



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



8th Annual International Conference on Communication and Mass Media, 17-20 May 2010, Athens, Greece

Organized by the Mass Media & Communication Research Unit

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

Monday, May 17th, 2010

08:00 - 08:30 Registration

08:30 - 09:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, Director, ATINER.
- Dr. Yorgo Pasadeos, Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.
- Dr. Nicholas Pappas, Vice-President of ATINER and Professor, Sam Houston University, USA.

09:00-10:30 Session I (Room A): Social Media

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

1. Gladney, G., Professor, University of Wyoming, USA. Moldova's 2009 Twitter Revolution as myth: Assessing World Press Coverage of the Role of Social Networks and other Cyberspace Communication Technology.
2. Mortara, A., Assistant Professor, IULM University, Italy. Social Networks and New Use of the Internet: An Explorative Research.
3. Fu, W., Associate Professor, Nanyang Technological University, Singapore. Network Effect in Adoption and Use of Online Social Network Sites.
4. Knabe, A., Lecturer, University of Wisconsin, USA. Tour for the Troops: An International Case Study in Social Media.
5. Rubsamen, M., Ph.D. Student, Lund University, Sweden. Strangeness of Twitter Relations.

<p>10:30-12:00 Session II (Room A): Journalism Chair: Pasadeos, Y., Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.</p>	<p>10:30-12:00 Session III (Room B): Education Chair: Pappas, N., Vice-President of ATINER and Professor, Sam Houston University, USA.</p>
<ol style="list-style-type: none"> 1. Pearson, M., Professor, Bond University, Australia. Researching Journalists and Vulnerable Sources – Issues in the Design and Implementation of a National Study. 2. Collins, C., Professor, Willamette University, USA. Media and Memorializing: Requiem by the Photographers Who Died in Vietnam and Indochina. 3. Xu, X., Assistant Professor, Nanyang Technological University, Singapore. Empowering Citizens: A Comparative Study of Leading Citizen Journalism News Websites. 4. Othman, S.S., Ph.D. Student, Nottingham Trent University, UK. Eastern and Western News Values': A Study on Malaysian News Values. 5. Norris, A., Student, Missouri Western State University, USA & Lacey, E., Student, Missouri Western State University, USA. Celebrity Reporting: U.S. vs World Newspaper Front Page Coverage of Michael Jackson's Death. 6. Dillon, L., Student, Missouri Western State University, USA. Interactivity and Multimedia on Newspaper Websites in Spain. 	<ol style="list-style-type: none"> 1. Leidman, M.B., Professor, Indiana University of Pennsylvania, USA. Faculty – Student Interaction in the Technological Age: The Perpetual Professor? 2. Moodly, A., Director & Deputy Dean, Walter Sisulu University, South Africa. Strengthening Local Democracy through Community Media: A Corporate Social Responsibility Initiative through Projects within the Media Studies Departments at Walter Sisulu University (WSU) – South Africa. 3. Meltzer, K., Assistant Professor, Georgetown University, USA. Comparing Theories of Repair across Communication Research.
<p>12:00-13:30 Session IV (Room A): Advertising Chair: Kefalaki, M., Instructor, ATEI Athens & Researcher, ATINER.</p>	<p>12:00-13:30 Session V (Room B): Contemporary Figures of Society: Privacy Invasions and the Global Tabloid Markets Chair: Leidman, M.B., Professor, Indiana University of Pennsylvania, USA.</p>
<ol style="list-style-type: none"> 1. Vyncke, P., Professor, Ghent University, Belgium, Grammens, D., Researcher, Ghent University, Belgium, Palomo, J.-M., Researcher, Ghent University, Belgium & Verhellen, Y., Researcher, Ghent University, Belgium. The Use of Faces as Advertising Cues for Drawing the Consumer's Attention and Influencing Her/His Decision Making. 2. Sheehan, B., Associate Professor, Syracuse University, USA. Transformations of Motivations Study: Exploring the Impact of Advertising Concepts to Help Change Motivations for Digital Music Privacy. 3. Burbach, L., Student, Missouri Western State University, USA & Oliver, J., Student, Missouri Western State University, USA. Sacred Space: Front Page Advertisements on U.S. and Worldwide Newspapers. 4. Nuijten, K.C.M., Researcher, NHTV International University of Applied Sciences, the Netherlands, Pellengahr, C., Graduate Student, NHTV International University of Applied Sciences, the Netherlands & de Byl, P., Associate Professor, NHTV International University of Applied Sciences, the Netherlands. Recall and Recognition of In-Game Advertising: Effects of Environment, Ad Presentation, and Difficulty. 	<ol style="list-style-type: none"> 1. Ardizzone, A., Assistant Professor, IULM University, Italy. Music Piracy: Recording Companies against P2P Networks. 2. Bagnasco, A.M., Assistant Professor, University IULM, Italy. Movie Piracy in Italy: Empirical Evidence of a Growing Phenomenon. 3. Wragg, P., Lecturer, University of Leeds, UK. Free Speech and Footballers' Wives.

