



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



**6<sup>th</sup> Annual International Conference on Communication and Mass Media, 19-20 May 2008, Athens, Greece**

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

**Conference Venue:** Athens Chamber of Small and Medium Sized Industries, 18 Akadimias Avenue, 1<sup>st</sup> Floor (Close to Syntagma or Panepistimiou Metro Station)

**Monday, May 19<sup>th</sup>, 2008**

**07:30-08:00 Registration**

**08:00-08:15 Welcome and Opening Remarks**

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

**08:15-09:30 Session I**

**Chair:** Dr. Yorgo Pasadeos, Professor, University of Alabama, USA.

1. Merrick, B., Professor, United Arab Emirates University, United Arab Emirates. Mary Lou Brown, Country Editor: Larry Flynt's Gadget in Plains, Georgia.
2. Marchi, R., Assistant Professor, Rutgers University, USA. Race and the News: Coverage of MLK Day and Dia de los Muertos in two California Dailies.
3. Seceleanu, A., Lecturer, Andrei Saguna University, Romania & Chirea – Ungureanu, C., Lecturer, Andrei Saguna University, Romania. Language and Ethnic Alterity: Depreciative References within the Actual Romanian written Press.
4. Andersson, U., PhD Student, University of Gothenburg, Sweden. Journalists' Attitudes toward Readership Studies.
5. Zhang, L., Ph.D. Student, University of Leeds, U.K. Communicating EU in China: News Media, Foreign Policy, and National Interests.

**09:30-11:00 Session II**

**Chair:** Merrick, B., Professor, United Arab Emirates University, United Arab Emirates.

1. Werkers, E., Researcher, ICRI-Kuleuven, Belgium. The Legal Implications of Electronic Publishing in the 21<sup>st</sup> Century.
2. Lee, H.-J., Master's Course, Sungkyunkwan University, Korea & Chang, B., Lecturer, Sungkyunkwan University, Korea. The Influence of Continuous Programming on CATV Channel Brand Equity and Channel Loyalty.
3. Lee, S., Master's Course, Sungkyunkwan University, Korea & Chang, B., Lecturer, Sungkyunkwan University, Korea. Factors affecting the Adoption Behavior of DMB Service.
4. Venkatesan, N., MA Student, Georgetown University, USA. iReporting and its Effect of Consumer Trust in Television News.
5. Turkel, S., Researcher, Izmir University of Economics, Turkey. & Oksuz, B., Researcher, Izmir University of Economics, Turkey. Media Relations and Corporate Web Sites: A Case Study of the Most Admired Companies of Turkey.

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

**Chair:** Dr. Margarita Kefalaki, Researcher, ATINER, Greece.

1. Papacharissi, Z., Associate Professor, Temple University, USA. The Virtual Sphere 2.0: The Internet, the Public Sphere and Beyond.
2. Vengerov, A., Associate Professor, Ramapo College, USA. Modeling Media in Web 2.0 Environment.
3. Chen, N., Associate Professor, Hong Kong Baptist University, China. Use of Weblogs vs. Traditional Media in PR Practice in China: A General Observation.
4. Harris, T., Lecturer, University of Wales, UK. Who is the Father of the Internet? The Case for Donald Davies.
5. Evens, T., Researcher, Ghent University, Belgium & Mechant, P., Researcher, Ghent University, Belgium. Why MySpace works: An Explorative Research into Key Success Factors of Social Network Sites.

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

**Chair:** Papacharissi, Z., Associate Professor, Temple University, USA

1. Grainger, R., Lecturer, University of Glamorgan, U.K. The Conditions of Artistic Creativity: British Poster and Print Advertising during the 1970s.
2. Berte, K., Researcher, Ghent University, Belgium. Challenges for TV Advertising in a Changing Media Environment.
3. Ahmad, M.K., Ph.D. Student, University of Queensland, Australia & Harrison, J., Lecturer, University of Queensland, Australia. Cultural Sensitivity in Health Promotion Program: Islamic Persuasive Communication.

### **14:00-15:30 Session V**

**Chair:** Grainger, R., Lecturer, University of Glamorgan, U.K.

1. Cheang, J., Lecturer, University of Macau, China. Does your Name Project your Desired Image? Personal Names as the Tool for Impression Management and its Effectiveness.
2. Ma, R., Professor. Hong Kong Baptist University, China. Media Environment and Crisis Communication.
3. Vryncke, P., Professor, Ghent University, Belgium. Even Hidden Sex Can Sell! A Comparison of the Ad-Likeability Impact of Subliminal Hidden Persuaders Versus Evolutionary Psychological Cues.
4. Werder, O., Assistant Professor, University of New Mexico, USA. The Influence of Family, Peer and Media Communication on the Prosocial Behavior of Young Adults in two Cultures.
5. Griffin, D., Assistant Professor, Wayne State University, USA. From *form to function*: Navigating Organizational Crisis in the 21<sup>st</sup> Century.

