



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



**4<sup>th</sup> Annual International Conference on Communication and Mass Media, 22-24 May 2006, Athens, Greece**

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

**Under the auspices of the Economic Chamber of Greece**

**Conference Venue: Institute of Education and Training of the Economic Chamber of Greece, 9 Amvrosiou Frantzi Street, 117 43 Athens.**

The venue is close to the metro station SYGGROY-FIX. From the Syntagma Square it is 20 minutes away by feet.

**Sunday, May 21<sup>st</sup>, 2006**

**18:30-20:00 Pre-Registration** for those staying at the Conference Hotel.

**20:00-22:00 Welcome Dinner & Opening Remarks** for those staying at the Conference Hotel.

**Monday, May 22<sup>nd</sup>, 2006**

**06:45 Bus Departure** from the Conference Hotel, **Short Sightseeing** around Athens and Transfer to the **Conference Venue**.

**08:00-08:30 Registration**

**08:30-08:40 Welcome and Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Yorgo Pasadeos, Head, Media Research Unit, ATINER & Professor, University of Alabama, USA.

<p><b>08:40-10:30 Session I (Room A)</b>  <b>Chair:</b> Dahanukar, R., Entrepreneur &amp; Researcher, Nirmiti (Graphic Design, Co), India.</p>	<p><b>08:40-10:30 Session II (Room B)</b>  <b>Chair:</b> Pasadeos, Y., Head, Media Research Unit, ATINER &amp; Professor, University of Alabama, USA.</p>	<p><b>08:40-10:30 Session III (Room C)</b>  <b>Chair:</b> Zaharopoulos, T., Academic Member, ATINER &amp; Professor and Dean, Park University, USA.</p>
<ol style="list-style-type: none"> <li>1. Murphy, P., Professor, Temple University, USA &amp; Vilceanu, O., Researcher, Temple University, USA. <i>Food Science: Media Coverage of Genetically Modified Foods in the US and France, 1998-2002.</i></li> <li>2. Sjoberg, U., Senior Lecturer, Halmstad University, Sweden. <i>To be both Swedish and Greek: The Uses of Media among Young People in Greece.</i></li> <li>3. Ozan, R., Assistant Professor, Istanbul University, Turkey. <i>A Comparative Study on the Events Covered in the Turkish Media Argued Out in Local/National Terms: An Analysis of the Kids in Malatya.</i></li> <li>4. Valkonen, S., Researcher, University of Tampere, Finland. <i>Children Acting as Informants of their Mediated Lifeworld.</i></li> <li>5. Roine, M., Researcher, University of Tampere, Finland. <i>Television as a Social Medium in Young Children's Lives.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Nulens, G., Researcher, Vrije University, Belgium &amp; Daems, M., Researcher, Vrije University, Belgium. <i>Reader Development and Internet. Using a Website for Increasing Cultural Participation.</i></li> <li>2. Vanobberghen, W., Researcher, Vrije Universiteit Brussel, Belgium. <i>New Media, new Society? What The Discourses Surrounding The Introduction of "New" Media in the Past Learn About the (R)Evolution of the Information Society.</i></li> <li>3. de Vinck, S., Researcher, Vrije Universiteit Brussel, Belgium, Cielen, S., Researcher, Vrije Universiteit Brussel, Belgium, Delaere, S., Researcher, Vrije Universiteit Brussel, Belgium &amp; Pauwels, C., Head, Vrije Universiteit Brussel, Belgium. <i>Must Institutions drive Innovation? The Role of Public Service Broadcasters in Implementing Digitization Strategies and the Paradoxical Antagonism of Switchover Policies.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Monfils, B., Professor, University of Wisconsin-Whitewater, USA &amp; Nelia Olivencia, Director, Latino Student Programs, University of Wisconsin-Whitewater, USA. <i>A Comparison of English-Language and Spanish-Language Coverage of the 2006 Chilean Presidential Campaign.</i></li> <li>2. Silverblatt, A., Professor, Webster University, USA. <i>Deciphering Karl Rove's Playbook: American Campaign Tactics and Response Strategies.</i></li> <li>3. Aubia, L., Researcher, Pompeu Fabra University, Spain, Capdevila, A., Lecturer, Rovira Virgili University, Spain &amp; Gomez Puertas, L., Part-Time Teacher, Pompeu Fabra University, Spain. <i>Evolution of the Image of Europe in Spanish Political Propaganda. European Parliament Election 1987-2004.</i></li> <li>4. Doruk, E.K., Researcher, Istanbul University, Turkey &amp; Guresci, M., Ph.D. Student, Istanbul University, Turkey. <i>Political Leadership Persuasion Skills: Example Study Erdogan and Baykal.</i></li> </ol>

