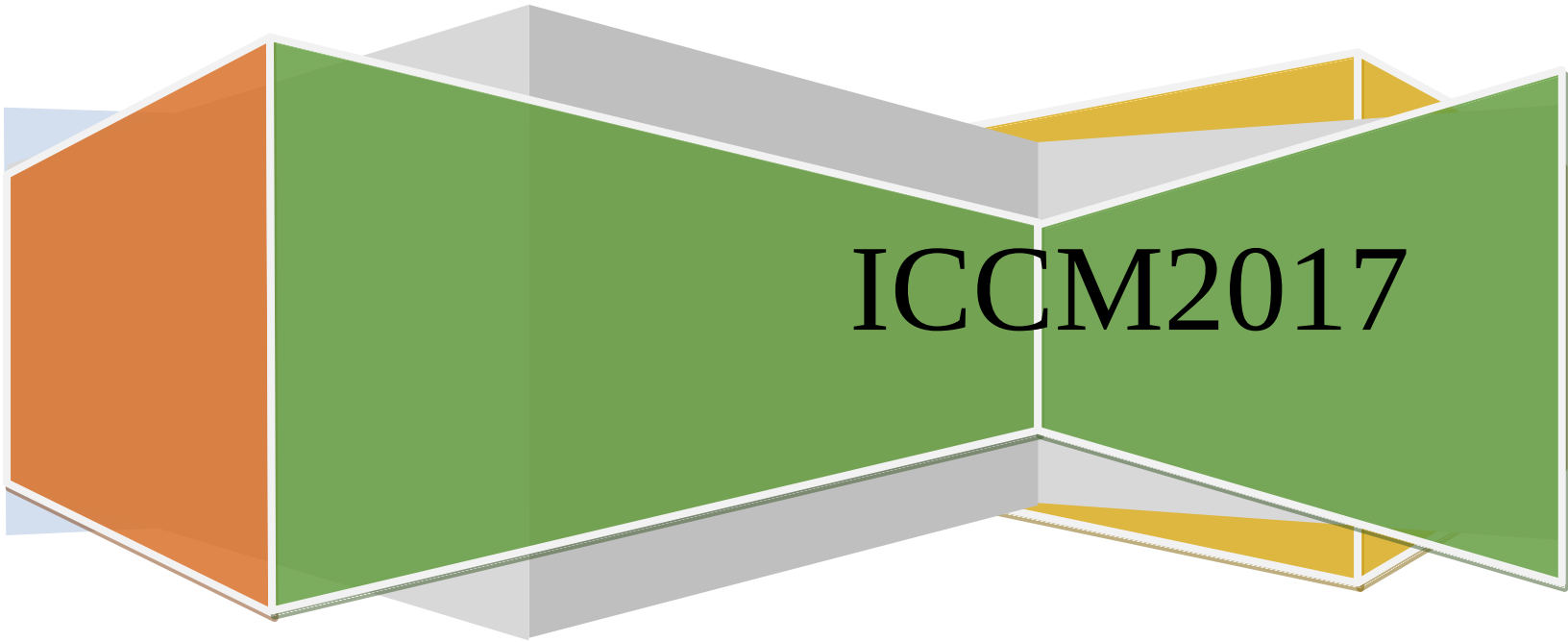
Communication Institute of Greece

3rd International Conference on Communication and Management (ICCM2017)
Abstract Book

24 -27 April 2017

Edited by Dr Margarita Kefalaki



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Preface

This abstract book includes all the abstracts of the papers presented at the 3rd International Conference on Communication and Management, 24-27 April 2017, organized by the Communication Institute of Greece. In total there are 41 papers and 64 presenters, coming from 20 different continents, universities and countries (Denmark, Cyprus, United Arab Emirates, Italy, New Zealand, Turkey, Albania, Greece, Morocco, United Kingdom, Romania, China, India, Croatia, Singapore, France, USA, Taiwan, Poland and Australia). This 'audience' comprises professors, researchers, communication and management professionals and students.

It is important to notice that this year, once more, the participants had the possibility to become academic members of our association. They are now our ambassadors in their countries. We hope that they enjoyed this conference, as much as we did, and that they (or their colleagues) will come to participate again next year.

The conference was organized into nine sessions that include areas such as Multicultural & Cultural issues in Communication, Education and Management, Political Communication, European themes, New Media / artificial intelligence, the Workshop "Smart and Livable Cities Around the World: Challenges and Prospects'", Advertising, Branding, Marketing. New technology & Communication, Crisis Communication & Media, E-communication – Journalism, Management and business in Education?, Management and Business Communication.

As it is the publication policy of the Institute, all the papers presented in this conference will be considered for publication in one of the institutes Book (conference proceedings online with ISBN number), after the necessary possible corrections will take place by the authors. Additionally, selected papers will be published at the *Journal of Media Critiques* [JMC] and/or Cambridge Scholars.

The Communication Institute of Greece is a non-profit organisation, established to promote research, education and to facilitate communication among academics and communication and management professionals around the world. It was established in 2003 in France and again in 2013 in Greece as an independent association of academics and researchers who consider that education and intercultural communication can ameliorate our lives: educating ourselves is what we need to develop in a fruitful environment.

Academics can contribute significantly to the quality of "education". Educate, communicate, exchange, meet new cultures, create, collaborate (…) we can all have a part in this! The quality of education can promote, among other, intercultural communication and the academic community is the leader of education's content and quality. Academics, researchers, PhD

students or people interested to create links with the academic community around the world, can become members of the Institute.

Next year COMinG is organising its 4th Annual International Conference on Communication and Management, in Athens, Greece, 23-26 April 2018. We would like this conference to become, once more, an opportunity for Academics, Professionals and Researchers from all over the world to meet, exchange ideas on their research, discuss the future developments in their disciplines and contribute to education's future. Such kind of interdisciplinary conferences will continue to be organized on the same base of purposes every year. We hope that soon enough we will be able to propose more than one international conferences per year, to serve the mission statement of the Institute.

I would like to thank all the participants, the members of the conference organising and academic committee and most importantly the administration staff of the Communication Institute of Greece for putting this conference together.

Margarita K. Kefalaki
President
Communication Institute of Greece

Conference Program

3rd International Conference on Communication and Management

(ICCM2017),
24 – 27 April 2017, Athens– Greece

Conference Venue: the five star "Metropolitan Hotel", Leoforos Andrea Siggrou 385, Athens

Organised by the

Communication Institute of Greece (COMinG)

Sponsored by:

Associated Partner

EUCED

European Economic Interest Grouping (EEIG)

Organised by the

Communication Institute of Greece (COMinG)

3nd annual International Conference on Communication and Management (ICCM2017)
24 – 27 April 2017, Athens– Greece

Conference Venue: the five star "Metropolitan Hotel", Leoforos Andrea Siggrou 385, Athens, Greece

Sponsored by:
Media Partners

Associated Partner

European Economic Interest Grouping (EEIG)

ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr Margarita Kefalaki, President, COMinG & Visiting Professor, Hellenic Open University, Greece
2. Dr Christian Schnee, *Head, Political Communication & Political Marketing part of ICCM2017* & S.Lecturer, Worcester Univ., UK
3. Dr Karl-Heinz Pogner, Ac. Member, COMinG & Associate professor, Copenhagen Business School, Denmark
4. Dr Andreas Veglis, *Head*, Mediated Communication Technologies *part of ICC2017* & Professor, Aristotle University of Thessaloniki, Greece
5. Dr Rudy R. Pugliese, *Head*, *Mass Communication part of ICCM2017* & Professor, Rochester Institute of Technology, New York
6. Dr Arif Yildirim, Ac. Member, COMinG & Assistant Professor, Head of the Departments of Communication Informatics and Journalism, Gaziantep University, Turkey
7. Dr Manuel Pereira, Ac. Member, COMinG & Chairman of the Board of Directors at EUCED - European Network for Economic Cooperation and Development, EEIG, Lisbon Area, Portugal
8. Dr Ané Pearman, *Head, Intercultural communication part of ICCM2017* & Assistant Professor, Tidewater Community College, USA
9. Dr Carolin Rekar Munro, *Co-Head Political Communication* & *Political Marketing part of ICCM2017* & Ass. Professor, Royal Roads University, Canada
10. Dr Omoregie Charles Osifo, *Head, Management part of ICCM2017*, Ass. Professor, Public Management, University of Vaasa, Finland
11. Dr Mary Z. Ashlock, Ac. Member, COMinG & Assistant Professor, University of Louisville, USA
12. Dr George N. Nehme, Ac. Member, COMinG & Dean of the Faculty of Business Administration, Université Antonine UPA, Lebanon
13. Dr Catherine Herrgott, *Head*, *Intangible cultural heritage part of ICCM2017* & Lecturer in Anthropology, Associate researcher Phonetics and Phonology, University of Paris III, Sorbonne Nouvelle, Paris, France
14. Dr Karen Freberg, Ac. Member, COMinG & Assistant Professor in Strategic Communications, University of Louisville, USA
15. Dr David H. Hartmann, Ac. Member, COMinG & Conference Chair, Professor, University of Central Oklahoma, USA
16. Dr Cleopatra Veloutsou, Ac. Member, COMinG & Senior Lecturer in Marketing, University of Glasgow, U.K.
17. Dr Raffaella Conversano, Ac. Member, COMinG & Adjunct professor University of Bari, Laboratory for Special Education, Italy
18. Chyna Teresa Trible, Ac. Member, COMinG & Instructor, Finger Lakes Community College, Canandaigua, New York, USA