13:30 - 14:30 Lunch

<p>14:30-16:30 Session VI (Room A): TV Chair: Perigoe, R., Associate Professor, Concordia University, Canada.</p>	<p>14:30-16:30 Session VII (Room B): Political Chair: Sheehan, B., Associate Professor, Syracuse University, USA.</p>
<ol style="list-style-type: none"> 1. Puijk, R., Professor, Lillehammer University College, Norway. Quality in Public Service Television Production 2. Panke, L., Professor, Federal University of Parana, Brazil. Humour, Television and Political Communication to Stimulate the Conscious Vote. 3. Conrado Moreira da Silva, J.M.C.M.S., Teacher and Researcher, University Presbiteriana Mackenzie, Brazil. The Images of Musical Videoclips as Cultural Translators: Communication and Complexity in the Visual Language of Musical Videoclips and Their Possibility of Understanding by Different Audiences. 4. La Rocca, G., Research Fellow, University of Palermo, Italy. Meta-audience. When the Audience wants to be a Protagonist: The Case of Reality Shows. 5. Lobo, P., Ph.D. Student, Minho University, Portugal. Media and Gender Stereotyping: Analyzing Television Evening News. 	<ol style="list-style-type: none"> 1. Lin, T.T.C., Assistant Professor, Nanyang Technological University, Singapore & Lim, X., Nanyang Technological University, Singapore. Content and Presentation of Political Blogs in Singapore. 2. Chirea – Ungureanu, C., Senior Lecturer, Constantza Maritime University, Romania. The Portrait of the Candidate between Real and Ideal. 3. Grainger, R., Lecturer, University of Glamorgan, UK. Obama Revisits 1984. 4. Valero Berrospe, L.R., Researcher, University of Baja California, Mexico. Defective Democracy and Mass Media: Revision of the Mexican Media Nine Years after the Political Change in Mexico.
<p>16:30-18:30 Session VIII (Room A): Web – Online - Digital Chair: Panke, L., Professor, Federal University of Parana, Brazil.</p> <ol style="list-style-type: none"> 1. Lawe Davies, C., Professor, University of Queensland, Australia. The Future of Quality News Media in a Digital Environment: An Argument in Transition. 2. Perigoe, R., Associate Professor, Concordia University, Canada. Please Do Adjust your Radio, your TV, your Computer and your Expectations: The Canadian Broadcasting Corporation Readjusts to Consumer Driven Online Newsgathering Information Needs. 3. London, D., Assistant Professor, American University in Cairo, Egypt & Ghobrial, B.G., American University in Cairo, Egypt. New Media and New Politics: The Contribution of Facebook and YouTube to the 2008 US Presidential Election. 4. Huovila, T., Senior lecturer, University of Jyväskylä, Finland. Web Design. 5. Dufasne, M., Lecturer, Saint-Louis University, Belgium. More Debate on Europe for more of Implication of the Citizens? Analysis of the online Debate forum Debate Europe. 6. Lindstadt, N., Ph.D. Student, University of Southern Denmark, Denmark. Germany’s Public Service Broadcasters Going Online Resulting Competition Effects and the Question of the Justification for Public Service Media Online. 	
<p>18:30-20:00 Session IX (Room A): New Media Chair: Lawe Davies, C., Professor, University of Queensland, Australia.</p> <ol style="list-style-type: none"> 1. Leonini, L., Professor, University of Milan, Italy. New Media and Pornography: How The Internet Has Modified The Sex Business. 2. Guidotti, F., Professor, University of Bergamo, Italy. Vampiric Technologies: Mass Communication and Blood Consumption in the Media Landscape. 	

20:30 - 22:30 Greek Night and Dinner (Details during registration)

08:30-10:00 Session X (Room A): Brand/Image

Chair: Mortara, A., Assistant Professor, IULM University, Italy.

1. Huang, Y.H.C., Professor, The Chinese University of Hong Kong, Hong Kong. A Cross-Cultural Study on Guanxi (Relationship)-Related and Mediated-Focused Communications.
2. Pauwels, L., Professor, University of Antwerp, Belgium. Images and Self-Images in the Digital Networked World. Reconfigurations of Family Photography in a Web-based Mode.
3. Casadio, A., Temporary Professor, University of Macerata, Italy. Changes of Italian Publicity since 1950 till Today.
4. Chib, A., Assistant Professor, and Assistant Director, Singapore Internet Research Center, Nanyang Technological University, Singapore & Peng, F.S., Nanyang Technological University, Singapore. Singapore Residents' Committees: Investigating Factors influencing the Credibility of Leadership Networks.
5. Sever, N.S., Assistant Professor, Anadolu University, Turkey & Kocak, G.N., Assistant Professor, Mersin University, Turkey. Value of Perception in Organizational Reputation: The Case of Esgaz Eskisehir Natural Gas Distribution Company.

