



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



9th Annual International Conference on Communication and Mass Media, 16-19 May 2011, Athens, Greece

Organized by the
Social Sciences Research Division
Mass Media & Communication Research Unit

Conference Venue: St George Lycabettus Boutique Hotel, 2 Kleomenous Street, Kolonaki, Athens

Monday 16 May 2011

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.

09:00-11:00 Session I (Room A): Political

Chair: Pasadeos, G., Head, Media & Mass Communication Research Unit, ATINER & Professor, University of Alabama, USA.

1. Kinnick, K., Professor, Kennesaw State University, USA. Motherhood as a Message Strategy: Examining Political and Activist Media Campaigns.
2. Elter, A., Professor for Journalism, Macromedia Hochschule für Medien und Kommunikation, Germany. The German Political Parties and the Web 2.0 – Examples of Political Campaigning in the Digital Era
3. Romero-Frias, E., Lecturer, University of Granada, Spain & Vaughan, L., Professor, University of Western Ontario, Canada. An Analysis of Political Trends based on Web Linking Patterns: The Case of Media and Political Parties in Spain.
4. Aytuna, N., Assistant Professor, Galatasaray University, Turkey. The Turkish Extreme Right On-Line Network: The Case of the Nationalist Action Party Website.
5. Peshkova, V., Researcher, Institute of Sociology Russian Academy of Sciences, Russia. Mapping Diasporic Media in Post-soviet Russia: Media Agenda Between Integrative and Resistance Strategies.
6. Thompson, K., Ph.D. Student, The University of Texas at Austin, USA. The Basketball Playing, Wine Sipping, Blackberry Using Candidate from the South Side of Chicago: Examining the Class Style of Barack Obama and the Obama for America Campaign.

11:00- 13:00 Session II (Room A): Media Coverage

Chair: Kefalaki, M., Researcher, ATINER.

1. Zamith, R., M.S. Candidate, Florida International University, USA, Pinto, J., Associate Professor, Florida International University, USA & Villar, M.E., Associate Professor, Florida International University, USA. *Constructing Climate Change in the Americas: An Analysis of News Coverage in U.S. and South American Newspapers.*
2. Osepashvili, D., Associate Professor, Tbilisi State University, Georgia. *Caucasus in German Online Media.*
3. Govang, D., Chair, Lincoln University, USA. *Martyrs and Party Boys: American Media Portrayals of Gay Life in Other Countries.*
4. Kilic, D., Assistant Professor, Anadolu University, Turkey. Tabloidization in the Modern Turkish Press.

11:00-13:00 Session III (Room B): Frames & Images

Chair: Stroescu, O-C., Academic Member, ATINER & Post-Doctoral Researcher, "Alexandru Ioan Cuza" University of Iasi, Romania.

1. Collins, C., Professor, Willamette University, USA. *"This Is War": Framing the Iraq War through Images and Testimony.*
2. Büyükbaykal, G., Assistant Professor, İstanbul University, Turkey & Mengü, M., Associate Professor, İstanbul University, Turkey. *Greek Image in the Turkish printed Media.*
3. Clark, J., Associate Professor, Willamette University, USA. *Framing the Mavi Marmara.*
4. Kaya Erdem, B., Assistant Professor, Maltepe University, Turkey. *Media Literacy through Deconstruction: The Case of the Reflection of Anti-Militarists in Turkey on Media Texts.*
5. Barton, W., Lecturer, Coventry School of Art and Design, UK. *The Raising of the Exocet: The Use of Heritage Charm to Sanitise Warfare and the Beginnings of Postmodern War Representation in the Falklands Conflict.*

13:00-14:00 Lunch

14:00-16:00 Session IV (Room A): Marketing Communications**Chair:** Mengü, S., Associate Professor, Istanbul University, Turkey