Administration

Ms Evi Naki, Mr Antonios Robert Perivoliotis, Ms Marilena Siriou

CONFERENCE PROGRAM

Monday 24 April 2017

08:00 – 08:30 Registration - All sessions include 10 minutes break

08:30 – 09:00 Welcome and Opening Remarks

- Dr Margarita Kefalaki, President, COMinG
- Dr Karl-Heinz Pogner, *panel about "Smart cities" of ICCM2017* & Associate professor, Copenhagen Business School, Denmark
- Dr Christian Schnee, *Head, Political Communication & Political Marketing part of ICCM2017* & Senior Lecturer in Public Relations, University of Greenwich, Business School, United Kingdom

09:00-10:40 Session I : Multicultural & Cultural issues in Communication, Education and Management
Chair: Christian Schnee, Senior Lecturer, University of Greenwich, Business School, United Kingdom

1. *Ailson J. De Moraes, Lecturer, Royal Holloway School of Management, University of London, UK. **Kenya Airways: the respected African airline – an optimistic future?**
2. Zeynep Aksoy, Lecturer, Izmir University of Economics, Turkey. **The Role of Short-term Study Abroad Experience on Intercultural Communication Competence**
3. Chien Wen Yu, Assistant Professor, Bridgewater State University, USA. **Understanding the Ecosystems of Chinese and American**
4. *Karl-Heinz Pogner, Associate Professor, Copenhagen Business School, Denmark. **From writing to 'texting': Academic text production under the conditions of multilingualism**
5. Jaouad Zerrad, Assistant Professor, University Hassan 1er, Morocco. **The dynamics of the French language in the era of the NICT, a language in action or an "abyss", case of Morocco**
6. Don Mathieu Santini, Professor & Agata Nicoli, PhD student & Battistelli Sonia, PhD student, University of Corsica - Pasquale Paoli, France. **Cross-disciplinarily and implementation of the process of patrimonialisation of the immaterial: A case study of the mythical narratives from the island of Corsica**

10:40-12:10 Session II: Political Communication, Europe & 'Arms' to better communicate/cooperate
Chair: Karl-Heinz Pogner, Associate Professor, Copenhagen Business School, Denmark

1. *Christian Schnee, Senior Lecturer, University of Greenwich Business School, United Kingdom. **Constructing a public persona: An exploration of the mayoralty as a pseudo-event, A case study**
2. Maria Vaxevanidou, Press Counsellor, Secretariat General of Information and Communication, Greece. **Nation rebranding in a period of crisis and the role of public diplomacy: the case study of Greece**
3. Takas Emmanouil, Professor City Unity College, Researcher, Advanced Media Institute, Greece & Sofia Iordanidou, Senior Researcher, Advanced Media Institute. **Europe, Institutions and Leaders as Metaphors in the Greek Press**
4. Tamara Gazdić-Alerić, Associate Professor & Marko Alerić, Assistant Professor, University of Zagreb, Croatia. **Language as a Means of Polarization in Society**
5. *Minoa- Georgina Saridomichelaki, Cardiff Metropolitan University, City Unity, Greece & Emmanouil Takas, Professor, Researcher & Afroditi Papaioannou-Spyroulia, Professor, Ψ Research Center, City Unity College, Greece. **Cognitive Biases in Political Communication. The case of pre-election presidential debate in the USA**

12:10-13:30 Session III : New Media / artificial intelligence
Chair: Jacqueline Stefkovich, Professor Emeritus, The Pennsylvania State University, USA

1. Niki Menelaou, Lecturer, Frederick University, Cyprus. **New Media, Time Management and Addiction**
2. Burcu Selin Yilmaz, Ass. Prof. & Hümeyra Doğru, Phd student & Volkan Bahçeci, Dokuz Eylül

Dokuz Eylül University, Izmir, Turkey. **What If You Cannot Access the Internet? Individuals' Perceptions Related to the Internet Censorship in Turkey**

3. Grazyna Piechota, Assistant Professor, Andrzej Frycz Modrzewski Krakow University, Poland. **High context culture and low context culture in social media communication**
4. Zhang Xiao, Associate Professor & Deling YANG, Lecturer, Guangzhou Academy of Fine Arts, France. **Human-Machine Interaction and Intelligent Understanding in Disseminating Video**
5. *Eric Stenly, Ege University, İzmir, Turkey& Nahit Erdem KÖKER, Vice President Supporter, Ege University, Turkey. **The social media effects on user's self-esteem interpersonal communication**

13:30 – 14:30 Lunch

14.30-16.00 Session IV **Workshop_ Round Table Discussion**

Title: "Smart and Livable Cities Around the World: Challenges and Prospects''

Chairs/Discussion Coordinators: Dr Margarita K. Kefalaki, President, COMinG & V. Professor, Hellenic Open University, Greece & **Ms Evi Naki**, International Relations Responsible, Communication Institute of Greece, Greece

Interventions:

Speakers:

1. Dr Karl-Heinz Pogner, Academic Member COMinG, http://coming.gr/index.php/karl-heinz-pogner/ & Associate professor, Copenhagen Business School, Denmark.**" Where is the citizen? Urban governance in Danish cities"**

2. Dr Jacqueline Stefkovich, Academic Member COMinG, http://coming.gr/index.php/jacqueline-a-stefkovich/ & Professor Emeritus, The Pennsylvania State University, USA. **"The city of Pittsburgh as smart city"**

3. Dr Zeynep Aksoy, Academic Member COMinG, http://coming.gr/index.php/zeynep-aksoy/ & Lecturer, Izmir University of Economics, Turkey. **"A critical approach, the case of Turkey"**

4. Dr Camelia Cmeciu, Academic Member COMinG, http://coming.gr/index.php/camelia-cmeciu/ & Associate professor, University of Bucharest, Romania. **"The city of Alba Iulia as smart city"**

5. Dr Mingsheng Li, Academic Member COMinG, http://coming.gr/index.php/mingsheng-li/ & Senior Lecturer, Massey University, New Zealand. **"Smart Livable cities: Practices in New Zealand"**

16:00-17:30 Session V:Advertising, Branding, Marketing. New technology & Communication

Chair: Louis-Caleb Remanda, Ph.D Candidate; Université de Versailles Saint-Quentin en Yvelines, France

1. Andreas Ntalakas, Ph.D. Candidate & Charalampos Dimoulas, Assistant Professor & George Kalliris, Associate Professor & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece. **Drone Journalism: Generating immersive experiences**
2. Vehbi Gorgulu, Assistant Professor, Istanbul Bilgi University, Faculty of Communication, Istanbul, Turkey**. Evolving business models and practices of journalism: Evidence from Turkey**
3. Merve TÜRKMEN BARUTÇU, Research Assistant, Sakarya University, Turkey. **Big data analytics for marketing revolution**
4. Naciye Güliz UĞUR, Research Assistant, Sakarya University, Turkey. **Cultural differences and technology acceptance: a comparative study**
5. Sema Misci Kip, Research Assistant & Pınar Umul Ünsal, Research Assistant, Izmir University of Economics, Turkey. **A Theoretical Reflection upon Native Advertising through Uses and Gratifications Approach**

20:30 – 22:30 Greek Night with Dinner (details during registration)

This is the official dinner of the conference! Nevertheless we do need comfortable shoes! (we advise you to wear comfortable shoes as we will have live music and dancers that will initiate you to the Greek dance culture!)

[Options to meet: we can all meet at the restaurant/taverna as the way to Plaka is a nice walk from Syntagma Square (central square of Athens – the metro station is nearby) that we advise you to have while in Athens. Alternatives, for those that will stay at the conference hotel -19.15 shuttle bus from the hotel, arrive at Syntagma square- in front of the Parliament, to walk to the restaurant- 20 minutes walking distance)].

