



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



**7<sup>th</sup> Annual International Conference on Communication and Mass Media, 18-21 May 2009, Athens, Greece**  
**Organized by the Mass Media & Communication Research Unit**

**Conference Venue:** [St George Lycabettus Boutique Hotel](#), 2 Kleomenous Street, Kolonaki, Athens

**Monday, May 18<sup>th</sup>, 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 Advertising of 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.
4. Seol, J., Associate Professor, Korea National Open University, Korea. The New Teenage Addiction-the Internet: Looking for Comfort in Cyberspace.
5. Lin, C.W., Ph.D. Student, Loughborough University, U.K. Diversity and Democratization in the Digital Mediascape.

**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. Levinsens, 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.

1. Collins, C., Professor, Willamette University, USA & Lukehart, J., Independent Scholar, USA. Reading Obsession: Mediation and Transparency in a Visual Rhetoric of Fear.
2. Cvetkovska Ocokoljic, V., Assistant Professor, Megatrend University, Serbia & Cvetkovski, T., Professor, Megatrend University, Serbia. Use Ancient Art Symbols in the Mass Communication.
3. Damean, D., Researcher, Babes-Bolyai University, Romania. The Feminine Body in the Media: An Audience-Oriented Perspective.
4. Pohjola, M., Researcher, Turku School of Economics, Finland & Ponni, V., Economist, Turku School of Economics, Finland. Performance, Strategies and Multimarket Contact in the Finnish Radio Broadcasting Industry 2000-2006.
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 19<sup>th</sup>, 2009**

### **09:00-10:30 Session VI**

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

1. Chirea-Ungureanu, C., Lecturer, Costantza Maritime University, Romania. European Cultural Identity: The Modern Subject.
2. O'Briem, J., Lecturer, Southampton Solent University, England. Football, Politics and Cultural Identity in Post - Franco Spain.
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 Defamationh.

### **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.
2. Sabrowski, H., Research Assistant, TU Dortmund, Germany. Inflation News Coverage and the Impact on Inflation Expectations across Demographic Groups.
3. Pappas, N., Vice-President of ATINER and Professor, Sam Houston State University, USA. The American Motion Picture Social: The Form, Its Demise and its Revival.

### **20:00-21:00 Dinner**

## **Wednesday, May 20<sup>th</sup>, 2009**

### **Tour**

Departure 08:00 - Return 12:30

Details during registration

## **Thursday, May 21<sup>st</sup>, 2009**

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

07:15 Bus Departure - 20:30 Return

Details during registration