**10:30-12:00 Monday, May 22<sup>nd</sup>, 2006**

<p><b>Session IV (Room A)</b>  <b>Chair:</b> Murphy, P., Professor, Temple University, USA.</p>	<p><b>Session V (Room B)</b>  <b>Chair:</b> Vanobberghen, W., Researcher, Vrije Universiteit Brussel, Belgium.</p>	<p><b>Session VI (Room C)</b>  <b>Chair:</b> Silverblatt, A., Professor, Webster University, USA.</p>
<ol style="list-style-type: none"> <li>1. Orhon, E. N., Assistant Professor, Anadolu University, Turkey. <i>Whose Stereotypes and Prejudices are we Talking about? One Soap Opera and Two Nations.</i></li> <li>2. Simsek, G., Assistant Professor, Selcuk University, Turkey, Uludag, A., Researcher, Selcuk University, Turkey &amp; Aydin, D., Researcher, Selcuk University, Turkey. <i>A Crosscultural Serial: Watching Motives of the Serial "Yabancı Damat" Among University Students in Turkey.</i></li> <li>3. Ferentinou, A., Lecturer, Istanbul Bilgi University, Turkey &amp; Tunc, A., Assistant Professor, Istanbul Bilgi University, Turkey. <i>Are we Alike After All?: The Impact of Television Portrayals of the "Other" on Greek and Turkish University Students.</i></li> <li>4. Arpo, A.R., Program Director, University of Joensuu, Finland. <i>The Noisy and the Silent Attention Code in Internet Discussion Groups.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Peterson, V., Assistant Professor, Grand Valley State University, USA. <i>Global Implications of Visual Communication.</i></li> <li>2. Werder, O., Assistant Professor, University of New Mexico, USA. <i>The Global Fight Against Obesity: A Comparative Analysis of Media-Related Causes and Prevention Efforts.</i></li> <li>3. Zaharopoulos, T., Dean, Park University, USA. <i>Judging the Success of the Athens Olympics: Perceptions and Media Use.</i></li> <li>4. Zainal, Z.I., Lecturer, Universiti Putra Malaysia, Malaysia. <i>Malaysian Communication Culture at the Crossroads.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Lynch, A., Assistant Professor, American State University of Sharjah, USA &amp; King, J., Associate Professor, east Tennessee State University, USA. <i>How Oprah Winfrey and General Motors Used a \$7 Million Product Placement on the Oprah Winfrey Show to Gain Television Publicity Across the United States.</i></li> <li>2. Ozturk, M.C., Assistant Professor, Anadolu University, Turkey &amp; Ozkocak, L., Researcher, Anadolu University, Turkey. <i>Study of Social Campaigns Supporting Education as A Public Relation Tool in Characteristics of Web Sites Point of View.</i></li> <li>3. Yilmaz, E., Researcher, Galatasaray University, Turkey &amp; Karsak, B., Assistant Professor, Galatasaray University, Turkey. <i>Crisis Communication on New Portals: Onnur Air.</i></li> <li>4. El Bakry, R., Part-Time Faculty, The American University in Cairo, Egypt. <i>The Contingency Theory of Accommodation in Public Relations and its Applicability to the Telecommunication Sector in Egypt.</i></li> </ol>

**12:00-13:30 Session VII (Room A)****Chair:** Orhon, E. N., Assistant Professor, Anadolu University, Turkey.

1. Highton, J., Professor, University of Nevada Reno, USA. *The Glorious First Amendment and its Betrayal.*
2. Ozer, O., Assistant Professor, Anadolu University, Turkey. *Reporters' Attitudes Towards Ethical Principles: The Research Carried Out in Ankara.*
3. Abdul Rahman S. N., Lecturer, Universiti Putra Malaysia, Malaysia, Zainal, Z.I., Lecturer, Universiti Putra Malaysia, Malaysia and Ali Md. A. R., Lecturer, Universiti Putra Malaysia, Malaysia. *Defusing Conflicts in Contemporary Malaysia: Our Excess Baggage of the Past and the Uncertain Demands of Globalization.*
4. Cox, E.S., Professor, Central Missouri State University, USA & Goodman, S., Graduate Student, Central Missouri State University, USA. *The Role of Rumor in Creating a Post 9/11 Psyche: Justification for War with Iraq.*

**13:30-14:30: Lunch** (Inside the Conference Venue)**14:30-16:00 Session IX (Room A)****Chair:** Egan, K., Professor, Brigham Young University, USA.

