



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



**10<sup>th</sup> Annual International Conference on Communication and Mass Media, 14-17 May 2012, Athens, Greece**

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

**Conference Venue:** [Metropolitan Hotel of Athens](#), 385 Syngrou Ave., 175 64, Athens, Greece

**Monday 14 May 2012**

**08:00-08:30 Registration**

**08:30-09:00 Welcome and Opening Remarks**

- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
- Dr. Yorgo Pasadeos, Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.
- Dr. Gregory T. Papanikos, President, ATINER.

**09:00-10:30 Session I (Room A): Business and Professional Issues**

**Chair:** Kefalaki, M., Director of Communication, ATINER.

1. Ardizzone, A., Assistant Professor, Iulm University of Milan, Italy. Supply Chain Music Industry Analysis and New Business Models: Insights from Italy.
2. Yanich, D., Associate Professor, University of Delaware, USA. Covert Consolidation? Media Ownership in the U.S.
3. Yu, H., Lecturer, University of New South Wales, Australia. The Political Economy of Micro-Media in China.
4. Liu, H., Associate Professor, Tamkang University, Taiwan. The Applicability of Open Co-creation in Creative Industries.

**10:30-12:00 Session II (Room A): Digital Media**

**Chair:** Pasadeos, Y., Head, Communication and Mass Media Research Unit, ATINER, Greece & Professor, University of Alabama, USA.

1. Bates, B., Professor, University of Tennessee, USA. Digital Media Disruption – Removing Barriers and Lowering Thresholds.
2. Drummond, W., Professor, University of California, Berkeley, USA. National Public Radio in the Digital Age.
3. Bednar, L., Assistant Professor, James Madison University, USA. Audiobooks: The Past Meets the Future in a Hybrid Medium.

**10:30-12:00 Session III (Room B): Ethnic and Minority Issues**

**Chair:** Poulos, G., Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

1. Li, X., Professor, Okanagan College, Canada. Diasporic Minority Media and Canadian Nation-Building: Is It Working?
2. Eid, M., Associate Professor, University of Ottawa, Canada. Violence against Arab Women: Evolving in Form, Unchanging in Cause.
3. Gutierrez, A., Associate Professor, University of the Basque Country, Spain. Funding Sources of Media in Catalan, Basque and Galician Languages: In Search of Sustainability.
4. Chong, C.C.K., Ph.D. Student, The Chinese University of Hong Kong, Hong Kong. Reproduction of Social Structure: A Comparative Study on Two Groups of Expatriate Minority Press.
5. Clark, J., Associate Professor, Willamette University, USA. Engaging the Apartheid Analogy in Israel/Palestine.

**12:00-13:00 Lunch (details during registration)**

**13:00-14:30 Session IV (Room A): Crisis Communication and Media Images**

**Chair:** Alifragkis, S., Academic Member, ATINER & Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece.

1. Matsaganis, M., Assistant Professor, State University of New York, USA & Seo, M., Assistant Professor, State University of New York, USA. Stress and Coping in Urban Communities in the Aftermath of the Economic Crisis: The Interplay of Media Connections, Neighborhood Belonging, and Perceived Threat.
2. Grainger, R., Lecturer, University of Glamorgan, UK. Absence Makes The Heart Grow Fonder: The Tory Party's Labour Isn't Working.
3. Gryzunova, E., Ph.D. Student, Moscow State Institute of International Relations, Russia. Governmental Crisis Communication and Media Relations Under Terrorist Threat.
4. Hart, T., Researcher, Aston University, UK. Crisis Communication and Social Media: The Changing Environment for Natural Disaster Response.
5. Cereda, A., Ph.D. Student, University of Navarra, Spain. Living Images. An Analysis of Emotions in the Embodiment of Media Representations.

**13:00-14:30 Session V (Room B): Broadcasting Studies**

**Chair:** Goulimaris, R., Lecturer, Canterbury Christ Church University, UK.

1. Polat, V., Associate Professor, Istanbul University, Turkey. Broadcasting of the State on Ethnic Language and Seeking Political Empathy.
2. Bonin, G., Assistant Professor, University of Ottawa, Canada. Teaching Broadcasting Policy: A Case in Transliteracy.
3. Dooley, P., Professor, Wichita State University, USA. Comparative Framing of the BBC's Unluckiest Gaffe Concerning Tsutomu Yamaguchi's Survival of Hiroshima and Nagasaki.
4. Luscombe, A., Faculty Member, Roosevelt Academy University College, the Netherlands. Content and Style Changes in BBC Radio News Bulletins and the Radio Newsroom.
5. Beitika, I., Ph.D. Student, University of Latvia, Latvia. The Cultural Role of Public Service Broadcasting: Looking for Public Value.