Tuesday 25 April 2017

08:00-09:50 **Session VI: Crisis Communication & Media**
Chair: *Ailson J. De Moraes, Lecturer, Royal Holloway School of Management, University of London, UK

1. Amr Assad, Assistant professor, Associate professor & Abdul Malek Aldanani, Emirates College of technology, United Arab Emirates. **TV News coverage of Terrorism phenomenon from the Arab and Western perspectives from 2011 to 2016**
2. Cristina Coman, Professor, & Camelia Cmeciu, Assoc. Professor University of Bucharest, Romania. **E-citizens' framing of the refugee crisis**
3. Basha Xhoana, Student, Cardiff Metropolitan University, Psychology Department, City Unity College, Greece &Emmanouil Takas,Prof., City Unity College, Researcher, Advanced Media Institute, Greece. **Theories of Motivation and Job Satisfaction amid Financial Crisis in Greece**
4. *Gilman Senem Gençtürk Hızal, Associate Professor, Başkent University, Turkey. **Tracking Advertising in Academic Studies in Turkey**
5. Deniz Demir, Research Assistant, Marmara University, Turkey. **Establishing an Independent News Platform: Financial Strategies of Medyascope.tv**
6. Sayan Banerjee, Associate Professor, Institute of Management Technology, Nagpur, India. **Impact of Share Price Fluctuations on Financial Condition and Inflation in India**

09:50-11:00 **Session VII : E-communication - Journalism**
Chair: *Gilman Senem Gençtürk Hızal, Associate Prof, Başkent University, Turkey

1. Andreas Veglis, Professor & Charalampos Bratsas, Special teaching fellow, Aristotle University of Thessaloniki, Greece. **Towards a taxonomy of data journalism** (presented by Andreas Ntalakas)
2. Camelia Cmeciu, Associate Professor, University of Bucharest, Romania. **A Bottom-Up Discursive Approach to Genetically Modified Organisms**
3. Alghamdi Faten, Student, Liverpool University & Fragkoulis Papagiannis, Senior Lecturer, Liverpool John Moores University, U.K & Zenon Michaelides, Director of Studies, The University of Liverpool Management School, U.K. **The Marketing value of Social Media Tools at Business Level Strategy**
4. Lia-Paschalia Spyridou, Lecturer, Coordinator of the BA in Journalism, Department of Social and Political Sciences, University of Cyprus, Cyprus. **Does Media Ownership Matter? Analysing Media Power in the Case of Cooperative Media.**

11:00-12:20 Session VIII: Management and business in Education?
Chair: Takas Emmanouil, Professor City Unity College, Researcher, Advanced Media Institute, Greece

1. Hong Pu, President, Qujing Normal University, Yunnan, China & *Mingsheng Li, Senior Lecturer, Massey University, New Zealand. **Recruiting returnees: A study of Chinese university presidents' perceptions of foreign-educated returnees at Chinese universities**
2. Peng Ying, PhD Candidate, Renmin University of China, China. **Cooperative authoring : How sharing economy reshapes publishing industry**
3. Romeo Teneqexhi, Director of Distance Education Center, Tirana Polytechnic University, Albania & Loreta Kuneshka, Lector of Statistical, Medical University of Tirana, Albania **Transparent Interactive Screen-Board for Virtual & Real Face to Face Teaching (TIS-B4VRF2FT)**
4. *Raffaella Conversano, Adjunct professor University of Bari, Laboratory for Special Education, Italy. **"Apply ""The Dis(ease)Ability""From the person ""apparent"" to ""real"":The narration, deduction, solution**

12:20-14:30 Session IX : Management and Business Communication
Chair: Mingsheng Li, Senior Lecturer, Massey University, New Zealand

1. Sarbjit Singh, Associate Professor, Institute of Management Technology, Nagpur, India. **Optimal Replenishment Policies for Perishable Goods under Conditional Permissible Delay with Constant Demand and Time Dependent Deterioration Rate**
2. *Chiung-Hui Tseng, Associate Professor, National Cheng Kung University, Taiwan. **Payment Strategy in Mergers and Acquisitions**
3. Sungjong Roh, Assistant Professor, Singapore Management University, Singapore. **Time will tell: How the timing of corporate social responsibility (CSR) disclosure shapes consumer evaluations**
4. Hui-Mei Wang, Associate Professor, Fu-Jen Catholic University, Taiwan. **Joint action in OEM partnership: Rethinking its role and determinants**
5. Dario Benatti, Professor, Catholic University of Milan, Italy**. Let's sing together - the use of music and dance in team building activities**
6. Fani Katzouraki, BSc Psychology student, Cardiff Metropolitan University-City Unity College. Greece &Emmanouil Takas, Professor City Unity College, Researcher, Advanced Media Institute. Greece. **Effective communication enough? A qualitative analysis on employees' perceptions amidst the Greek financial crises.**
7. *Louis-Caleb Remanda, Ph.D Candidate, Université de Versailles Saint-Quentin en Yvelines, France. **Collective responsibility as an organizational practice in Japanese companies**

14:30 – 15:30 Lunch

15:30 – 19:00 Tour in Athens with Acropolis (Details during registration) **(**A bus comes door to door from and to the conference hotel).

20:00 – 21:30 Social Dinner (details during registration).

Wednesday 26 April 2017

07:30 – 20:30 (approximate time). Cruise to Aegean Islands with lunch on the boat (Details during registration).

Thursday 27 April 2017

07:50 – 19:30 (approximate time). Delphi Visit with lunch (Details during registration).

We had a really fruitful and enjoyable conference!

The President and administration would like to thank

the committee, the participants & academic members of COMinG

Thank you and see you at ICCM2018!

Some of the ICCM2017 participants. Monday 24th April 2017,
Metropolitan hotel, Athens, Greece.

Ailson J. De Moraes
Lecturer, University of London, UK.

Kenya Airways: the respected African airline – an optimistic future?

The recent history of Kenya Airways is a fascinating example of how a nationalized industry struggles to reinvent itself through privatization, and in particular how it has at times been overambitious in its plans which has led to catastrophic financial losses, which, as a privatized company, cannot look assume government assistance to overcome its problems, but must operate as any other business and negotiate a financial rescue package with market lenders. However it also shows how a grand vision is also necessary to achieve and retain market share in a turbulent industry, and how commitment to high standards from top to bottom of the enterprise is the only way to go.

However the stark reality is that in these difficult times both domestically and internationally, Kenya Airways only real hope of sustaining and growing a profitable global enterprise rests worryingly outside its control: the regional and domestic threats of not only disease such as Ebola, but much more fundamentally, the threat of terrorism. Without the domestic, regional and international will to address this threat, it will be impossible for Kenya Airways to predict their future with any kind of realistic certainty.

The question is: is there anything Kenya Airways could learn from other airlines such as Ryanair to improve its operations and eventually become profitable? This case study explores some lessons and give some recommendations.

Zeynep Aksoy
Lecturer, Izmir University of Economics, Turkey

The Role of Short-term Study Abroad Experience on Intercultural Communication Competence

Since global mobility of the capital, information and people increase more, intercultural communication and management become a growing study field of investigating various aspects of the interaction between people from different cultural backgrounds. Human mobility, caused by several intentions from tourism to forced migration, often put people in facing communication barriers, issues or conflicts. This reality naturally enforces education institutions to develop international policies and programs for students in order to improve their intercultural experiences along with the educative objectives. Study-abroad programs, particularly the student exchanges in higher education provide an environment for participants to encounter with cultural differences. Therefore, international exchange programs (i.e. Erasmus Student Mobility, Global Exchange Program) are accepted to bring opportunities for intergroup contact, which may lead students to obtain new perspectives about the host culture, either in positive or negative ways, and new intercultural communication skills. This study aims to explore the role of short-term study abroad experience on intercultural communication competence with a qualitative approach. It attempts to reveal a comparative analysis, which is derived from two field studies conducted in Izmir[1] (Turkey) and Amsterdam[2] (the Netherlands) in 2015 and 2016. They were both organized in two phases as pre-and-post test to gain an insight into the possible changes in students' intercultural competences. With this aim, focus group sessions and in-depth interviews have been taken place with participants at the beginning of their stay and at the end of the semester. The sample covers students mainly from Erasmus Student Mobility Program (20 students in Izmir and 14 students in Amsterdam), and few from Global Exchange Program (5 students in Amsterdam). Data obtained from both studies were thematically analyzed and essential themes were identified within the framework of intercultural communication competence. Comparative study demonstrated that cultural distance between the students' origin and the host culture has the primary role on internal and external outcomes of the intercultural competence.

[1] The study was conducted by Ebru Uzunoglu, Zeynep Aksoy, and Burcu Yaman Akyar, and funded by Izmir University of Economics Scientific Research Projects (IEU BAP).
[2] The study was conducted by Zeynep Aksoy with the grant of The Scientific and Technological Research Council of Turkey (TUBITAK).

Chien Wen Yu
Assistant Professor, Bridgewater State University, USA

Understanding the Ecosystems of Chinese and American

The concept of ecosystem comes from the natural sciences, but is increasingly applied to regional development, which focuses on the inter-organizational relationships. When assessing entrepreneurship education ecosystems around the world, it is important to understand the business model, teaching concept, teacher training, curriculum, course content, structure and practice of each country. The Triple Helix model (university-government-industry) is a useful tool for comparing and analyzing the ecosystems of entrepreneurship education in the United and China, the top two economic and entrepreneurial powers in the world. Since the 1980s, entrepreneurship education in the United States has been becoming increasingly popular. There are relatively scientific and complete teaching and research systems of entrepreneurship education with distinctive business models. Government support and industry involvement have helped make U.S. entrepreneurship education a success. Compared with the U.S., entrepreneurship education has started late in China, where a pilot entrepreneurship program was launched at nine universities in April 2002. Teacher training in entrepreneurship and entrepreneurial consultant team-building is based on the entrepreneurship education project known as Know About Business (KAB), a model created during the 1990s by the International Labor Organization (ILO) for developing countries and adopted by the All China Youth Federation in 2005. At present, China is launching a "Popular Entrepreneurship and Innovation" campaign and investing heavily in universities and government youth agencies. This paper will compare ecosystems of the Chinese and American entrepreneurship education, and analyze cases and impacts on both countries.

Karl-Heinz Pogner
Associate Professor, Copenhagen Business School, Denmark

From writing to 'texting': Academic text production under the conditions of multilingualism

Academic Writing has achieved a prominent position on political, educational, and scientific agendas. In the context of multilingualism, Academic Writing places high demands on the learners, because it does not only serve the production of text and knowledge, but it also should develop the acquisition of discursive and multilingual competences in academic Discourse Communities and facilitate the peripheral participation in the scientific / academic Communities of Practice.

