2nd 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 24th, 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.
2. Pernaa, 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?

14:00-15:00: Lunch (in Conference Venue)
15:00-16:30 Session IV
Chair: Shamp, S.A., Director, University of Georgia, USA.
1. Smale, 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.
2. Dilli, S., Ph.D. Student, Sorbonne University, France. Communitarian Media in European Union

20:30-23:30 Greek Night
(Place: Tavern Stamatopoulou, 26 Lissiou Street, Plaka, Tel.: 210 3228722)

Tuesday May 25th, 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
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.
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.
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. Rodríguez, 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 26th, 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.