Monday, May 19th, 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 Gadfly 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.

09:30-11:00 Session II
Chair: Merrick, B., Professor, United Arab Emirates University, United Arab Emirates.
3. Lee, S., Master’s Course, Sungkyunkwan University, Korea & Chang, B., Lecturer, Sungkyunkwan University, Korea. Factors affecting the Adoption Behavior of DMB Service.
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
- 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.
- 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 21st Century.

15:30-16:30 Lunch

21:30-23:00 Greek Night Entertainment
Tuesday, May 20th, 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 Bicommunal 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. Journalistic and Ethical Issues with Crowd-Sourcing.
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. Sariikakis, K., Senior Lecturer, University of Leeds, U.K. The EU Approach to Media Convergence: The Tensions of Culture and Commerce
3. Lasmane, S., Researcher, University of Latvia, Latvia. Some Tendencies in Contemporary Media Ethical Thinking.
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.
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.

15:30-16:30 Lunch
21:00-22:00 Dinner

Wednesday, May 21\textsuperscript{st}, 2008
Archaeological Tour

Thursday, May 22\textsuperscript{nd}, 2008
Cruise