Our contribution is aiming at investigating how learners in Higher Education can acquire the discourse of scientific communities and – at the same time - a target language (L2, L3, Lx). In this context, multilingual competences not only constrain, but also enable academic text and knowledge production. Furthermore, multilingual competences can facilitate linguistic, procedural, and contextual awareness. We propose the new theoretical framework of the 'Discourse and Action Space' that aims at bridging the widely employed didactic approaches of 'reading the manual' or 'learning from the Master', in order to support the simultaneous development of multilingual and academic skills.

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The dynamics of the French language in the era of the NICT, a language in action or an "abyss", case of Morocco

Nowadays, the debate on communication appears to be oriented more towards the inevitable and prevalent presence of social networks in the everyday life of human beings as an innovative means of communication. The development of information and communication technologies has offered practical solutions to the language used. Digitalized communication through social networks underpins the search for communication means, methods and practices that can form the perception of the actors involved in communication. The "reductive" view centered on the transmitter and receiver (Shannon and Weaver, 1949) is thus abandoned to consider the presence of other actors. For a more digitalized approach, communication seems to be based on the concept of "Telepresence" (Moles A, 1995). The phenomenon of a "netlanguage" is gaining momentum in the world but remains specific in the Moroccan context. It introduces the Arabic language which has its own linguistico-semantic specificities which internet users utilize. This is what authors refer to as "écrilectes" (F. Laroussi and F. Liénard) or "technolecte" (De Vecchi, 2012 De Vecchi (2012: 9).
In order to better understand the editorial features specific to social networks, we will opt for two approaches. The first is mainly descriptive, attempting to analyze these manifestations on the syntactic-lexical level (composition, use of borrowing, (composition, use of borrowing, tracing, and the like). The other is mainly sociolinguistic. It is a question of observing the types of linguistic contacts and their social meanings (forms of prestige vs. forms of lesser prestige, fashion effect, construction of "virtual identity" (D. Carpenter, 2011) or sociolinguistic individuation in the sense of JB Marcelles (1986). We will try to understand the phenomenon of "speak" on the net in Morocco, to focus on the expressive "decadence" manifest in the functioning of the language (s) on social networks. Our intention is not to furnish a state of knowledge on the linguistics of languages (Arabic and French or English) but we will rather focus on the "How". We will examine, more specifically, what in the "netlanguage" encourages the decline of composition. What we might discover of the linguistico-semantic “How” will hopefully open up tracks suggesting some ideas on the “Why”. Our approach is based on the analysis of a corpus produced on discussion forums, social networks randomly gathered from a sample of students in our institution. Two questions serve as a predictive basis for our contribution: Is it a new "skill" in decadence that communicators develop relentlessly and with ingenuity? Are we communicating or impressing with such an increasingly declining language?

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Cross-disciplinarily and implementation of the process of patrimonialisation of the immaterial: A case study of the mythical narratives from the island of Corsica

Our proposed communication take is place between the "cultural communication", "Communication Technology and Digital Media" and "media studies" axes. It will try hard to present the organization, the methods and the search results of an interdisciplinary team for the implementation of a process of effective patrimonialisation of the immaterial heritage.

Our search concerns the problems of the understanding, the protection and the transmission of the mythical narratives of our island. That requires an intertwining of anthropological, mesological, linguistic and communicational approaches to this object of study with the aim to make elements of popular memory an alive heritage.

This paper will handle the processes of patrimonialisation of the mythical narratives stemming from the oral tradition through three key-steps namely the collecting, the analysis and the valuation. The already existing productions offer tools of valuation of the immaterial heritage mainly based on the theoretical information having authority to present and to explain various "objects". However, these tools offer only little room to the imagination, to the understanding and to the transmission of the narrative. The innovative aspect of this communication lives in the fact that it considers the process of patrimonialisation as a tool of a real appropriation, or reappropriation of the cultural heritage. Its major stake is to expose an inductive method, which practises the cross-disciplinarity, potentially transposable for the development of the other types of immaterial cultural heritages on other geographical zones.

Christian Schnee
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Constructing a public persona: An exploration of the mayoralty as a pseudo-event, A case study

This paper draws on and adapts Boorstin's concept of pseudo-events by arguing that the municipal mayoralty has in recent years been instrumentalized by political contenders in an effort to generate images and shape a personal reputation. Methodologically this investigation takes the shape of a case study aimed at sketching out how executive mayors in the United Kingdom rely on their incumbency status as a means to garner media attention and retain or create support both within their respective political parties and among the broader electorate. The case study zooms in on Boris Johnson, who as flamboyant mayor of London attained a celebrity status that transcended the tangible executive power and constitutional role he was invested with.

This study details how Johnson's prior career in national politics had been flagging after a slew of scandals that catapulted him on repeated occasions from promising parliamentary posts onto the backbenches and sapped support his party's top-tier had previously extended to him. Meanwhile, his personal rival David Cameron strove ahead and seized the Premiership. It is pointed out how in the course of his two terms at the helm in city hall the public exposure he gleaned from his high-profile office allowed Johnson to associate himself with images of managerial competence and political proficiency, which in turn reinvigorated his standing within and beyond the Conservative party and positioned him as a viable contender for any subsequent leadership contest.

The paper asks for the position of executive mayor to be re-conceptualised. Rather than appreciating its narrow managerial dimension, one should see the office as a communications instrument and the incumbency as a protracted pseudo-event that is deployed in order to achieve strategic outcomes, garner support, choreograph the mayor's public standing and sketch out a new or alter an existing public persona.

Against the backdrop of this analysis this paper arrives at broader inferences and contends the onset of an incipient new trend in British politics by identifying the executive mayoralty as an emerging alternative career path to senior elected office. Whilst throughout most of the 20th and the beginning of the 21st century membership of parliament appeared to be the prescriptive trajectory for those reliant on an effective communicative platform as a means to attain senior government jobs, a recent and growing awareness of the executive mayoralty's promotional potency opened up a new career avenue for fledgling politicians.

Maria Vaxevanidou
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Nation rebranding in a period of crisis and the role of public diplomacy: the case study of Greece

The aim of this paper is to underline the crucial role of public diplomacy in rebranding a country especially in a period of economic crisis and to point out the ways that it can become an important tool. Rebranding a country or a nation is the process to rebrand and recreate a country's image to international publics. Rebranding means to represent a nation or a country by a new concept, to reintroduce it to its publics and to make acceptable the country's image modification. The main tool of this process is the communication in general and the public diplomacy in state and professional level. Public Diplomacy helps governments to launch communication campaigns that can promote a favorable image of the country to international publics which includes the core factor for a successful rebranding. The main problem is, in such a case, how to change the stereotypes and not to make a campaign with beautiful beaches and amazing sunsets. Nevertheless, simply campaigns are not re-branding. Campaigns are good and useful and help reach a strategic goal. They are a small part of the public diplomacy of a branding strategy.

The main questions of the study are the followings:

Does Greece have any sort of rebranding strategy? Are the campaigns aligned to a certain branding strategy or serve as a temporary crisis management mechanism? Does the public diplomacy serve as a tool for the nation rebranding? What are the crucial factors to rebrand the image of a country with negative brand and how much the public diplomacy is developed? What are the steps – in otherwise, the public diplomacy mixes elements - must be applied in order a nation to be driven to the right rebranding?

The methodological approach is based on bibliography, previous studies, published case studies – e.g. how the USA has taken back its position at the top of the Anholt-GfK Roper Nation Brands Index - and personal experience.

The results of this study concern the determination of mistakes taken part and the categorisation of steps must be followed for a successful nation rebranding mainly in a crisis period.

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Europe, Institutions and Leaders as Metaphors in the Greek Press

Conceptual (cognitive) metaphor refers to the understanding of a concept in terms of another; based on this definition, metaphors shape not just our communication, but also the way we think and act – generally, they are seen in language in our everyday lives. Metaphor, due to its symbolic representation, serves as understanding and experiencing concept X in terms of concept Y by placing arguments, identities and thoughts into a wider dimension of meaning that is experientially based (Lakoff & Johnson, 1980/1999/2003). Metaphors, as figurative linguistic concepts and heuristic devices, shape the representation of identities via providing an opportunity of understanding and evaluating social surroundings under various perspectives. Hence people are expected to apply to politics the same information shortcuts they have learned to use throughout life (Lau & Redlawsk, 2001), metaphors not only shape identities but underline the heuristic connection between concepts (Bougher, 2012). In other words, metaphors allow the general public to grasp the meanings of political events and feel part of the socio-political process (Mio, 1997). McGraw and Dolan (2007) proposed that personifying the state has consequences on attitude formation. This personification can be embodied in different ways through prominent elected leaders and monarchs or any other figure that is salient in each political system. Since Europe is a more abstract political and financial construct further research is needed to explore through which metaphorical mechanisms its identity is being constructed or delegitimized. Focusing on Greece, the financial and social turmoil and the subsequent measures of three Memorandums triggered shifts not only in domestic political communication but in the representation of the identity of Europe. Many debates were held regarding the role of Europe in the Greek paradigm.

Content analysis is deployed in order to pinpoint and categorize each metaphor regarding Europe along with the fundamental characteristics. The analysis focuses on the Sunday issues of three major Greek newspapers during the period of the voting of Memorandum 2 in Greece. Results highlight the personification of the state in the state's leaders usually with negative sign, while the Institutions appear as the "guiding force" of the European policy.

