Monday, May 18th, 2009

08:30-08:50 Registration
08:50-09:00 Welcome and Opening Remarks
   • Dr. Gregory T. Papanikos, Director, ATINER.
   • Dr. Yorgo Pasadeos, Professor, University of Alabama, USA and Head, Media and Communications Research Unit, ATINER.

09:00-10:30 Session I
Chair: Pappas, N., Vice-President of ATINER and Professor, Sam Houston University, USA
   1. Jin, H.S., Associate Professor, Kansas State University, USA & An, S., Associate Professor, Kansas State University, USA. Effects of Direct-to-Consumer Prescription Drug Advertising on Stigmatized Illness.
   2. Kazoleas, Dean, Associate Professor, California State Fullerton, USA & Brody, Jeffrey, Professor, California State Fullerton, USA. Public Relations and Advertising Theory in a Global Media Environment: An Empirical Test of the Technology-Image Expectation Gap.
   3. Vyncke, P., Professor, Ghent University, Belgium. Evolutionary Aesthetic Cues in Product Design and Packaging as Forms of Marketing Communication.
   4. Wehmeier, S., Adjunct Professor, University of Southern Denmark, Denmark. Isolated or Interdisciplinary? A Bibliometric Study of Public Relations Research.
   5. Orhon, E.N., Associate Professor, Anadolu University, Turkey. How Online Turkish News Sources Represent Greek-Turkish Affairs?

10:30-12:00 Session II
Chair: Kefalaki, M., Instructor, Department of Tourism of the Technological Institute of Piraeus & Department of Commerce and Advertisingof the Technological Institute of Lamia & Researcher, ATINER.
   1. LaRose, R., Professor, Michigan State University, USA. Media Habits: A Re-Assessment of Mass Media Selection Processes.
   2. Gerlach, N., Associate Professor, Carleton University, Canada & Hamilton, S., Associate Professor, Carleton University, Canada. From Feedback to Facebook: Cybernetics, Business Discourse and Information Technology.
   3. Richter, C., Associate Professor, Hollins University, USA. The Once and Future Discourse of New Media: The Historical Example of QUBE as “Interactive” Television.

12:00-13:00 Lunch
13:00-14:30 Session III
Chair: Richter, C., Associate Professor, Hollins University, USA.
1. Clark, J., Associate Professor, Willamette University, USA. Image Events and the Free Gaza Blockade R.
2. Levensen, K., Associate Professor, University of Southern Denmark, Denmark & Wien, C., Associate Professor, University of Southern Denmark, Denmark. Changing Media Representations of Youth.
3. Hassencahl, F., Assistant Professor, Old Dominion University, USA. President Bush’s Final Use of Apologia to Repair his Image.

14:30-16:00 Session IV
Chair: Hassencahl, F., Assistant Professor, Old Dominion University, USA.
1. Shaw, L., Dean of the School of Arts and Humanities, The College of Saint Rose, USA. Towards a Rhetorical Theory of a Post-racial Space: Pedagogies for the Intercultural Classroom from a Selected Critique of Television and the Film Something New.
2. Love, D., Assistant Professor, American University of Sharjah, UAE. Appealing to your Target Market: Using Mass Media Techniques to teach Mass Media Students.
3. Bryan, S., Assistant Professor, Southeastern Louisiana University, USA. Emotional Intelligence and the Reciprocation of Affect.
4. Terrillion, S., Instructor, Southeastern Louisiana University, USA. An Analysis of Leaders’ Affect under Stress.

16:00-17:30 Session V
Chair: Shaw, L., Dean of the School of Arts and Humanities, The College of Saint Rose, USA.
2. Cvetkovska Ocokolic, V., Assistant Professor, Megatrend University, Serbia & Cvetkovski, T., Professor, Megatrend University, Serbia. Use Ancient Art Symbols in the Mass Communication.
5. Huang, H., M.Phil. Student, City University of Hong Kong, China. Effect of Financial News on Investors’ Trading Behavior.

20:30-22:00 Greek Night Entertainment
Tuesday, May 19th, 2009

09:00-10:30 Session VI
Chair: Pavlou, G., Assistant Professor, European University, Cyprus.
1. Chirea-Ungureanu, C., Lecturer, Constantza Maritime University, Romania. European Cultural Identity: The Modern Subject.
3. Sayan, P., Researcher, Okan University, Turkey. Popular Culture as the Playground of Ideologies: Nationalist Series on Turkish Television.

10:30-12:00 Session VII
Chair: Tenescu, A., Lecturer, University of Craiova, Romania.
1. Pavlou, G., Assistant Professor, European University, Cyprus. D.W. Griffith’s Chases in The White Rose, and Isn’t Life Wonderful and their Impact on Film.
2. Bieber-Roberts, P., Associate Professor, American University of Sharjah, UAE. Through the Eyes of the European Court of Human Rights: Judgments on Defamation.

12:00-13:00 Lunch

13:00-14:30 Session VIII
Chair: Bieber-Roberts, P., Associate Professor, American University of Sharjah, UAE
1. Ziamandanis, C., Chair, The College of Saint Rose, USA. Culture: Primary Motivator in the Foreign Language Classroom.
2. Tenescu, A., Lecturer, University of Craiova, Romania. The Influence of Mass Media on Contemporary Francophone Literature.

14:30-16:00 Session IX
Chair: Pasadeos, Y., Professor, University of Alabama, USA and Head, Media and Communications Research Unit, ATINER.
1. Tejkalova, A., Ph.D. Student, Charles University, Czech Republic. Sport News and Athletes with Disabilities.
3. Pappas, N., Vice-President of ATINER and Professor, Sam Houston State University, USA. The American Motion Picture Social: The Form, Its Demise and it Revival.

20:00-21:00 Dinner

Wednesday, May 20th, 2009
Tour
Departure 08:00 - Return 12:30
Details during registration

Thursday, May 21st, 2009
One Day Cruise to the Aegean Islands (includes Lunch):
07:15 Bus Departure - 20:30 Return
Details during registration