1. Kierans, K., Professor, University of King's College, Canada. *Media Concentration and the Evolution of the Canadian Identity.*
2. Swanson, G., Professor, Communication University of China, China & Petrovich, J., Chair, Northwestern University, USA. *The Impact of the Beijing 2008 Olympics on Communications Policy and Future Media in China.*
3. Fernandez, S., Assistant Professor, Universidad Carlos III de Madrid, Spain. *Accounting for the Future of the Press: Are Newspapers Adapting to Changes?*
4. Donders, K., Researcher, Vrije Universiteit, Belgium, Loisen, J., Teaching Assistant, Vrije Universiteit, Belgium & Pauwels, C., Professor, Vrije Universiteit, Belgium. *Actor Positions on the Audiovisual Dossier and the Interinstitutional Dialectics between WTO and UNESCO.*
5. Lichtenberg, L., Managing Director, The Netherlands Press Fund, The Netherlands. *Press Concentration, Innovation and Convergence: Europe In Search of a New Communications Policy.*

**14:30-16:00 Session X (Room B)****Chair:** Veloutsou, C., Head, Marketing, Research Unit, ATINER & Senior Lecturer in Marketing, Department of Business and Management, University of Glasgow, Scotland.

1. Kaya, A.Y., Assistant Professor, Selcuk University, Turkey, Kocak, A., Associate Professor, Selcuk University, Turkey & Arun, O., Researcher, Middle East Technical University, Turkey. *Critical Thinking or Prejudice? Critical Thinking in Turkish Communication Faculty Students and Critical Thinking on the Subject of Media.*
2. Altunbas, H., Assistant Professor, Selcuk University, Turkey & Fidan, M., Assistant Professor, Selcuk University, Turkey. *The Future of Advertising and Advertising Education in Turkey.*
3. Fidan, M., Assistant Professor, Selcuk University, Turkey & Altunbas, H., Assistant Professor, Selcuk University, Turkey. *The Work about Increasing of Public Relations Education in Turkey.*
4. Parsons, M., Lecturer, The Bournemouth University Media School. UK. *Course Design for Interactive Media Production.*

**16:00-19:30 Free Afternoon** to Walk around Plaka and Acropolis**19:30-21:30 Greek Night Entertainment****Place:** Stamatopoulos Tavern, 26 Lissiou Street, Plaka, Tel.: 210 3228722**21:30 Bus Departure** to the Conference Hotel

## Tuesday May 23<sup>rd</sup>, 2006

09:00-10:30 Tuesday, May 23<sup>rd</sup>, 2006

<p><b>Session XI (Room A)</b>  <b>Chair:</b> Peterson, V., Assistant Professor, Grand Valley State University, USA.</p>	<p><b>Session XII (Room B)</b>  <b>Chair:</b> Kierans, K., Professor, University of King's College, Canada.</p>
<ol style="list-style-type: none"> <li>1. Simons, H., Professor, Temple University, USA. <i>Framing the News: A Rhetorical Perspective.</i></li> <li>2. Danaci Yuce, O., Researcher, University of Galatasaray, Turkey &amp; Ugur Tanriover, H., Associate Professor, University of Galatasaray, Turkey. <i>Symbolic Annihilation of Women in Turkish Daily Press.</i></li> <li>3. Blake P. J., Adjunct Professor, Temple University, USA. <i>Hurricane Katrina: How a Natural Disaster Forced the American Mass Media to Confront Issues of Race &amp; Class, and How Little it Knew About Either.</i></li> <li>4. Price, S., Lecturer, De Montfort University, UK. <i>Visual and Discursive Representations of Site Agency and Individual Identity in Contemporary Film and Television.</i></li> <li>5. Huang, H.Y., Assistant Professor, Hawaii Pacific University, USA &amp; Gula, J., Assistant Professor, Hawaii Pacific University, USA. <i>Breast Cancer Portrayals in Entertainment Media.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Uzoglu Baycu, S., Assistant Professor, Anadolu University, Turkey &amp; Ataman, E.O., Assistant Professor, Anadolu University, Turkey. <i>Presentation of Gender Roles in Turkish Magazine Advertisements: "Elele" Magazine.</i></li> <li>2. Yilmaz, R.A., Assistant Professor, Anadolu University, Turkey. <i>Persuasive Claims on Turkish TV Commercials.</i></li> <li>3. Dal, A., Researcher, Anadolu University, Turkey &amp; Yilmaz, H., Researcher, Anadolu University, Turkey. <i>Creating the Meanings: A Semiological Approach to Wine Ads in Turkey.</i></li> <li>4. Pembecioglu Ocel, N., Lecturer, Istanbul University, Turkey. <i>De Beers Ads in Turkish Context: Gold vs. De Beers – Traditions or Solitaire! Freedom Rebelling to Mercantilism?</i></li> </ol>