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Language as a Means of Polarization in Society

Language and politics have been intertwined for centuries and the question always emerges to which extent and in what way they are related. Every traditional rhetorical school of thought, from Sophism to the Enlightenment, sought to determine the nature of the relationship between persuasion, manipulation, truth and morality, with linguistic power in mind. Contemporary academic linguistic and political circles still question many of these perspectives. Such research requires detailed study of the utilization of language in situations that we deem political, that is to say, communicational situations in which politicians, political institutions, governments and supporters, as well as everyone involved in the political environment, participate in order to achieve certain political goals. The "politicians' group" is polarized with regards to party affiliation and political beliefs. This polarization is most evident in the linguistic means used in public political address. This paper analyzes the most commonly used mechanisms of language polarization/manipulation which appear in political campaigns opposing political parties. These mechanisms can appear on multiple levels of discourse: semantic, pragmatic, contextual, etc.

Based on the collected corpus (election rallies in Croatia 2015 and latest US presidential race 2016, this paper will try to show how language serves as a means of polarization and how language politicians affects the public and social environment.

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Cognitive Biases in Political Communication. The case of pre-election presidential debate in the USA.

In American political scene discourse is conceived as being shaped to address public concerns. This paper challenges the broad notion that cognitive processes and what accounts as 'rational' thinking enhance the ability of people to make decisions including voting. Particularly, it strives to investigate the ways in which cognition may affect political decision making as well as the cognitive mechanisms of the framing process where the selection of words and frame triggers may underline certain political values. Based on cognitive System 1, automatic and rapid involuntary thinking, and System 2, the controlled mechanism driving attention to laborious mental tasks, proposed by Daniel Kahneman (2011) it explains how associative memory constantly constructs a coherent interpretation of the world. Centralizing on the complexity of automatic and implicit processes of intuitive thinking this study aims in gaining a better understanding of the ways in which heuristic methods influence political decision making. To this extent, combining political strategic communication and cognitive psychology, using an observation sheet in the context of critical discourse analysis (CDA) of text and speech of the first USA presidential debate of 2016 it examines not only how the 'national interest' frame is communicated by candidates Hilary Clinton and Donald Trump, but also the ways in which words are communicated, who they address to, what is their purpose, which is the identity that politicians shape through language and how facts may be re-framed. Research questions to be addressed include explaining how 'national interest' frame is composed and communicated, identifying the dominant frame trigger as well as possible diversities concerning the frequency on the frame use between the two candidates. Thus political discourse is explored, acknowledging the importance of integrating the framing construction process through political communication as well as exploring the cognitive processes that may influence political decision making contributing to a better understanding of the ways in which people perceive and evaluate their social reality.

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New Media, Time Management and Addiction

The negative consequences of too much engagement with and usage of the Internet and the New Media on the quality of life are examined in this paper in comparison to the positive outcomes of the use of technology in terms of the bulk of work produced as a result of saving time and space in communication and the element of people of different standards being brought together as they take part in the same dialogue, which activates fluidness in speech. The piece of research highlights evidence on the sharp increase of time spent online with the use of online technology no longer being optional. The paper also focuses on the need for a 'mindful' use of digital technology, meaning that one should be aware of what he/she is doing on the web and cultivating an ongoing inner inquiry into how he/she wants to spend web time. The amount of time spent producing results and the amount of time wasted on unproductive thoughts, conversations and actions is looked into and whether time spent on the web is contributing to progress in life is accounted for. The writer is also engaged with the problem of Computer/Internet Addiction, especially in children and teenagers and focuses on the ways in which Internet or Computer Addiction manifests before examining the causes and symptoms of such an addiction and the vicious circle generated as lonesome individuals seek connectedness with others through the Internet but are at the same time confined in themselves and deprived of the joy of face to face interaction, collaboration and obviously live communication with others. The author concludes that unless someone defines ethics and is clear about what will or will not be done on the Internet and how time will be managed on the Internet, the danger of being overwhelmed by the web will always be imminent.

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What If You Cannot Access the Internet? Individuals' Perceptions Related to the Internet Censorship in Turkey

In theory, the Internet and other information and communication technologies seem to offer unlimited opportunities to individuals in searching and reaching information in addition to freedom of speech and dissemination of information. However, in reality, individuals have begun realizing that new technology could be a tool to trace, intercept, and suppress people. Widespread usage of the Internet services in all over the world has resulted in implementation of the Internet censorship -restrictions on what can be publicized or viewed on the Internet- in many countries. The internet access restrictions and censorship are being used by some governments to control and suppress individuals' sharing and reaching information on the Internet. During recent years, restrictions on access to various social networking sites such as Facebook, Twitter, and YouTube, throttling at the ISP level to slowdown the Internet connection, restrictions on messaging services such as WhatsApp, Skype, and Instagram, banning and blocking different websites, and full internet shutdowns have seemed to become routine practices of the Internet censorship in Turkey. In this study, following a theoretical discussion based on the review of relevant literature, individuals' perceptions related to the Internet censorship in Turkey is demonstrated based on a qualitative research in the form of structured interviews. This study mainly focuses on the perceptions of Turkish individuals related to the Internet censorship in Turkey. Based on the results of the structured interviews conducted with randomly selected frequent users of the Internet, perceptions and reactions of individuals related to the Internet censorship in Turkey are identified. The results will provide a starting point to a better understanding of perceptions and reactions of individuals related to the Internet censorship, and a basis for future research on the Internet censorship in Turkey.

Grazyna Piechota
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High context culture and low context culture in social media communication

Communication processes in real and virtual reality have become increasingly intertwined. More and more often network communication shapes social reality in such a way that it influences cultural identity of the individual. According to Lyn Gorman and David McLean, the potential of new media lies in the radical transformation of relations between the media and its recipients i.e. the consumers of content. But at the same time the authors claim that no social reconfigurations occur thanks to new media but what takes place there is merely a continuation of structures and processes from real reality. Thus communication in new media does not exert an important influence on social change but it only replicates attitudes and actions occurring in real reality. Social media that enable a horizontal, global exchange, at the same time constitute a channel for communication processes that are oriented on promoting individualism and creating new cultural universes.

My presentation will be focused on results of research carried out within the framework of an international research project carried out in 2016 in Berlin and Kiev among students of two universities representing different types of cultures. The dominating types of culture in each city, i.e a high-context culture in Kiev and a low-context culture in Berlin, create cultural contexts for communication processes, giving meanings to content which the surveyed students exchange through social media and identifying attitudes that accompany them in network communication. Using social media in communication processes students refer to cultural values which are then modified in the course of network communication. The research revealed that Ukrainian students representing a high-context culture present individualistic attitudes in communication behaviour, similar to students from a low-context culture. Connecting communication processes occurring in social media with cultural changes, which shape cultural identity of the individual, makes it easier to understand social changes that occur in connection with the popularisation of new media, in particular of social websites.

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Collective responsibility as an organizational practice in Japanese companies

The aim of this study is to focus on the role of collective responsibility within Japanese firms. This practice has illustrated itself through a moral responsibility assigned to a group that is conceived as a singular, yet central entity. However, it does not imply the group itself but rather the members that are part of it. Japanese organizations prove to be an interesting case, since it has integrated that process in their structure (practices, relations between actors, etc.). If the Japanese management had avoid individual responsibility in favor of collective credit (Keys & Miller, 1984), every organization emphasizes on teamwork, cooperation values, consensus decisions and participative management. These are not imposed by managers, but appear as "natural ways" to engage a common responsibility for all actors working inside the structure.
How "this Japanese-made responsibility" does manifests itself and what are its determinants?

To conduct the research, the available literature concerning organizational responsibility has been studied. Associated with the concept of collective responsibility (Keys & Miller, 1984; May, Hofmann, 1991), literature about job embbededness (Mitchell & Lee, 2001) added more understanding on the forces and the contexts that implies loyalty for an employee to his working environment. In addition to this review, results from a survey conducted in 2015 on "the working life of the Japanese company" will be added and analyzed. That survey was to evaluate how valuable the workplace is in daily life and how important is the interacting entourage on a daily basis (co-workers, family, friends, etc.) It was open to more than 30 respondents (executives, managers and employees) from diversified sectors of activity. Results were treated, using quantitative decision-making methods: descriptive statistics and inference analysis (independence tests and factorial correspondences analysis). The analyzed sample may not be sufficient to generalize the study, but the impact of the diversity of sectors and individuals (Japanese and non-Japanese) gave us trends that not only exceeded the stereotypes associated to culture. Opening the survey to non-Japanese respondents also allows to see how the foreigner appropriates the principles of a responsibility that has been only developed for a specific group.

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&
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The social media effects on user's self-esteem interpersonal communication

This paper focuses on how the social media effects on user's self-esteem. The papers main goal is investigating the relations between social media and user's self-esteem affected factor. The paper will collect data from a number of the most active social media users to participate with probably random sampling system.
Data collected by a questionnaire closed-ended questions. This paper has been done by examining events such as the effect of social network sites on adolescents' social and academic development: current theories and controversies. The last paper examines the relationship between social network and social capital, privacy, youth safety, psychological well-being, and educational achievement.
Through explaining that is how the social network sites effects on active social media user's social and academic development, this research highlights the importance relations of the user's self-esteem and the affected physiological, safety, love, and self-actualization need factors.