**14:30-16:00 Session VI (Room A): Social Media**

**Chair:** Matsaganis, M., Assistant Professor, State University of New York, USA

1. Ezumah, B., Assistant Professor, Murray State University, USA. College Students' Use of Social Media: Uses and Gratifications Theory Revisited.
2. Mortara, A., Assistant Professor, IULM University, Italy & Ardizzone, A., Assistant Professor, IULM University, Italy. Daily Deal Promotions: An Explorative Research on Consumers Motivations.

**14:30-16:00 Session VII (Room B): Television Studies**

**Chair:** Beitika, I., Ph.D. Student, University of Latvia, Latvia.

1. Malik, S., Assistant Professor, Qatar University, Qatar. Women and Satellite TV Channels: A Case Study of Qatar.
2. Tonello, F., Professor, University of Padua, Italy & Giomi, E., Lecturer, University of Siena, Italy. Mass Media and Moral Panics: How to Cover Violence against Women (and Win Elections) in 365 Days of Italian TV Evening News.
3. Abdul Wahab, J., Lecturer, University Sains Malaysia, Malaysia & Lay Kim, W., Lecturer, University Sains Malaysia, Malaysia. Asian Dramas, Popular Trends and Local Responses: A case Study of Malaysian Television Industry.
4. Lamboux-Durand, A., Researcher –Teacher, University Lille Nord of France, France. Evolution of the TV News in France throughout the Changes of the Technical.
5. Karadogan Doruk, S.E., Associate Professor, Istanbul University, Turkey, Guresci, M., Assistant Professor, Karadeniz Teknik University, Turkey & Ongoren, H., Assistant Professor, Istanbul University, Turkey. Change and Transformation of Context of Day Programs in Last Ten Years.

**16:00-18:30 Session VIII (Room A): Social, Cultural and Education Issues****Chair:** Ezumah, B., Assistant Professor, Murray State University, USA.

1. Rutherford, Programme Leader, University of Chester, UK. Teaching by Story.
2. Collins, C., Professor, Willamette University, USA. A 9/11 Coloring Book: Islamophobic Propaganda or Educating Kids About Freedom?
3. Bunker, M., Professor, University of Alabama, USA. Originalism 2.0 Meets the First Amendment: The 'New Originalism,' Interpretive Methodology, and Freedom of Expression.
4. Grigaliunas, M., Ph.D. Student, Vilnius University, Lithuania. Popularization of Volunteering in Lithuania: Identification and Analysis of Organizational Network of Society's Persuasion.
5. Nair, D., Lecturer, University of Botswana, Botswana. Corporate Social Responsibility and Community Development in Botswana: An Analysis of the Perspectives of the Beneficiaries.
6. Guresci, M., Assistant Professor, Karadeniz Teknik University, Turkey. The Ottoman Culture in Istanbul Island and the Japan Culture in Erugrul Island.

**21:00–22:30 Greek Night (Details during registration)****Tuesday 15 May 2012****08:00-10:00 Session IX (Room A): News and the Press****Chair:** Weaver, C.K., Professor, University of Waikato, New Zealand.

1. Djerf-Pierre, M., Professor, University of Gothenburg, Sweden, Cockley, J., Professor, University of Queensland, Australia & Kucher, L., Professor, University of Queensland, Australia. Framing Renewable Energy – A Comparative Study of the Press in Australia and Sweden.
2. Dashti, A., Assistant Professor, Gulf University for Science and Technology, Kuwait & Al-Marouk, A., Professor, Gulf University for Science and Technology, Kuwait. Students' Perception of Online News Credibility during Political Crises: Case of Kuwait.
3. Goulimaris, R., Lecturer, Canterbury Christ Church University, UK. News At the Time of Crisis: Greek Television News and its Audience in the Dawn of the Austerity Era.
4. Stenber, J., Ph.D. Student, Lund University, Sweden. Digital Narcissism within the Newspaper Industry: Findings from an Ethnographic Excursion.
5. Tereszkiewicz, A., Lecturer, Jagiellonian University, Poland. Reader Consumption of Online Newspapers in Poland.

**10:00-11:30 Session X (Room A): Advertising and Branding****Chair:** Goulimaris, R., Lecturer, Canterbury Christ Church University, UK.

1. Goksu, N.F., Professor, Istanbul University, Turkey. Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented To Real Estate Sector)
2. Weaver, C.K., Professor, University of Waikato, New Zealand. The Negotiation of Gender Representation by Chinese Advertising Practitioners.
3. Yeh, E.Y.Y., Professor, Hong Kong Baptist University, Hong Kong. Branded to Sell: Wenyi and Early Chinese Film Marketing.
4. van der Merwe, L., Lecturer, United International College, Beijing Normal University, China & Gula, J., PhD, Programme Coordinator, United International College, Beijing Normal University, China. A Global Perspective for Chinese Students in Public Relations, Advertising and Communication.
5. Van Loock, N., Ph.D. Student, Ghent University, Belgium, Vermeir, I., Professor, Ghent University, Belgium & Geuens, M., Professor, Ghent University, Belgium. Always Take the Weather with you, unless you want your Digital Signage Advertising to be Effective.