**15:30-16:30 Lunch**

**21:30-23:00 Greek Night Entertainment**

**Tuesday, May 20<sup>th</sup>, 2008**

**08:00-09:30 Session VI**

**Chair:** G.T. Papanikos, Director, ATINER.

1. Pavlou, G., Assistant Professor, European University Cyprus, Cyprus. D.W. Griffith's Chases in Hearts of the World, Broken Blossoms, Way Down East, and Orphans of the Storm and Their Impact on Film.
2. Papaioannou, T., Assistant Professor, University of Nicosia, Cyprus & Roussou, N., Professor, University of Nicosia, Cyprus. Young People and New Communication Technologies: Cross-media Consumption and its Effects on Cognitive, Affective and Conative Development.
3. Charalambides, E., Lecturer, Frederick University, Cyprus, Karayianni, C., Researcher, Frederick University, Cyprus & Photiou, I., Researcher, Frederick University, Cyprus. Analysis of the Cypriot Sketch in radio through the work of Elli Avraamidou: The role of the Cypriot Woman and the Bicomunal Relations as presented in the Cypriot Sketch.
4. Samoili, I., PhD Student, City University of New York, USA. Contemporary Cinema: Reading the Film Culture of Greece through the Pages of the Cinema Journal during the Era of the Military Dictatorship.
5. Baya, D., Ph.D. Student, West University of Timisoara, Romania. The Concentration of Media Ownership in Post-Communist Romania: Supporting or Challenging Pluralism and Media Freedom?

**09:30-11:00 Session VII**

**Chair:** Pavlou, G., Assistant Professor, European University Cyprus, Cyprus.

1. Smith, J., Chair & Professor, Angelo State University, USA, Smith, A., Undergraduate Student, Angelo State University, USA & Smith, K., Undergraduate Student, Angelo State University, USA. Journalistic and Ethical Issues with Crowd-Sourcing.
2. Scheuer, J., Full-Time Writer, USA. Journalistic Excellence and Democracy.
3. Topic, M., Assistant Professor, University of Zagreb, Croatia. Journalism of Attachment. Did ITN lie?
4. Pednekar-Magal, V., Associate Professor, Grand Valley State University, USA. Divided by Language: India's Newspapers.
5. Sen, A., Associate Professor, Winston-Salem State University, USA. Media and the Environment: Reporting the Global Warming & Environmental Crisis in the American Media.

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

**Chair:** Topic, M., Assistant Professor, University of Zagreb, Croatia.

1. Sarikakis, K., Senior Lecturer, University of Leeds, U.K. The EU Approach to Media Convergence: The Tensions of Culture and Commerce
2. Kim, B., Master's Course, Sungkyunkwan University, Korea & Chang, B., Lecturer, Sungkyukwan University, Korea. Stock Market Reactions to M&A Announcement of Media Companies.
3. Lasmane, S., Researcher, University of Latvia, Latvia. Some Tendencies in Contemporary Media Ethical Thinking.
4. Syed Shahabuddin, S.H.H., Lecturer & Researcher, University Malaysia Terengganu, Malaysia. Media: A Creative Institution.
5. Roberts, C., Professor, East Tennessee State University, USA. Evolving Globally for the International Cruise Passenger.

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

**Chair:** Sarikakis, K., Senior Lecturer, University of Leeds, U.K.

1. Drummond, W., Professor, University of California, USA. Testing Facebook and MySpace as Teaching Tools.
2. Hashem, M., Professor, American University of Sharjah, United Arab Emirates. Establishing an American-Like Model of Communication Education in a Very Conservative Arab Community: Lessons Learnt.
3. Sidel, K., Assistant Dean, Zayed University, United Arabic Emirates. Diverse Approaches to Arabian Communication/Journalism Education: Four Case Studies in Two Gulf Countries.
4. Sedu, N., PhD Student, University of Queensland, Australia. An Analysis of Press Freedom: An Islamic Perspective.
5. Gong, Q., Ph.D. Student, University of Leeds, U.K. Extended Media Public Sphere in China? An Analysis of Media Coverage of “Income Disparity” Issue in Four Media Discourses

### **14:00-15:30 Session X**

**Chair:** Drummond, W., Professor, University of California, USA.

1. Richards, T., Associate Professor, Mount Saint Vincent University, Canada. How Official Sources Influence the News Agenda, and the Implications for Democracy.
2. Mitchell, R., Assistant Professor, James Madison University, USA, Nelson, L., Assistant Professor, James Madison University, USA & Fife, E., Associate Professor, James Madison University, USA. Actively Seeking Cynicism? The Relationship of Corruption Perceptions and Media Exposure among Members of the American Millennial Generation.
3. Braet, O., Researcher, Free University of Brussels, Belgium. Business Model Issues of Citizen Media.
4. Masouras, A., Ph.D. Student, University of Brighton, U.K. Retheorising Media Diversity Assessment within the Marketplace of Ideas Metaphor.
5. Marcos Camilo, E.J., Professor, University of Beira Interior, Portugal. Selling by Laughs. The Place of Comedy on the Advertising Discourse.

**15:30-16:30 Lunch**

**21:00-22:00 Dinner**

**Wednesday, May 21<sup>st</sup>, 2008**

**Archaeological Tour**

**Thursday, May 22<sup>nd</sup>, 2008**

**Cruise**