Vehbi Gorgulu
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Evolving business models and practices of journalism: Evidence from Turkey

The technological developments in the information and communications sector in the last fifteen years have radically transformed the practices of journalism at the global level. In this period, we have also observed an increase in the number of media platforms and media owners especially on the Internet, as the Internet services easily allow ordinary individuals to curate and publish their material online. This trend has started with blogging activities in mid-2000s in Turkey and continued with the proliferation of outlets in various formats in early 2010s.

Thus, it can be claimed that traditional business models are evolving with the integration of new ICTs into practices of journalism. Many considered this evolution as a call for the end of the print era. However, this does not necessarily mean that traditional journalistic practices and publishing activities have come to an end but their usage and purpose have transformed in certain ways.

This study will examine the evolving business models and practices in journalism, by analyzing three different actors from Turkey's digital journalism scene, in terms of their structural characteristics and reporting activities. The main data of the study are first hand observations and in depth interviews conducted with the founders and editors of the three media outlets.

The stories of the three cases reveal that the traditional and digital journalism practices are intertwined and they cannot be considered as separate from each other. What is currently referred as "new business models" in journalism-marked by powerful tools that have to access larger news resources and advanced relationships with audiences-are actually in relation with traditional journalism activities? The search for a new business model in journalism, thus, still continues and the current practices of journalism, that mixes traditional and contemporary methods should be considered as experimental explorations. Based on discussion from the literature review and analysis, conclusions will be drawn upon.

Dario Benatti
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Let's sing together - the use of music and dance in team building activities

This paper concerns the application of music and dance techniques in a team-building project. I will present, with video parts, a project actually carried out in an Italian manufacturing company.
The goal of the company owners was to facilitate knowledge and harmonious relations among their employees, especially among office staff and workers (around 50 people), in order to create a collaborative and serene working environment.
In the presentation will be shown a video clip of one of the song used in the team-building activities, which in December 2015 was edited on the YouTube channel of the company as a Christmas gift for customers and suppliers.

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Big data analytics for marketing revolution

The Big Data potential in marketing is colossal and with data being generated and collected in real-time, around the clock, seven days a week, and the marketing industry is now able to see what people are buying, following or communicating about. Being able to overlay numerous amounts of data sets such as social media posts, money spent on product promotion, etc, the marketing industry business can now see which efforts were effective, which were not effective, and quickly adjust their marketing plans accordingly. The purpose of this study is to understand how Big Data will ultimately change the landscape of how business is transacted within industries, and more specifically, how the future of marketing will be grounded in data and analytics.

The main question discussed is how our data is being excavated and what companies do with it. To answer this question it is necessary to explore and compare how Big Data has already affected other industries. It is essential to explore the opportunities and challenges presented by this topic, because as technology continues to grow at an ever-increasing exponential pace, in order to find new outlets and ways to survive and flourish as a business, industries must be able to adapt.

Naciye Güliz UĞUR
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Cultural differences and technology acceptance: a comparative study

Research on the adoption and diffusion of new technology has long been of interest to IS researchers. As business globalization has increased, interest on IT adoption in cultures has increased.
What aspects of adoption and diffusion are important to understand and acknowledge when considering IT adoption in countries that are culturally different?
This paper provides a review of academic articles that have investigated adoption and diffusion around the world. A framework summarizing the main topics on cultural values as they relate to systems use, adoption, and development is presented.
The paper concludes with findings that can enhance future research.

Sema Misci Kip
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A Theoretical Reflection upon Native Advertising through Uses and Gratifications Approach

This paper addresses the growing need for new advertising formats in the digital world, and focuses upon the emergence of native advertising, together with varying definitions and criticisms. As yet, a few studies contribute to the extant literature in terms of providing theoretical approaches to the subject of native advertising. Therefore, this study seeks to provide a theoretical framework for native advertising from the viewpoint of uses and gratifications approach. For consumers, advertisers and publishers, there are significant changes in the structure of new media ecosystem. On the one hand, advertisers have the right to promote their brands through marketing communications efforts, but on the other hand, they are confronted by new and empowered consumers who show resistance to these promotional activities; especially in digital media. Therefore, advertisers and publishers need to adopt a new mindset as well as innovative communication tactics in accordance with the changes both in the marketplace and the consumer groups.

According to uses and gratifications approach, audiences choose media to satisfy their needs, such as knowledge enhancement, entertainment, socialization, relaxation or escape (Katz, Blumler, & Gurevitch 1973; McQuail, 2010). When native advertising is well-executed, it may present satisfactory gratifications not only for consumers, but also for publishers and advertisers. In the light of this approach, we propose the following questions: (1) Does native advertising address and satisfy consumers' uses and gratifications? (2) What are the consequences of adopting native advertising for advertisers? (3) What are the opportunities and threats of including native advertising content in a publisher's platform? For consumers, native advertising fulfills their information and entertainment needs and provides an engaging, shareable content for socializing purposes. We argue that native advertising is a lucrative strategy for advertisers in terms of creating engaging content and value, brand recall, brand favorability, and hindering ad skepticism and ad blindness. However, negative consequences may occur for advertisers when native advertising is not fully disclosed. As for publishers, the blurring boundaries between advertising and original content create a distress and raise ethical doubts; while the implementations clearly help to generate more digital revenue. To this respect, this paper will reflect upon native advertising through uses and gratifications approach by reviewing existing research and implementations and will suggest further research propositions for scholarly inquiries.

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Towards a taxonomy of data journalism

In the recent years data journalism has drawn significant attention both in the academic literature but also in the media sector. Data Journalism is a new form of journalism that gradually appeared in the previous years, driven by the availability of data in digital form. It reflects the increased role that numerical data has today in the production and distribution of information. Currently a significant amount of data journalism projects are being produced all over the world, which varies considerably, in terms of structure, and visualization characteristics. Based on the above it would be interesting to create a taxonomy of data journalism projects that can help future data journalists to choose the appropriate type of projects that will be suitable for their needs. This classification can be based on certain characteristics that can be found in data journalism projects. The proposed taxonomy will take into account various parameters that play an important role in data journalist projects and especially in the visualization part. For example the existence or absence of interactivity as well as the type of interactivity, but also the amount of text that is included in the project as well as its role. The taxonomy would be tested by classifying the published data journalism projects of a well-known media organization which is considered to be one of the leading organizations as far as data journalism is concerned.

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TV News coverage of Terrorism phenomenon from the Arab and Western perspectives from 2011 to 2016

Mass media plays a pivotal role in in shaping people's values and attitudes, especially nowadays with the proliferation of different media outlets that disseminate bulk of complicated messages to the audience. With the rapid increase of different satellites' TV channels, viewers are bombarded with varied factual content that informed them about current news and events locally and internationally.

News channels in particular have competed with each other to shed the light on critical issues like terrorism that has been covered frequently. Global Terrorism is one of the major challenges that faces free societies worldwide, and most countries have taken legal and security measures for the prevention and elimination of this phenomenon. Many TV news stations have been reporting terrorist attacks from different perspectives, for the purposes of fulfilling the cognitive and psychological needs of their audience

Thus it is important to study the news coverage of terrorism in both Arab and western TV networks, in order to examine their impact on people. The researcher will use the secondary analysis technique to reanalyze the studies that focus on the news coverage of terrorism phenomenon in both Arab and western TV networks, especially after the Arab spring revolution that started in Tunisia since the End of December 2010, and the rise of diverse Islamic political movements in the Middle East afterwards.

The main purpose of our study is to examine the prominence that has been given to terrorism in the news, the style and tone of reporting terrorist attacks, and framing terrorists groups as well. Moreover, the study will explore the news sources being used in framing terrorism, as well as investigating the psychological consequences of reporting terrorism on publics, additionally the study will analyze the symbiotic relationship between news media and terrorism.

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Camelia Cmeciu
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E-citizens' framing of the refugee crisis

Since the end of the Second World War, Europe has been facing the most significant refugee crisis. War, terrorism, oppression, and poverty have been the main reasons of the refugees' fleeing from their countries (http://www.debatingeurope.eu/focus/immigration). Having embarked on a dangerous journey to Europe, the refugees have actually stirred many issues that the European countries have to address: the European governments' responses to this influx, possible investments in the securing Europe's common borders, or the consequences upon the Schengen agreement of passport free travel in the EU. These issues coincide with the debates launched by the 'Debating Europe' platform. Designed on a 'bottom-up' approach, the 'Debating Europe' platform empowers citizens by encouraging a dialogue between Europe's policymakers and experts, on the one hand, and citizens, on the other hand. Thus citizens may become (de)legitimators of European issues and the refugee crisis has turned into a sensitive issue since member states representatives have failed to solve this crisis situation. Within such a context, the Debating Europe platform initiated a debate entitled "How would you solve the EU's refugee crisis?" on October 15, 2015, thus inviting e-citizens to provide solutions to this crisis. We will employ a network analysis, framing and discursive analyses (Snow, Benford, 1998; van Leeuwen, 2008) in order to determine the degree of interaction among e-citizens, the salience of prognostic frames used by EU citizens, and the types of legitimation strategies assigned for each prognostic frame identified. The network analysis (NodeXL Pro) will help us to determine the density of interaction, the groups of debaters and the top ten debaters in terms of betweenness centrality. We will conduct a content and a cluster analysis of the prognostic frames (deportation, humanitarianism, peace, exclusive integration support, education), using QDA miner, a computer assisted qualitative data analysis software. Whereas the content analysis will provide an insight into the frequency of prognostic frames used by debaters, the explorative analysis will reveal the types (sub)clusters which prevail in the e-debaters' comments under analysis.