1. Antoniadis, A., Professor, Georgetown University, USA & Makarem, T., Professor, Georgetown University, USA. *Media Branding and Viewer Perception in Qatar.*
2. McMullan, J., Professor, St. Mary's University, Canada. *Sit-N-Learn: Advertising, Pedagogy as Promotion and Online Poker.*
3. Pinar, I., Professor, Yasar University, Turkey & Culha, O., Research Assistant & Ph.D. Student, Yasar University, Turkey. *Social Media in Tourism Marketing Applications.*
4. Gersamia, M., Associate Professor, Tbilisi State University, Georgia. *Effective Media-Monitoring Reports, Measurement and Evaluation.*
5. Güreşçi, M., Assistant Professor, Istanbul University, Turkey & Goksu, F., Assistant Professor, Istanbul University, Turkey. *Turning Crisis into an Opportunity: 2009 Flood in Istanbul and Evkur Example.*
6. Farha, M., Assistant Professor, Georgetown University, Qatar, al-Thani, D.K., Georgetown University, Qatar & Stamboldziev, M., Georgetown University, Qatar. *The Impact of Global Communications on Family Values in Qatar.*
7. Tang, M.J., Lecturer, Tunku Abdul Rahmad College, Malaysia. *Online Book Marketing, Selling and Distribution in Malaysia.*
8. Prodan, E., Ph.D. Student, University of Bucharest, Romania. *The Relation between Journalists and Public Relations Practitioners.*

14:00-16:00 Session V (Room B): News Media**Chair:** Thieme, A.L., Associate Professor, Eastern Kentucky University, USA.

1. Wadbring, I., Professor, Mid Sweden University, Sweden. *What's New Under the Sun? Commercialized News from 1960 to 2000.*
2. Cebe, J., Assistant Professor, Charles University Prague, Czech Republic. *Transformation of Czech Media after the World War II.*
3. Duffy, M., Assistant Professor, Zayed University, United Arab Emirates. Audience Engagement in the Middle East Press: An Exploration of 'Networked Journalism' Amid the New Media Landscape.
4. Mabika, M., Lecturer, University of Venda, South Africa. *Online Newspapers: Private or Public Spheres?*
5. De Jong, W., Lecturer, University of Sussex, UK. *Against The Tide: Innovative Ways of Using Archive Footage in Documentary Projects in a New Media Context*
6. Au, K.L., Ph.D. Student, Chinese University of Hong Kong, China & Sung, N.C., Ph.D. Student, Chinese University of Hong Kong, China. *Sensationalism in a New Age: Uses and Gratifications of Apple Action News.*

16:00 -18:00 Session VI (Room A): Advertising & Promotions**Chair:** Makarem, T., Professor, Georgetown University, USA

1. Mengü, S., Associate Professor, Istanbul University, Turkey & Büyükbaykal, C.I., Assistant Professor, Istanbul University, Turkey. *Social Value Construction And Advertising.*
2. Grainger, R., Senior Lecturer, University of Glamorgan, UK. *Militarism in British Advertising.*
3. Batu, M., Akdeniz University, Turkey. *The Effectiveness of Stadium Advertising on Brand Awareness*
4. Celik, Y., Researcher, Akdeniz University, Turkey. *Digital Advertising Industry in Turkey: A Research on Global Network's Investments in Digital Advertising.*
5. Liu, J., Researcher, Panmedia Institute, Communication University of China. *A Comprehensive Impact Research on Pan Media Touchpoints.*
6. Vyncke, P., Professor, Ghent University, Belgium & Vanderhaeghen, K., Research Assistant, Ghent University, Belgium. *Goffman Revisited: Studying the Ad-Likeability Impact of Male-Female Power Relations in Advertisements.*

16:00-18:00 Session VII (Room B): Education**Chair:** Wadbring, I., Professor, Mid Sweden University, Sweden.