<p><b>10:30-12:00 Session XIII (Room A)</b>  <b>Chair:</b> Price, S., Lecturer, De Montfort University, UK.</p>	<p><b>10:30-12:00 Session XIV (Room B)</b>  <b>Chair:</b> Yilmaz, R.A., Assistant Professor, Anadolu University, Turkey.</p>
<ol style="list-style-type: none"> <li>1. Barbu, A.M., Assistant Professor, The Academy of Economic Studies, Romania, Serbanica, D., Professor, The Academy of Economic Studies, Romania, Boboc, S., Professor, The Academy of Economic Studies, Romania &amp; Ionescu, F.T., Assistant Professor, The Academy of Economic Studies, Romania. <i>Building Successful Brands.</i></li> <li>2. Karagoz, E., Assistant Professor, University of Kocaeli, Turkey &amp; Cilizoglu, G., Assistant Professor, University of Kocaeli, Turkey. <i>Relationship Between Advertising and Cross Cultures.</i></li> <li>3. Uydaci, M., Assistant Professor, Marmara University, Turkey, Odyakmaz, N., Ph.D. Research Assistant, Istanbul University, Turkey &amp; Çağlar, Ş., Ph.D. Research Assistant, Istanbul University, Turkey. <i>Negative Aspect of the Affirmed Messages: Advertorial Journalism.</i></li> <li>4. Li, M., M. Phil. Hong Kong Baptist University, Hong Kong. <i>Tread along the Line Between Edgy and Offensive: A Chinese View of Offensive Advertising.</i></li> <li>5. Quintas Froufe, N., Fellowship, University of Vigo, Spain &amp; Quintas Froufe, E., Fellowship, University of Vigo, Spain. <i>Celebrity Endorsement Advertising: A Prevailing Tendency In Fashion Brands.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Egan, K., Professor, Brigham Young University, USA. <i>Aristotle's Energeia as a Necessary Attribute for Moral Communication in the New "Flat" World.</i></li> <li>2. Duncan, R.R., Professor, Henderson State University, USA. <i>Will Eisner's Development of the Splash Page as a Prime Encapsulation.</i></li> <li>3. Taylor, M., Professor, Henderson State University, USA. <i>Framing the Magazine: You can Judge a Book By its Cover.</i></li> <li>4. Stoddard, D., Associate Professor, Henderson State University, USA. <i>The Frame Changing the Picture: Cross – genre Influence Both on and from Main Title Credit Sequences in Film.</i></li> <li>5. Miller, L., Post-Doc. Fellow, Brunel University, UK. <i>Political Blogging and Regulatory Change: Exploring New Forms of Participation and Identity.</i></li> <li>6. Donders, K., Ph.D. Student, Free University of Brussels, Belgium, Jacobs, A., Ph.D. Student, Free University of Brussels, Belgium &amp; Van Audenhove, L., Ph.D. Student, Free University of Brussels, Belgium. <i>Multi-channel service delivery: Beyond the Traditional Conceptualisation and Implementation of e-Government.</i></li> </ol>

12:00-13:00: Lunch (Inside the Conference Venue)