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&
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Theories of Motivation and Job Satisfaction amid Financial Crisis in Greece

Amid deep economic, social and institutional crisis, Greek companies are under pressure from both the exterior and the interior environment. While the international literature refers extensively to outline various theories and practices which can lead to an internal and external activation of motivation, the study of the economic crisis as a possible intermediary force is at the forefront especially in the Greek reality.

The objective of this research is to investigate the perception that employees have about motivation as it plays an essential role not only in their work performance, but also on their mental health. It also aims to investigate whether employees have internalized the economic crisis and whether they are looking for alternative ways of motivation to increase their job satisfaction in their work environment.

This qualitative research consists of six semi-structured interviews of employees working in a Greek company, where a thematic content analysis through an observation sheet highlighted the dominant factors that seem to motivate employees to achieve a better job satisfaction.

The results tend to show that while the monetary reward has still a central location as a factor of motivation, the moral profit holds a dominant position in the perceptions of employees. While the economic crisis is considered as a deeply lived experience, we are looking for ways of dealing with work conditions in the absence of the new economic reality, while the emotional imprint of the crisis has been emphasized.

Gilman Senem Gençtürk Hızal
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Tracking Advertising in Academic Studies in Turkey

Advertising has always been popular, attractive business area, and also an interesting subject in the focus of academic studies. Academic interests on advertising lie in the variety of topics and fields, such as ethics, marketing, communications, ideology, consumption and it has been studied from different paradigms, theoretical and practical approaches. The focal point of this study is the academic literature about advertising in Turkey. The doctoral theses, as a scientific and universal text, make an important contribution to the formation of academic literature and provide rich material for interpretation of the literature. PhD programs named with advertising are a new academic trend, although doctoral theses written about the ads have encountered during the 1980s in Turkey. These were the years of Özal when neo-liberal policies were formulated, and all kinds of structural transformations were realized particularly in the closed economy of Turkey so as to ensure integration with international capital as a response to the demands by capital circles. Therefore this study aims to examine academic literature through doctoral theses within the context of Turkey.

The study provides answers to the following questions with the help of bibliometric analysis; the range of theses over the years, the discipline and universities which theses are studied, theoretical and methodological approaches of theses. Theses retrieved from a database of National Thesis Center, the Council of Higher Education searched by advertising keyword. It asserts that despite some of these doctoral theses mainly based on mainstream paradigm some others take critical paradigm as their stance.

Deniz Demir
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Establishing an Independent News Platform: Financial Strategies of Medyascope.tv

Mainstream media in Turkey is facing a lot of problems. About 80 percent of the media including national newspapers, radio and TV channels are owned by few cross-media groups. The owners of the biggest media groups are also involved as investors and shareholders in different sectors of the economy, such as finance, tourism, construction and telecommunication. These conglomerates, in order to secure their business interests, establish alliances with major powers.

The news coverage of mainstream media quite often depends on the degree to which the published news would serve the business interests of the conglomerates which own the media outlets and that is closely linked to the impact of news on the position of the established interest groups. This fact had become more obvious during the Taksim Gezi Park protests, in 2013. The wide spectrum protests probably the biggest in Turkish Republic's history attracted very little mainstream media coverage. Since then several independent news platforms have been emerged and interest in those sites has been increased too. One of those is Medyascope.tv, an independent, video based news platform founded in 2015 by veteran journalist Ruşen Çakır. Utilizing video streaming app Periscope, a live-streaming video mobile app that allows anyone with a mobile device to broadcast audiovisual content online, Medyascope.tv provides an alternative source of perspective and information. Medyascope's popularity has consistently increased since it was launched in 2015 and received The International Press Institute's 2016 Free Media Pioneer Award.

In this paper the economic structure of the independent news platform Medyascope.tv that delivers original and uncensored audiovisual journalistic content will be analyzed. Revenue sources and expenses of the platform will be determined by in-depth interview with the founder of Medyascope.tv. The aim of the paper is to discuss whether the business model of Medyascope.tv is sustainable.

Sayan Banerjee
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Impact of Share Price Fluctuations on Financial Condition and Inflation in India

In the backdrop of recent financial crisis in the U.S. in 2007 and subsequent slowdown of the global economy, the impact of exogenous shock to the financial sector on the real macroeconomy has come to the notice of the economists. The traditional dichotomy between financial and real sector has now been found to be inadequate to either manage or predict the economy's overall behavior. In view of this recent development, this paper makes an attempt to construct a Financial Condition Index (FCI) in the context of Indian economy for exploring the possibility of how such an index would be a better measure of summarizing financial condition of the economy over traditional Monetary Condition Index (MCI), which has been the central bank's main instrument. The Financial Condition is measured by incorporating value of shares traded along with real interest rate and official exchange rate. Following a weighted sum approach, an index is constructed by considering macroeconomic data of India over two decades of time period. The FCI, thus constructed, shows a weak co-relationship with the variability economy's inflation rate, revealing the fact that usefulness as an indicator for an early warning system for Indian economy may not be quite adequate in the present context.

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Effective communication enough? A qualitative analysis on employees' perceptions amidst the Greek financial crises.

Financial crisis has been proved to have a great impact not only in a country's economy but in multiple other areas related to it. In Greece, financial crisis broke through in 2007-2008 and evidence from Trading economics indicate that productivity rates have been decreased by 7.3% since 2013. Along with the decrease in productivity, salaries have also decreased, taxes have increased and 842.670 businesses have closed since the outburst of financial crises in 2008.
For a long-time employees' productivity, had been linked exclusively to financial benefits, living neglect huge areas of the human personality that play a crucial role in productivity. Occupational psychology introduced motivational theories in the workplace and shifted the focus of the companies to more employee-oriented systems, based on the perception that satisfied employees are more productive. Numerous theories have been introduced regarding motivation, satisfaction and productivity increase over the last decades. In this study, we aim to examine the perception of one of the most primary and basic needs of human beings, communication. Within the context of a company struggling with financial crisis, we are looking to find the importance of effective communication as a great motivator among employees and employers through 8 semi-structured interviews and perform a critical analysis between them. We also suggest through critical analysis of the literature review that more recent theories of self-actualization should be used as motivational theories instead of older ones that have been failed to gain empirical evidence support. Arguing that as the world and societies change, theories and practices should change accordingly, in order to respond to the new circumstances. We base our hypothesis that the perception of effective communication will play a crucial role in the satisfaction and self-actualization of employees and employers, on the relatively new theory of Zohar and Marshal (2004) which suggests that the hierarchy pyramid of Marshall is in fact upside down with first and primary need of all human beings being self-actualization.

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A Bottom-Up Discursive Approach to Genetically Modified Organisms

The debate on genetically modified foods has been characterized by a heteroglosia of voices, ranging from experts, authorities, to scholars, community organizations, media, or consumers (Cook et al., 2004; Knezevic et al., 2014 etc.). The studies mainly highlighted the polarizations between the risk versus benefit information, the positive versus negative attitudes to GM foods, or the ethical versus technological frames. Within such a context where there have been observed various food safety scares over the past decades or some public ignorance regarding the use of biotechnology related to food issues (Valletta, 2010; Heiman & Zilberman, 2011 etc.), the *Debating Europe* platform launched debates on arguments for and against GMOs. Thus citizens turn into prosumers of content regarding food safety and (de)legitimators of EU policies and/or other social institutions.

In our study of the comments posted by e-citizens on four debates on GM foods launched on the *Debating Europe* platform, we will apply framing analysis (Gamson, 1995; Wynne, 2001; Cook et al., 2005) and the appraisal framework (Martin, White, 2005) to determine the salience of (de)legitimating frames employed by the supporters and opponents of GM foods, and to examine the role of affective stance in the evaluation of the social actors related to GMOs. Using QDA miner and WordStat, computer assisted qualitative data analysis softwares, we will conduct a content and cluster analysis of the (de)legitimating frames and emotion valences. Whereas the content analysis will provide an insight into the frequency of frames used by e-debaters and into the key lexical items that express evaluation and affective stance related to GM foods, the latter explorative analysis will reveal the types of (sub)clusters which prevail in the e-debaters' comments on GM foods. The expected results will reveal a high degree of affect at the level of vocabulary reflecting e-citizens' emotional language in the representation of the experts, politicians, companies and/ or EU bodies, the e-citizens' assessment of GMOs reflecting a prevalent negative valence oriented towards fright and anxiety.

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The Marketing value of Social Media Tools at Business Level Strategy

Social media (SM) is considered to be the most trending tool for increasing brand awareness as well as enhancing customer acquisition of companies (Goud, 2016). Multinational companies as well as small-to-medium enterprises (SMEs) are using various social media websites for expanding their business growth across different parts of the world (Kaplan and Haenlein, 2009).