1. Leung, L., Professor, Chinese University of Hong Kong, China & Lee, P.S.N., Professor, Chinese University of Hong Kong, China. *Impact of Internet Literacy, Internet Addiction Symptoms, and Internet Activities on Academic Performance.*
2. Propp, K., Associate Professor, Western Michigan State University, USA. *Is Online Education for Everyone? An Exploration of the Relationships between Self-Directed Learning Readiness, Student Learning Styles, and Student Success.*
3. Rudick, K.L., Associate Professor, Eastern Kentucky University, USA, Fitch, J., Associate Professor, Eastern Kentucky University, USA & Cory Robinson, S., Instructor, Eastern Kentucky University, USA. *Podcasting: A Pilot Study of Student-Users' Views.*
4. Micheletto, V., Graduate Student, IULM University, Italy, Bustreo, M., Ph.D. Student, IULM University, Italy & Russo, V., Professor, IULM University, Italy. *Education to Advertising for Primary-School Children.*

<p>18:00-19:30 Session VIII (Room A): Film Chair: Pavlou, G., Academic Member, ATINER & Assistant Professor, European University, Cyprus.</p>	<p>18:00-19:30 Session IX (Room B): Broadcasting Chair: Pirnar, I., Professor, Yasar University, Turkey</p>
<ol style="list-style-type: none"> 1. Addison, H., Associate Professor, Western Michigan State University, USA. <i>“When a Man Bleeds, It’s Just Tissue”</i>: <i>Blood as Sentient Being in The Thing (1982)</i>. 2. Jenkins, E., Assistant Professor, University of Cincinnati, USA. <i>Of Mice and Mimesis: Disney and the Commodity Fetish</i>. 3. Rikalo, M., Teaching Assistant, Higher Business School Novi Sad, Serbia & Mikic, H., Lecturer, Higher Business School Novi Sad, Serbia. <i>Film Market in Serbia: Development Challenges and Solutions</i>. 4. Walliss, J., Lecturer, Liverpool Hope University, UK. <i>Apocalypse after 9/11</i>. 5. Muratoglu, B., Ph.D. Student, Istanbul University, Turkey. <i>How Social Deviance is Represented and Controlled by Mass Media: A Field Study on Children’s Animated Movies</i>. 6. Donnar, G., Ph.D. Student, RMIT University, Australia. <i>Masculinity Unredeemed: Masochism, Masquerade and the Absent Other in World Trade Center</i>. 	<ol style="list-style-type: none"> 1. Chen, P.H., Professor, National Taiwan Normal University, Taiwan. <i>Practicing the Rights of Access to Media: The Case of Public Access Channels in Taiwan</i>. 2. Hetsroni, A., Associate Professor, Ariel University Center, Israel. <i>Nostalgia in Advertising-Content Findings</i>. 3. Thieme, A.L., Associate Professor, Eastern Kentucky University, USA & Wallace, L., Associate Professor, Ohio University, USA. <i>The Role of Reality Television on the Behaviors of Young Adults</i>. 4. Hamungole, M., Ph.D. Student, Katholieke University, Belgium. <i>Television and Cultivation of Personal Values in Zambia</i>. 5. Nevradakis, M., Ph.D. Student, University of Texas at Austin, USA. <i>Government-Sanctioned Anarchy: the Chaotic Airwaves of Greece</i>.