<b>13:00-14:30 Session XV (Room A)</b> <b>Chair:</b> Buck, S., Director, School of Communication, University of Houston, USA.	<b>13:00-14:30 Session XVI (Room B)</b> <b>Chair:</b> Duncan, R.R., Professor, Henderson State University, USA.
<ol style="list-style-type: none"> <li>1. Atabek, N., Professor, Anadolu University, Turkey. <i>The Contributions of Local Media Into Local Democracy: A Research On Sakarya Newspaper.</i></li> <li>2. Moons, A., Teaching Assistant, Vrije Universiteit, Belgium. <i>“Fashion this is Belgian”. The Representation of Belgian Fashion in the Flemish Fashion Magazines ‘Mode Dit is Belgisch’ and ‘Weekend Knack’ in the Eighties.</i></li> <li>3. Ongoren, H., Researcher, Istanbul University, Turkey &amp; Arik, M.B., Assistant Professor, Selcuk University, Turkey. <i>The Profile of Changing Newspaper Column Writing In The Turkish Press.</i></li> <li>4. Williams-Witherspoon, K., Assistant Professor, Temple University, USA. <i>From “Coons” to “Croons” to Would-be “Bloods and Crips”:</i> Representations and the Social Construction of Black Identity in the U.S. Media.</li> <li>5. Dahanukar, R., Entrepreneur &amp; Researcher, Nirmiti (Graphic Design, Co), India. <i>Money Talks: Currency Notes as Communication Media.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Hart, K.P., Associate Professor, Plymouth State University, USA. <i>From “Us” Versus “Them” to “Just Us (Yet Still Them)”:</i> The Revised Representational Significance of KS Lesions in 1990s U.S. Cinema.</li> <li>2. Can, A., Assistant Professor, Selcuk University, Turkey. <i>Short Film Kinds.</i></li> <li>3. Cross, J.M., Senior Lecturer, Trinity and All Saints College, UK. <i>Eroded Meanings: Art Reality and Photographic Images of Torn Posters.</i></li> <li>4. Woldemariam, M., Associate Professor, Plymouth State University, USA. <i>Global Media Representation of AIDS: An African Perspective.</i></li> </ol>

<b>14:30 – 16:00 Session XVII (Room A)</b> <b>Chair:</b> Moons, A., Teaching Assistant, Vrije Universiteit, Belgium.	<b>14:30 – 16:00 Session XVIII (Room B)</b> <b>Chair:</b> Cross, J.M., Senior Lecturer, Trinity and All Saints College, UK.
<ol style="list-style-type: none"> <li>1. Chorba, F., Professor, Washburn University, USA. <i>Conceptual Roots of American Speech and Media Journals Related to Radio Scholarship.</i></li> <li>2. Ataman, O., Assistant Professor, Anadolu University, Turkey. <i>Habits for Listening to Radio: A Case of Anadolu University.</i></li> <li>3. Karuchit, W., Director, Sripatum University, Thailand. <i>Imported Imperialism?: A Content Analysis of Thai Television and a Re-Evaluation of the Media Imperialism Thesis in Thailand.</i></li> <li>4. Ozmen, S., Researcher, Istanbul University, Turkey. <i>The Perception of American Dramas by Turkish Audience.</i></li> <li>5. Sperring, S., Ph.D. Student, Abo Akademi University, Finland &amp; Strandvall, T., Ph.D. Student, Abo Akademi University, Finland. <i>The Experience of Entertainment in an Interactive Television Show.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Hearn, G., Professor, Queensland University of Technology, Australia. <i>The Youth Internet Radio Network: Ethnographic Action Research of an Emerging Media Ecology.</i></li> <li>2. Anton, C., Associate Professor, Grand Valley State University, USA. <i>Orientations, History and Future Directions of Media Ecology.</i></li> <li>3. Cranley, E., Ph.D. Student, Queensland University of Technology, Australia. <i>Creative Integrity and the Art of Advertising.</i></li> <li>4. Kantaria, O., Student, Grigol Robakidze University, Georgia. <i>Mass Communications – Political Approach.</i></li> </ol>

**16:00-18:00 Free Time** for Shopping around Syntagma Square and/or Visit the [National Archaeological Museum of Athens](#)

**18:00-20:00 Dinner Place:** Rozalia Tavern, 58 Valtetsiou str., Exarcheia Square, Tel.: 210-330-2933

**20:00 Bus Departure** to the Conference Hotel

## **Wednesday, May 24<sup>th</sup>, 2006**

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

**05:45 Bus Departure** from the Conference Hotel

**07:00 Bus Departure** from Syntagma Square (outside the “Hotel Great Britain”, 1 Vasileos Georgiou A’ Street)

**20:30 Return** to the Conference Hotel and Central Athens from Piraeus (Faliro)