



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



**5<sup>th</sup> Annual International Conference on Communication and Mass Media, 21-22 May 2007, Athens, Greece**

**Organized by the Mass Media & Communication Research Unit**

**Conference Venue:** Club Med Athenian, formerly known as Golden Coast, Leoforos Marathonos, 19007, Marathon, Attica.

**Monday, May 21<sup>st</sup>, 2007**

**07:00 Bus** Transfer from Syntagma Square to Club Med

**08:30-09:00 Registration**

**09:00-09:30 Welcome and Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Yorgo Pasadeos, Professor, University of Alabama, USA.

<b>09:30-11:30 Session I</b> <b>Chair:</b> Dr. Yorgo Pasadeos, Professor, University of Alabama, USA	<b>09:30-11:30 Session II</b> <b>Chair:</b> Zandpur, F., Dean, Cal State University, USA
<ol style="list-style-type: none"><li>1. Berte, K., Researcher, Ghent University, Belgium. The Evolution in the Advertising Investments in the Belgian Mass Media (2000-2005): Trends and Interpretations.</li><li>2. Grainger, R., Lecturer, University of Glamorgan, UK. Saatchi &amp; Saatchi and the Transformation of British Political Advertising: A Social Semiotic Analysis of the Conservative Party's 1979 General Election Poster and Print Advertising.</li><li>3. Patkin, T.T., Associate Professor, Eastern Connecticut State University, USA. Funeral Advertisements and the (Para) Social Construction of Death.</li><li>4. Stuart, B., Instructor, Winthrop University, USA &amp; Sarow, M., Associate Professor, Winthrop University, USA. Integrated Business Communication in the Global Marketplace: How writing Educational Materials for a Global Audience Challenges Ethnocentrism, Cultural Stereotypes and Pedagogical Concepts or "Talking the Talk".</li><li>5. Swanepoel, P., Associate Professor, University of South Africa, South Africa. Missing the Message? Message Design and the Failure of HIV-Testing Media Campaigns.</li><li>6. Bjorkroth, T., Researcher, Turku School of Economics, Finland &amp; Gronlund, M., Head, Turku School of Economics, Finland. Some Welfare Aspects of Regulating Content in Finnish Radio Broadcasting.</li></ol>	<ol style="list-style-type: none"><li>1. Bountis, P., M.A. Student, York University, Canada. A Market or Community? The Economy of the Greek Diaspora Online.</li><li>2. Johnson, T., Regent's Professor, Texas Tech University, USA &amp; Kaye, B., Associate Professor, University of Tennessee, USA. It's all Greek to Me: Deciphering Credibility of Components of the Internet among Politically Interested Internet Users.</li><li>3. Menzie, K., Assistant Professor, Washburn University, USA. Examining the Ability of a Blogger to Build a Relationship Using the Perspectives of Relationship Marketing and Social Presence on a University Library Blog.</li><li>4. Ramjaun, T., MA Student, The American University in Cairo, Egypt. From Blogging to Vlogging: Recent Trends in Online News Media.</li><li>5. Richter, C., Associate Professor, Hollins University, USA. A Phenomenology of the Internet Public Sphere.</li><li>6. Veevaete, P., Researcher, Ghent University, Belgium &amp; Schuurman, D., Researcher, Ghent University, Belgium. Mobile TV: Killer Content for the Mobile Generation?</li></ol>

<b>11:30 – 13:30 Session III</b> <b>Chair:</b> Patkin, T.T., Associate Professor, Eastern Connecticut State University, USA	<b>11:30 – 13:30 Session IV</b> <b>Chair:</b> Johnson, T., Regent’s Professor, Texas Tech University, USA
<ol style="list-style-type: none"> <li>1. Grafstrom, M., Researcher, Uppsala University, Sweden &amp; Windell, K., Researcher, Uppsala University, Sweden. Blogging and the Production of Business News.</li> <li>2. Mustamu, R., Dean, Petra Christian University, Indonesia. Agenda Setting of Indonesian Mass Media After Political Reformation: Idealism vs Business of Local Mass Media During Local Election.</li> <li>3. Rowland, W., Associate Professor, York University, Canada. Institutional Hurdles to Ethical Behaviour in Media: Challenges Posed by the Modern Business Corporation’s Role in Mass Media and its Professions.</li> <li>4. Sahin, S., Researcher, University of Bahcesehir, Turkey &amp; Karadermirlidag Suher, I., Assistant Professor, University of Bahcesehir, Turkey. Being Responsible to the Society: A Content Analysis of the MissionStatements on the ISO 500 Companies’ Web Sites.</li> </ol>	<ol style="list-style-type: none"> <li>1. Akpabio, E., Lecturer, University of Botswana, Botswana. Opinion As News: An Exploration of News Treatment by Western and African Print Media.</li> <li>2. Dubey, A., Lecturer, The University of Hong Kong, Hong Kong. Free Dailies in Hong Kong - De(stabilizing) Conventional Broadsheet Market?</li> <li>3. Fourie, P., University of South Africa, South Africa. Comparative Media Research: The Case of African Ubuntuism as a Normative Framework for Media Practice.</li> <li>4. Lichtenberg, L., Managing Director, Netherlands Press Fund, the Netherlands. Innovation in the Press Industry and the Right of Information.</li> </ol>