10:00-12:00 Session XI (Room A): Journalism

Chair: Moodly, A., Director & Deputy Dean, Walter Sisulu University, South Africa.

1. Feldstein, M., Associate Professor, George Washington University, USA. Muckraking in a Digital Age: The Internet and Investigative Journalism.
2. Dogu, B., Lecturer, Izmir University of Economics, Turkey. The Reader Effect: A Comparison of Milliyet Website and Milliyet Blog Agendas in the Frame of a Changing Audience.
3. Hepkon, Z., Assistant Professor, Istanbul Commerce University, Turkey & Aydin, O.S., Assistant Professor, Istanbul Commerce University, Turkey. Technology, Media and Democracy: What New, What Old?
4. Li, L.X., Lecturer, Macquarie University, Australia. A Comparative Framing Analysis of China Based on Current Affairs Programs Presented by the ABC and SBS.
5. Umali, V., Ph.D. Student, University of Vienna, Austria. The Media as Partners in the Information Society: An Evaluative Content Analysis of the Coverage of ICT Issues in Selected Philippine Newspapers.
6. Andersson, U., Ph D/Researcher, University of Gothenburg, Sweden. Reader-Participation in Online Newspapers: An Asset or a Limitation, According to Professional Journalists?

10:00-12:00 Session XII (Room B): Magazine

Chair: Pauwels, L., Professor, University of Antwerp, Belgium.

1. Tixier, D., Professor, Essec Business School, France. Questions with the Appeal of Exclusive Mountain Resorts as Seen in the General Public and Specialist Press.
2. Richter, C., Associate Professor, Hollins University, USA. Socialites, Yachtswomen and Girl Scouts in the Land of Honey: Fin-de-siècle North American Women's Travel Accounts of Greece.
3. Rozukalne, A., Lecturer & Head of the Journalism Studies Program, Riga Stradins University, Latvia. The Forces Affecting Editors' Work in Consumer Magazines.
4. Walliss, J., Senior Lecturer, Liverpool Hope University, UK. Girls go Slash/Boys go Bang: Gender, Canon and Creativity within Warhammer 40,000 Fanfiction.
5. Kulla, A., Lecturer, the Catholic University in Ruzomberok, Slovakia. Samizdat Periodicals before 1989 in Former Czechoslovakia.

12:00-14:00 Session XIII (Room A): Film Studies	12:00-14:00 Session XIV (Room B): TV
<p>Chair: Andersson, U., Ph D/Researcher, University of Gothenburg, Sweden.</p> <ol style="list-style-type: none"> 1. Schwender, C., Professor, University of Management and Communication Potsdam, Germany & Hoffman, D., Professor, University of Siegen Germany. Understanding the Different Film Preferences of Men and Women New Aspects of Aesthetic Identity. 2. Yu, E.K.W., Associate Professor, National Chiao Tung University, Taiwan. Cultural Negotiations and Generic Exchange in the Infernal Affairs Film Trilogy. 3. Pavlou, G., European University, Cyprus. D.W. Griffith's Chases in The Sorrows of Satan and Their Impact on Film. 4. Beaton, J., Lecturer, Curtin University of Technology, Australia. Gambling is Good for the Film Industry. 5. Aytac, I.D., Ph.D. Student, Gazi University, Turkey. Marshall Plan Films in Turkey. 	<p>Chair: Tixier, D., Professor, Essec Business School, France.</p> <ol style="list-style-type: none"> 1. Clark, J., Associate Professor, Willamette University, USA. Mediation of the Olive Tree Wars. 2. Corsini, F., Ph.D. Student, University of Molise, Italy. Between Representation and Experience: Death in Television Serialised Narratives. 3. Hetsroni, A., Associate Professor, Ariel University Center, Israel. The Praise and the Critique of a Nasty Format: An Analysis of the Public Debate over Reality TV in Israel. 4. Gultekin Akcay, Z., PhD Student, Gazi University, Turkey. Transformation of Reality Shows and Representation of the Differentiation of Being a Modern or Being a Traditional: The Case Study Having a Meal. 5. Gulik, M., Undergraduate Student, Jagiellonian University, Poland & Nacher, A., Assistant Professor, Jagiellonian University, Poland. Corpo-Reality TV and the Pornography of Representation.

14:00-15:00 Lunch

17:00-20:00 Urban Walk (Details during registration)

20:00-21:30 Dinner (Details during registration)

Wednesday, May 19th, 2010

Cruise

Departure at 07:15

Return at 20:30

(Details during registration)

Thursday, May 20th, 2010

Delphi Visit

Departure at 08:00

Return at 19:00

(Details during registration)