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

Tuesday 17 May 2011

<p>08:00-10:00 Session X (Room A): Regulation & Ownership Chair: Aytuna, N., Assistant Professor, Galatasaray University, Turkey.</p>	<p>08:00-10:00 Session XI (Room B): Health Communication Chair: Rahim, S., Professor, National University of Malaysia, Malaysia</p>
<ol style="list-style-type: none"> 1. Crawley, W., Senior Fellow, ICwS London University, UK. <i>Negotiating the Media; Regulatory and Policy Issues in South Asia</i>. 2. Foo, T.T., Lecturer, SIM University, Singapore & Kuo, E., Emeritus Professor, Nanyang Technological University, Singapore. <i>Gatekeeping in a 4M Society: Regulating changing censorship standards in Singapore, 1990-2010</i>. 3. Karlidag, S., Career Development Coordinator, Baskent University, Turkey & Eser, Z., Associate Professor, Baskent University, Turkey. <i>Who is the Owner of Customer Data Base: Consumers’ Feelings and Concerns about Data Privacy in Turkey</i>. 4. Wenzel, C., Ph.D. Student, University of Salzburg, Austria. <i>Public Value and the Public Interest – Should Civil Society be Involved in Public Service Broadcasting Governance?</i> 	<ol style="list-style-type: none"> 1. Bissell, K., Associate Dean for Research, University of Alabama, USA. <i>New Media, New Me: Using New Media Technologies to Improve Health Literacy in Children at Risk for Overweight and Obesity</i>. 2. Bazzarin, V., Post Doctoral Fellow, University of Bologna, Italy & Lalli, P., Full Professor, University of Bologna, Italy. <i>Italian Governmental Media Campaigns To Prevent HIV/AIDS: An Effectiveness Study</i>. 3. Smith, L., Assistant Professor, Auburn University, USA & Bissell, K., Associate Dean for Research, University of Alabama, USA. <i>Empty Calories, Empty Excuses: Examining Weight and Obesity Stereotypes in the Biggest Loser</i>. 4. Mazo, L., Faculty Instructor, Grant MacEwan University, Canada & Chen, N., Church, A., Cloutier, M., Paradis, D., Robertson, D., Rupertus, C., Undergraduate Students, Grant MacEwan University, Canada. <i>Communicating Environmental Issues in an Undergraduate Journal</i>. 5. Ruiz de Castila, C., Ph.D. Student, University of Texas at Austin, USA. <i>Interrogating Immigration: Pictures and Politics of English and Spanish Media</i>.

10:00- 11:30. Session XII (Room A): Communication Technologies**Chair:** Lawe Davies, C., Senior Lecturer, University of Queensland, Australia.

1. Rahim, S., Professor, National University of Malaysia, Malaysia & Salman, A., National University of Malaysia, Malaysia. *Bridging the Ethnic Divide: Promoting Citizens Participation among Young Generation through Information Technologies.*
2. Estwick, E., Assistant Professor, Wilkes University, USA. *Birth of a Digital Nation: A Case Study of the Digital Video Industry in Barbados.*
3. Conversano, R., The Specialized Teaching Degree, IC "Aldo Moro", Carosino (TA), Italy & Binacchi, M., Faculty of Communication Sciences, University of Rome "La Sapienza", Italy. *"The Enchanted Maze"*.
4. Diamanti, S., PhD, IULM University, Italy. *Some Fuzzy Concepts in Human-Computer Interaction.*
5. Flaxton Terence, Senior Research Fellow, University of Bristol, UK. *Understanding of the Concepts of the Mimetic and the Diegetic in the Creation of Art.*

10:00-11:30. Session XIII (Room B): Audience Perceptions**Chair:** Bissell, K., Associate Dean for Research, University of Alabama, USA.

1. Chan, E.T., Programme Supervisor, Tunku Abdul Rahman College, Malaysia, Tang, M.J., Programme Supervisor, Tunku Abdul Rahman College, Malaysia & Singh, S.A/L K., Programme Supervisor, Tunku Abdul Rahman College, Malaysia. *Media Credibility and Political Affiliation: A Malaysian Perspective.*
2. Nawiroh, V., Lecturer, Budi Iuhur University, Indonesia. *Woman Image In Television Program (A Reception Analysis Study of Women Viewers toward Woman Image on Soap Opera and TV Commercial in Indonesia).*
3. Cabbage, J., PhD Student, Howard University, USA. *Give The People What They Want: An Exploratory Analysis of News Satisfaction Levels Among African Americans.*
4. Shim, K., Ph.D. Student, Syracuse University, USA. *Source Credibility, Situational Dissonance and Propagandistic Motives.*

11:30-13:00. Session XIV (Room A): Social Media**Chair:** Cross, J., Associate Principal Lecturer, Leeds Trinity University College, UK.