**10:00-11:30 Session XI (Room B): Film Studies****Chair:** Pavlou, G., Academic Member, ATINER & Assistant Professor, European University, Cyprus.

1. Ozan, R., Associate Professor, Istanbul University, Turkey. The Relationship between Cinema and Semiotics.
2. Yu, E.K.W., Associate Professor, National Chiao-Tung University, Taiwan. Between Traditional Values and New Technologies: Recent Developments of the wuxia Film.
3. Garibotto, V., Assistant Professor, University of Kansas, USA. Beyond "Memory Studies": a New Analysis of Contemporary Testimonial Cinema.
4. Ormanli, O., Assistant Professor, Istanbul Kultur University, Turkey. A Brief Analysis of Today's Turkish Cinema Industry.
5. Areal, L., Researcher, CIMJ-FCSH-UNL, Portugal. Film Censorship during the Dictatorship of Estado Novo (1926-1974).

**11:30-12:30 Lunch (Details during registration)**

**12:30-14:30 Session XII (Room A): Round Table on "New Media Challenges and Policies in a Global World"**

**Chair:** Dr. Yorgo Pasadeos, Professor, University of Alabama, USA & Head, Mass Media & Communication Research Unit, Athens Institute for Education and Research (ATINER).

**Speakers:**

1. Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER) & Visiting Professor, Department of Management, University of Strathclyde, U.K.
2. William Drummond, Professor of Journalism, University of California, Berkeley, USA.
3. Danilo Yanich, Director, Urban Affairs & Public Policy Graduate Program School of Public Policy & Administration Center for Community Research & Service Graham Hall University of Delaware Newark, USA.
4. Benjamin Bates, Professor, School of Journalism & Electronic Media, University of Tennessee, Knoxville, USA.
5. Geneviève A. Bonin, Assistant professor and Coordinator of the Journalism Program, Department of Communication, University of Ottawa, Canada.

**14:30-16:00 Session XIII (Room A): Internet**

**Chair:** Bonin, G., Assistant Professor, University of Ottawa, Canada.

1. Sharma, M., Associate Professor, Indian Institute of Management, India. Corporate Codes of Ethics on Indian Corporate Websites.
2. Chang, F.C., Assistant Professor, National Taiwan Normal University, Taiwan, Lee, C.M., Professor, National Taiwan Normal University, Taiwan, Chiu, C.H., Professor, National Taiwan Normal University, Taiwan & Chen, P.H., Professor, National Taiwan Normal University, Taiwan. Relationships between Internet Addiction, Substance Use, and Depression among Adolescents in Taiwan.
3. Freeman, K.S., Lecturer, Inti International University, Malaysia. Internet Addiction of Online Games among Malaysian Youth.
4. Fiserova, S., Ph.D. Student, Charles University in Prague, Czech Republic. New Media and Its Use by Czech Middle-Aged People in Risk Society.
5. Miliany, K., Ph.D. Student, University of Leicester, UK. The Impact of The Internet on Saudi Students' Use of Mass Communications.

**14:30-16:00 Session XIV (Room B): Health and Education Communication**

**Chair:** Yu, E.K.W., Associate Professor, National Chiao-Tung University, Taiwan.

1. Yüksel, E., Professor, Anadolu University, Turkey. What do the Health-Care Media Professionals Think about the Health Content of the Media in Turkey?
2. Yu, S.Y., Assistant Professor, Ming-Chuan University, Taiwan. The Effect of Cognitive Age and Need For Cognition of the Elderly on Different Advertising Appeals and Effects.
3. Conversano, R., (Specialized Teaching-Media Educator, Comprehensive School Aldo Moro Carosino –Ta – Italy, Manzulli Gaetano Director of Departement of Computer Science, ITI Pacinotti, Taranto– Italy and Binacchi Maurizio Adjunct Professor, University of Rome "La Sapienza", Italy. Work in Progress-Designing the Dis(ease)ability with Functional autonomy App Communicative with People with Disabilities.
4. Bradley, S., M.A. Student, University of North Texas, USA. Tactile Media: Factors Affecting the Adoption of Touchscreen Smartphones among Consumers with Vision Loss.
5. Mazo, L., Faculty Member, Grant McEwan University, Canada. Correlations between University Educators' Communication and Learning Styles.

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

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

**Wednesday 16 May 2012**

**Cruise:** (Details during registration)

**Thursday 17 May 2012**

**Delphi Visit:** (Details during registration)