**13:30-14:30 Lunch**

**15:00 Bus** Transfer from Club Med to Syntagma Square

<b>14:30 – 16:30 Session V</b> <b>Chair:</b> Dixon, K., Professor, University of North Dakota, USA	<b>14:30 – 16:30 Session VI</b> <b>Chair:</b> Rowland, W., Associate Professor, York University, Canada
<ol style="list-style-type: none"> <li>1. Clark, J., Associate Professor, Willamette University, USA. Reframing Terrorism in Arab Film.</li> <li>2. Davis, J.M., Professor, University of Oklahoma, USA. How Borat Came to American Success: A Mating of Television, the Movies, Culture and Cruelty.</li> <li>3. Olsen, D., Lecturer, University of Lethbridge, Canada. Familiarity, Proficiency and the Authorial Endeavour in Digital Filmmaking.</li> <li>4. Pavlou, G., Assistant Professor, Cyprus College, Cyprus. The Chase Scenes of D.W. Griffith and their Influence on Film.</li> <li>5. Wollheim, P., Associate Professor, Boise State University, USA. Mormons and the Movies</li> </ol>	<ol style="list-style-type: none"> <li>1. Lee, K.J., Associate Professor, Kyung Hee University, Korea &amp; Ju, J-I., Master Course Student, Kyung Hee University, Korea. An Explorative Study for U-Media and its Business Model.</li> <li>2. Mustafa, C.S., Associate Professor, Universiti Utara Malaysia, Malaysia &amp; Yusof, R., Associate Professor, Universiti Utara Malaysia, Malaysia. Technophobia and Individual Characteristics: Understanding Computer-Related Technostress Among Malaysian Employees.</li> <li>3. Zandpur, F., Dean, Cal State University, USA &amp; Rimmer, T., Director, Cal State University, USA. Media Research and Online Resources.</li> <li>4. Uztuc, F., Associate Professor, Anadolu University, Turkey &amp; Killic, U., Academic Staff, Anadolu University, Turkey. Branding Strategies in Automotive Industry: Turkish vs Global.</li> <li>5. Messias Canavilhas, J.M., Assistant Professor, University of Beira Interior, Portugal. Web Journalism: From the Inverted Pyramid to the Tumbled Pyramid.</li> </ol>

<p><b>16:30 – 18:30 Session VII</b>  <b>Chair:</b> Clark, J., Associate Professor, Willamette University, USA</p>	<p><b>16:30 – 18:30 Session VIII</b>  <b>Chair:</b> Guerrero, M.A., Associate Professor, Iberoamericana University, USA</p>
<ol style="list-style-type: none"> <li>1. Bridgen, E., Lecturer, De Montfort University, UK. Public Relations, Social Media and Audiences: Addressing the Need for Qualitative Research.</li> <li>2. Britto, V., Ph.D. Student, University Le Mirail, France. Media Concentration and Tiny Tots – Unanswered Questions about the French Animation Industry and Current Media Market Dynamics.</li> <li>3. Dixon, K., Professor, University of North Dakota, USA. Talent Matters: A Tale of Three Talk Show Hosts.</li> <li>4. Drake, J., Associate Professor, Kent State University, USA. The Globalization of Public Relations Education: A Study of Collaborative International Programs.</li> <li>5. Kacar, S., Researcher, Ege University, Turkey. A Semeiological Reading: The Weeping Meadow.</li> <li>6. Satawedini, P., PhD Student, University of Leicester, UK. Media Relations: The Establishment of Friendship Beyond Frontiers Between Public Relations Practitioners and Journalists.</li> </ol>	<ol style="list-style-type: none"> <li>1. Hughes, S., Assistant Professor, University of Miami, USA. The Rise (and Decline) of Citizen-Focused Journalism and in Latin America.</li> <li>2. Perez Ugena, A., Associate Professor, University Rey Juan Carlos, Spain. Communication, Politics and Entertainment in Iberoamerica.</li> <li>3. Garcia Jimenez, A., Associate Professor, University Rey Juan Carlos, Spain. Sports in Iberoamerica and Europe. A Perspective through New Media.</li> <li>4. Guerrero, M.A., Associate Professor, Iberoamericana University, USA. Credibility and Trustworthiness in News Broadcasts Consumption in Mexico.</li> <li>5. Chavez, M., Assistant Professor, Michigan State University, USA. Civil Society and Media Participation: The Lessons from the Editorial Councils of Reforma Newspaper in Mexico, 1991-2005.</li> <li>6. Gameros, M., Associate Professor, University of Iberoamericana, Mexico. Politics as Entertainment in Mexico.</li> </ol>

