta, W., Professor, University of Missouri, USA and Craft, S., Assistant Professor, University of Missouri, USA. *Polarization of Political Attitudes: The Role of Internet and Media Use.*
3. Whitt, D., Professor, Nebraska Wesleyan University, USA. *Cyborgs without Borders: Science Fiction, Technology, and Visions of the Human/Machine Union.*
4. Chan-Olmsted, S.M., Associate Professor, University of Florida, USA. *Multiplicity, Diffusion, New Media Access, and their Determinants in the European Media Markets.*

**12:30-14:00 Session III**

**Chair:** Wanta, W., Professor, University of Missouri, USA and Craft, S., Assistant Professor, University of Missouri, USA.

1. Shamp, S.A., Director, University of Georgia, USA. *Mobile Media in Europe and US: A World of Wireless Difference.*
2. Perna, V., Senior Research Fellow, University of Turku, Finland. *Mass Media and the Future of Political Publicity.*
3. Jung, B., Professor, Warsaw School of Economics, Poland. *New Media Regulation Patterns in Europe - Towards a More Powerful State?*
4. Bock, M., Ph.D. Student, Annenberg School for Communication, USA. *The Shared Viewing Experience: How television's changing sense of time has shaped collective identity in the United States and Europe.*

**14:00-15:00: Lunch** (in Conference Venue)

### **15:00-16:30 Session IV**

**Chair:** Shamp, S.A., Director, University of Georgia, USA.

1. Smaele, H., Postdoctoral Fellow, Ghent University, Belgium. *The Union Goes East: Audiovisual Policy in the Enlarged European Area*
2. Suárez, R., Researcher, Pompeu Fabra University, Spain. *Digital Television and European Enlargement.*
3. Fratiloiu, R., Ph.D. Student, Concordia University, Canada. *Nation and Post-nation in Europe: The Question of Belonging.*

### **16:30-18:00 Session V**

**Chair:** \*Hassencahl, F., Assistant Professor, Old Dominion University, USA.

1. Zabaleta, I., Full Professor, Basque Country University UPV-EHU, Spain, Xamardo, N., Professor, Basque Country University UPV-EHU, Spain, Urrutia, S., Professor, Basque Country University UPV-EHU, Spain, Gutierrez, A., Professor, Basque Country University UPV-EHU, Spain, and Mendizabal, A., Professor, Basque Country University UPV-EHU, Spain. *Minority Language Media in the European Union: Reality, Issues and Development Strategies.*
2. Dilli, S., Ph.D. Student, Sorbonne University, France. *Communitarian Media in European Union*
3. Wu, Y., Ph.D. Student, Cardiff University, UK. *Mapping the Political Demographic Identity Online: A Study of the Community Nature of Qiangguo at [WWW.People.Com.Cn](http://WWW.People.Com.Cn) in China.*

### **20:30-23:30 Greek Night**

(Place: Tavern Stamatopoulos, 26 Lissiou Street, Plaka, Tel.: 210 3228722)

## **Tuesday May 25<sup>th</sup>, 2004**

### **09:30-11:00 Session VI**

**Chair:** Angelos Tsaklaganos, ATINER and Aristotelian University of Thessaloniki, Greece.

1. Egan, K. S., Professor, Brigham Young University, USA. *European Fashion and the Transformation of Play into Art: A Phenomenological Study.*
2. Niblock, S., Lecturer, City University, UK and Machin, D., Cardiff University, UK. *Lifestyle, branding and target audience segments: the new contextualisation of News Values*

### **11:00-12:30 Session VII**

**Chair:** Egan, K. S., Professor, Brigham Young University, USA.

1. Kendrick, A., Professor, Southern Methodist University, USA and Fullerton, J.A., Associate Professor, Oklahoma State University, USA. *Evaluation of the First U.S. Ad Campaign to the Muslim World: International Student Reaction to the Shared Values Initiative*
2. Chaudhary, A., Professor, Howard University, USA. *Convergence: Globalization, Localization and New Communication Technologies.*
3. Kocak, A., Assistant Professor, Selcuk University, Turkey. *Uses and Gratifications of Online and Print Newspapers among University Students in Turkey: A Comparison.*
4. Sonnac, N., Associate Professor, University of Paris II, France. *Does Advertising Lower the Price of Newspapers to Consumers? A Theoretical Appraisal.*
5. Lah, P. Ph.D. Candidate, Northwestern University, USA. *Social Communication in the (Enlarged) European Union: A Case Study of Slovenian and Germany Daily Newspapers.*

### **12:30-14:00 Session VIII**

**Chair:** Kendrick, A., Professor, Southern Methodist University, USA.

1. Biggins, O., Assistant Professor, Dhurakijpundit University, Thailand. *Media Convergence, Concentration of Ownership and the Transitional Power from Media to Politics in Thailand.*
2. Chen, P.-H., Associate Professor, National Taiwan Normal University, Taiwan. *Exploring Correlations between Customer Satisfaction and Market Dynamics in Taiwan's Cable Television Industry.*
3. Nedeljkovich, M., Associate Professor, The University of Oklahoma, USA. *"White Paper" And Serbian Mass Media in the Post-Milosevic Era.*
4. Lichtenberg, L., Managing Director, the Netherlands Press Fund, the Netherlands. *State Aid to the Press in International Perspective: The Dutch Case.*

**14:00-15:00 Lunch** (inside the Conference Venue)

### **15:00-16:30 Session IX**

**Chair:** Rodriguez, L., Associate Professor, Iowa State University, USA

1. Pasadeos, Y., Professor & Associate Dean, University of Alabama, USA & Dinu, L., Ph.D. Candidate, University of Alabama, USA. *The Information Content of European Magazine Advertisements: Possible Effects of Globalization and Harmonization.*
2. Purdey, H., Senior Lecturer, City University, UK. *Training the 'Watchdogs' – How Journalism Training Can Become an Instrument of Globalisation.*
3. Stúr, E., Lecturer, Mid Sweden University, Sweden. *An Open Question - Globalization of News in European Media.*
4. Rézműves, I., Ph.D. Student, University Of Colorado, USA. *The Creation of the Social Self in a Transnational and Global Era.*

### **16:30-18:00 Session X**

**Chair:** Nedeljkovich, M., Associate Professor, The University of Oklahoma, USA.

1. Scott, B., Professor, University of Missouri, USA, Grusha, A., Moscow State University, Russia & Guseva, I., Professor, University of Missouri, USA. *How Russian and Western Media Frame Developing Prospects and Problems between the European Union and Russian Federation.*
2. Rodriguez, L., Associate Professor, Iowa State University, USA & Kappmeyer, K., Ph.D. Student, Iowa State University, USA. *Food Safety vs. Food Security: A Comparative Analysis of Newspaper Coverage of GMOs in Britain and the Philippines: 2000-2002.*
3. Holmberg, S., Assistant Professor, MKV/ITM, Mid-Sweden University, Sweden. *Media Coverage of Human Trafficking (HT) in Destination Countries – Case Study Sweden.*
4. Pardun, C. J., Associate Professor, University of North Carolina, USA. *When Parents and God Collide: Who Controls the Remote In Early Adolescents' Media Use?*

**20:00-22:00 Dinner**

(Place: Rozalia Tavern, 58 Valtetsiou str., Exarcheia Square, Tel.: 210-330-2933)

## **Wednesday May 26<sup>th</sup>, 2004**

**One Day Cruise to the Aegean Islands** (includes Lunch)

07:00 Bus Departure from the Conference Hotel to Piraeus

08:30 Boat Departure

18:30 Return to the Conference Hotel from Piraeus.