1. Zhao, M., Ph.D. in Communication, The Chinese University of Hong Kong, China & Mao, Z. F., Ph.D. in Communication, The Chinese University of Hong Kong, China. *What Motivates Chinese People to Tweet? A Uses and Gratifications Perspective of Micro-Blogging in China.*
2. Zheng, P., Mphil Candidate, Chinese University of Hong Kong, China & Wang, H., Ph.D. Student, Chinese University of Hong Kong, China. *The Mediating Effects of Obtained Gratifications on Unwillingness to Communicate and Narcissism to Level of SNS Use.*
3. Zhao, X., M.S. Candidate, Hong Kong Baptist University, Hong Kong. *Are People Empowered by Internet?*
4. Lin, K.Y., Master Student, National Chengchi University, Taiwan. *Examining Extensions of Parasocial Interaction on Social Networking Sites: An Exploratory Study of Facebook.*
5. Karaduman, M., Researcher, Akdeniz University, Turkey. *Advancement of Internet Media in Turkey and its Position against Traditional Media.*

11:30- 13:00. Session XV (Room B): Communities**Chair:** Cabbage, J., PhD Student, Howard University, USA.

1. Yildiz, O.E., Assistant Professor, Istanbul Kultur University, Turkey, Denecli, C., Researcher, Istanbul Kultur University, Turkey & Denecli, S., Ph.D. Student, Marmara University, Turkey. *A General Outlook of Conjugal Union and Marriage in Turkey in the Context of Popular Culture, New Media.*
2. Lugo-Bertran, D., Assistant Professor, University of Puerto Rico, Puerto Rico. *Boy-Flick: Gender Sideways in the Genre Highway (Alexander Payne's 'Sideways' and the Age of Bromance).*
3. Diamanti, E., Ph.D. Student, University of Quebec in Montreal, Canada. *Communicating the City Identity: Unesco Creative Cities.*
4. Grigaliunas, M., Ph.D. Student, Vilnius University, Lithuania. *The Level of Perception of Interest's Citizenship in the Context of Public Sphere's and Communicational Strategies' Transformation: The Case of Lithuanian Micro-Communities.*
5. Comeforo, K., Chair, Berkeley College, USA. *Representing Resistance: The Case of CAFTA-DR in Costa Rica.*

13:00–14:00 Lunch

14:00–16:30 Session XVI (Room A): Miscellaneous Communication Studies

Chair: Skountridaki, L., Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.

1. Sanprie McCarver, V., Assistant Professor, Metropolitan State College of Denver, USA. *An Approach to Critical Analysis of Online Messages.*
2. Lawe Davies, C., Senior Lecturer, University of Queensland, Australia. *We Wanted Quality Media, But We Only Got Online: Global Implications of Computer Generated Media on a Regional Market.*
3. Cross, J., Associate Principal Lecturer, Leeds Trinity University College, UK. *Illusion and the Broken Mirror: Post-Debordian Reflections on the Liberating Potential of the Torn Street Postcard.*
4. Karaduman, S., Assistant Professor, Akdeniz University, Turkey. *News about Children and the Violence Discourse in the Turkish Media.*
5. Al Salem, F., Ph.D. Student, Indiana University, USA. *Public Opinion toward Arab Governments as Communicated through Online Newspapers' Comments: A Study of Content Analysis.*
6. Barbaros, C., Ph.D. Student, Al.I. Cuza University, Romania. *The Rhetoric in the New Era of Communication: Trends and Perspectives.*
7. Popa, E.L., Ph.D. Candidate, "Al. I. Cuza" University of Iasi, Romania. *Cross-Cultural Communication. Cultural Meeting with Islamic World.*

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

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

Wednesday 18 May 2011

Cruise:

Departure at 07:05

Estimated Return Time: 20:30

(Details during registration)

Thursday 19 May 2011

Delphi Visit:

Departure at 07:50.

Estimated Return Time: 19:30

(Details during registration)