**18:30 Bus** Transfer from Club Med to Plaka

**20:30-22:30 Greek Night Entertainment**

**Place:** Stamatiopoulos Tavern, 26 Lissiou Street, Plaka, Tel.: 210 3228722

**22:30 Bus** Transfer from Plaka to Club Med

**Tuesday, May 22<sup>nd</sup>, 2007**

**07:00** Bus Transfer from Syntagma Square to Club Med

<p><b>09:00 – 11:00 Session IX</b>  <b>Chair:</b> Salha, D., Instructor, Carleton University, Canada</p>	<p><b>09:00 – 11:00 Session X</b>  <b>Chair:</b> Chavez, M., Assistant Professor, Michigan State University, USA</p>
<ol style="list-style-type: none"> <li>1. Brand, R., Chair, Rhodes University, South Africa. The Numbers Game: Innumeracy in South Africa’s Media and the Implications for a Developing Democracy.</li> <li>2. Dagtas, E., Assistant Professor, Anadolu University, Turkey. The Great İstanbul Meeting: The Presentation of the 2004 Anti-Nato Demonstrations on Turkish Media.</li> <li>3. Puyk, R., Associate Professor, Lillehamer University, Norway. Media Event Reconsidered.</li> <li>4. Ungureanu-Chirea, C., Lecturer, “Andrei Saguna” University, Romania &amp; Seceleanu, A., Lecturer, “Andrei Saguna” University, Romania. Newspaper Titles Typology within the Romanian Written Press.</li> <li>5. Vyncke, P., Professor, Ghent University, Belgium. Two Sides Of The Same Coin? Towards an Integrated Model of Consumer Behaviour and Advertising Processing.</li> </ol>	<ol style="list-style-type: none"> <li>1. Apostolou, P., Postgraduate Student, UK &amp; Chatzilidis, G., Postgraduate Student, Cardiff University, UK. Journalists under Fire: Peacetime and Wartime Reporting.</li> <li>2. Collins, C., Professor, Willamette University, USA. U.S. Television Commemorates 9/11: 5<sup>th</sup> Anniversary Coverage.</li> <li>3. Jiwani, Y., Associate Professor, Concordia University, USA. Gendered Narratives of War.</li> <li>4. Knabe, A., Teacher, University of Wisconsin, USA &amp; Staedeler, S., Noncommissioned Officer in Charge of Public Affairs, USA. Maximizing Media Relations: The Role of Public Affairs during Wartime.</li> <li>5. Louw, I., Lecturer, Monash South Africa, South Africa. The International Flow of Information during the 2003 IraqWar: A Comparative Content Analysis.</li> </ol>

<p><b>11:00 – 13:00 Session XI</b>  <b>Chair:</b> Brand, R., Chair, Rhodes University, South Africa</p>	<p><b>11:00 – 13:00 Session XII</b>  <b>Chair:</b> Collins, C., Professor, Willamette University, USA</p>
<ol style="list-style-type: none"> <li>1. Bergland, R., Associate Professor, Missouri Western State University, USA. Convergent Media Curricula in American University Journalism Programs.</li> <li>2. Coppola, V., PhD Student, University of Rouen, France &amp; Camus, O., Associate Professor, University of Rouen, France. The Media Treatment of AIDS: Transparency or Efficient Formatting of Reality?</li> <li>3. Demirci, A., Research Assistant,, Gazi University, Turkey, Ozgen, O., Associate Professor, Gazi University, Turkey, Emiroglu, H., Assistant Professor, University of Kocaeli &amp; Haspolat, I., Specialist, Ankara University, Turkey. Labelling Biotechnological Foods and Consumer Protection.</li> <li>4. Tas, A.S., Researcher, University of Ankara, Turkey, Ozgen, O., Associate Professor, Gazi University, Turkey, Gungor, N., Associate Professor, Gazi University, Turkey &amp; Emiroglu, H., Assistant Professor, University of Kocaeli, Turkey. College Students’ Opinions about Consumer Education and Information Sources towards Biotechnological Applications and Products.</li> <li>5. Lin, G., PhD Student, City University of Hong Kong, Hong Kong. Comparing the Regulations &amp; Policies on Blog in China and Hong Kong.</li> </ol>	<ol style="list-style-type: none"> <li>1. Cui, L., Student, City University of Hong Kong, Hong Kong &amp; Lin, G., PhD Student, City University of Hong Kong, Hong Kong. Judgments, Ideal Characters and Empowerment: A Content Analysis of Discussions and Narratives about Desperate Housewives in Chinese Bulletin Board.</li> <li>2. Martins, C., Associate Professor, Lusofona University of Humanities and Technology, Portugal. “The Representation of the Feminine in Portuguese Press: Discursive Analysis of Popular Newspaper Correio da Manhã”.</li> <li>3. Mengü, S., Academician, Istanbul University, Turkey. Non-governmental Organizations of Women and Public Relations.</li> <li>4. Nyawanza, M., PhD Student, Coventry University, UK. Reporting Gendered Violence: Women’s Criminality and the British Press.</li> <li>5. Ugochukwu, C., Assistant Professor, University of South Carolina Upstate, USA. Faces without Voices: Nigerian Women in the News.</li> </ol>

**13:00-14:00: Lunch** (Inside the Conference Venue)

<b>14:00 – 16:00 Session XIII</b> <b>Chair:</b> Bergland, R., Associate Professor, Missouri Western State University, USA	<b>14:00 – 16:00 Session XIV</b> <b>Chair:</b> Popa, D-E., Researcher, The Lower Danube University of Galae, Romania
1. Gulseren, S.A., Assistant Professor, Akdeniz University, Turkey. Cultural Differences in Television Quiz Shows: A Comparative Analysis of the Questions in ‘Who Wants 500 Billion’ Quiz Show in Turkey. 2. Kafiris, K., Lecturer, Middlesex University, United Arab Emirates. Rethinking Alternative Radio in Greece. 3. Salha, D., Instructor, Carleton University, Canada. Talk-shows in the Middle-East: The Emergence and Resistance to Civil Society.	1. Erol, D.D., Researcher, Anadolu University, Turkey. The Representation of Civil Disorder Activities in Turkish Press: The Bergama Case. 2. Noe, J.M., Dean, Park University, USA. Communication Rules Used by Emergency Medical Services Personnel: A Comparison of the Work and Home Environments. 3. Popa, D-E., Researcher, The Lower Danube University of Galae, Romania. Media and the Public Sphere. 4. So, Y.P., Instructor, City University of Hong Kong, Hong Kong. Social Network Site: The Business Model of Cyworld in China.

**16:00** Bus Transfer from Club Med to Syntagma Square  
**20:00-21:00:** Dinner (Inside the Conference Venue)  
**21:00** Bus Transfer from Club Med to Syntagma Square

### **Wednesday, May 23<sup>rd</sup>, 2007**

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

**06:45** Conference Hotel (Club Med)

**07:00** Syntagma (confirm during the conference)

**Return 20:30** Syntagma and Club Med

### **Thursday, May 24<sup>th</sup>, 2007**

**Archaeological Tour:**

Departure at **7:00 a.m.** Park Hotel, 10 Alexandras Street

**8:30 a.m** Club Med

Return at **3:30 p.m.** Club Med

**4:30 p.m.** Park Hotel

### **Thursday, May 24<sup>th</sup>, 2007**

**Archaeological tour and lunch in a Greek Tavern**

**07:00:** Bus Departure from the Center of Athens

**08:30:** Bus Departure from Club Med

**10:00:** Visit Elefsina

**11:30:** Visit the Cities of Megara, Alepochori, Psatha and Porto Germano

**12:30:** Lunch at Villia Village

**14:30:** Visit the City of Theva

**16:00:** Return to Athens