Recent research has found that almost 80% of the customers in the near future will be inclined to purchase products on the Internet rather than by visiting physical stores. In addition, social media websites provide details of customer's preferences and choices, which help companies to develop marketing strategies aimed at stimulating and targeting customers. Companies use both the traditional marketing approach as well as the digital marketing approach in order to increase brand awareness and customer acquisition. This paper aims to illustrate the effectiveness of social media in marketing approaches of companies compared to traditional marketing approaches. Businesses today collect customer feedback from social media websites by introducing various promotional campaigns. Businesses not only collect feedback from their existing customer base, but also help attract more customers by converting the followers of the websites into potential customers. Due to the immense opportunities available through the use of social media websites, businesses prefer social media channels to legacy media (O'Murchu et al., 2004).

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Does Media Ownership Matter? Analysing Media Power in the Case of Cooperative Media.

The ongoing financial and technological transformation of journalism reflected in organizational confusion, economic uncertainty (Franklin, 2014), precarious labour (Spyridou & Veglis, 2016), copy-pasted (Davies, 2008) and click-driven content (Tandoc Jr. & Thomas, 2015) is drastically reorienting our understanding of how to achieve journalistic excellence and economic viability in the digital age. Reasonably enough these developments are feeding the "journalism in crisis thesis" and trigger multiple debates upon journalism's future, form and influence. Currently, the search for solutions to fix or improve journalism has two approaches: one is to search for new and efficient business models, which can restore profits. The other approach posits that journalism needs to 'de-industrialise' and opt for more public orientated initiatives. In this context, it is argued that cooperative structures and business models may enhance the social and democratic role of the media through a business model based on using commercial success to provide social benefit (Boyle, 2012). Co-operative ownership operates on the basis of mutualisation where the organizations are effectively owned by and run for their members – in this case, journalists.

Despite the celebratory tone surrounding cooperative endeavors and their potential to be industrially and culturally transformative initiatives, we need to interrogate the form, the potential and limits of this alternative ownership model. Drawing upon Benson's (2015) typology of media ownership power articulated as a shaping power closely linked to other institutional field logics (the national economic and political power, journalistic professional power and the tastes of class-stratified audiences), and following a qualitative interview methodological approach, the study investigates the organizational structure and the professional identity and practices of journalists working at such media. It is argued that ownership does matter in terms of promoting an alternative news agenda, yet ownership operates in concert with the dominant professional values and the manner in which 'good sense' is developed inside the media organization. The latter bears serious ramifications on how contradictions and conflicts inherent in media operations are perceived of and resolved. The study contributes to a growing academic discussion upon media power and its effects on the citizens' ability to make informed decisions about pubic life.

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Drone Journalism: Generating immersive experiences

During the past, few years, the journalistic community were expecting the time that the use of drones in their day to day job would be a common place. Due to ethics and privacy considerations as well as regulation restrictions that are applied in most countries, this moment has yet to come. However, the use of drones during conflicts, civil unrests and environmental disasters is a proof that drone-generated content can be a valuable tool to tell a story. Their cost effectiveness and data gathering capabilities (video, sound, telematic data), let them integrate and extend existing (ground based) technologies. Due to these facts, the need for trained professionals able to fulfill the roles of Pilot in Command (PIC) and Observer, set aside the Journalist one, is going to grow in the near future. The current study aims at outlining the wanted /upcoming Drone Journalism services and the new potentials in the various forms of Journalism (i.e. breaking news, citizens' /participatory journalism, environmental journalism etc.). Practical considerations regarding technical expertise and know-how in operating the new equipment, ethical issues and privacy considerations that are related both to the profession of Journalism and the associated regulatory framework are also investigated. Hopefully this will become a guide to bypass the trivial details and let the imagination to roam free, generating really immersive content.

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&
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Recruiting returnees: A study of Chinese university presidents' perceptions of foreign-educated returnees at Chinese universities

Thousands of Chinese students pursue their advanced studies in Western universities and return to seek employment in the Chinese labour market after graduation. A large number of them with master and doctoral degrees from Western universities are recruited to work at Chinese universities. There is a plethora of reports about Chinese returnees seeking employment in China; however, research on the employers' perceptions of the academic and research performances of these returnees working at Chinese universities is very limited. This study adopted a qualitative approach to examine Chinese university presidents' perceptions on the recruitment of foreign educated returnees and on their performance at Chinese universities. Twenty university presidents participated in the semi-structured interviews in July-December 2015. The study found that all the participants held highly positive views about the quality and performance of the returnees in their universities. In their perceptions, most returnees met the universities' expectations and had made great contribution to the university, such as introducing new programmes, new ideas, new skills, and new courses, new methods, upgrading the academic programmes, raising the quality of research, internationalising the university's programmes, and connecting with foreign universities. At the same time, the participants believed that some returnees had difficulties adapting to the Chinese educational environments, held highly unrealistic expectations, and lacked emotional and cultural intelligence, and necessary skills in teaching, research, and in social and interpersonal communication. The study recommends that Chinese universities are morally responsible to provide support to help returnees readapt to the environment, reintegrate them into the Chinese academic communities, and help them resolve issues in teaching, research, and social and interpersonal communication. Similarly, returnees need to make rapid adaptation to the local educational environment, hold realistic expectations, understand workplace game rules, and develop cultural and emotional intelligence and strategic communication skills in the workplace.

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Cooperative authoring : How sharing economy reshapes publishing industry

This study focus on the sharing economy in the publishing industry in China. The way of communication via internet makes it possible and effortless to share experience, knowledge and information with others. This phenomenon is changing and reshaping the value chain of traditional publishing industry, in terms of its content producing, marketing and consuming.

In this paper, how sharing economy affects publishing industry should be addressed. The methods of multi-case study and depth interview would be employed. The depth interviews are taken within China Children's Press and Publicaiton Group, Post and Telecom Press, and Foreign Language Teaching and Research Press, which belong to general interest publishing, STM publishing and educational publishing respectively. How could publishing company or self-publisher adapt to the changing atmosphere would be suggested as well in this research.

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Transparent Interactive Screen-Board for Virtual & Real Face to Face Teaching (TIS-B4VRF2FT)

We have created a system already functional for doing and recording real lessons in a very different way from traditional ones. In traditional "Face to Face" (F2F) lessons, most of the time, the teacher writes on the board showing to the students his back not the face. We have set up a Real Face to Face Teaching process using TIS-B4VRF2FT system. The teacher writes on a transparent board which is between him and a HD USB camera (students). This transparent board is in the same time an available big Transparent Screen on which teacher can "display" everything from a computer. That is why we call the object between teacher and students Screen-Board. We say "display" and not display because the images of the teacher and what he has written on Transparent Board taken from the camera are, flipped horizontally, mixed by "vMix" software with images of computer screen and are being displayed on a TV set which is in front of teacher, behind the camera, creating the filling of e Real Transparent Screen. The students also watch this image via a video projector not directly through the transparent board, virtually, in a way.
So the teacher can combine graphics from computer with graphics he writes on the board. Furthermore all things teacher writes on this kind of board are automatically memorized and saved in slides on which teacher can move back and forth every time even after he has erased them from the board.
Screen-Board is also equipped with an eBeam Edge device. EBeam is an interactive system well known nowadays, used especially in education field. By means of eBeam teacher writes virtually on this Screen-Board making part of the recorded video everything he writes. By eBeam you can perform every action you do with a mouse. So this is way we call all the system a Transparent Interactive Screen-Board. This system can be easily implemented in every classroom. Videos produced in this way are much more attractive to the students.

Raffaella Conversano
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"Apply ""The Dis(ease)Ability""From the person ""apparent"" to ""real"":The narration, deduction, solution

Teaching is a demanding job that nobody has guaranteed the outcome: requires preparation, passion, flexibility, energy and great professionalism. With great availability of intent I pointed to a functional strategy: "Knowing how to decode the communicate" in order to make the process more effective teaching/learning as equal educational opportunities for all; "invent" and "reinvent" lessons that were not only interesting in a new way and in techniques of transmitting knowledge but, at the same time, attractive and stimulating for the learning of the students, all without exception, regardless of their mode of approach to the techniques of interaction.
In this work I suggest the hypothesis directives - step by step - as I have used in my experiments obtaining successes, in order to be able to apply the tools dictated by educational theory "The Dis(ease)Ability", aimed at enabling effective "Best Practices" for the planning of the educational path/formation, functional to the attainment of the maximum personal autonomy in students from impaired abilities from diseases, disorders and/or syndromes of disabling type. Watch the reality from that side so opposed to all to be instead the possible real solution "to" and "for all", through a design using operational and functional to the decoding of the communicative codes in connection to a use "intentional" and strategic aspects of Media Education in "doing" daily educational.

Sarbjit Singh
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Optimal Replenishment Policies for Perishable Goods under Conditional Permissible Delay with Constant Demand and Time Dependent Deterioration Rate

The study of Inventory management has gained lot of importance in the last two decades. One of the important factor which plays important role in inventory management is permissible delay in payments. The concept of permissible is not new; it is in practice, since starting of any type of business activity, even when currency was not prevalent and barter system was used then also people used to provide some sort of permissible delay for exchanging their goods. Although classical EOQ model assumes that the retailer's capital is unconstrained and the retailer must be paid for the items as soon as the items are received. However, if the payment is not paid in full by the end of the permissible delay period, then interest is charged on outstanding amount. Therefore, it is clear that a customer will delay the payment up to the last moment of the permissible period allowed by the supplier. But most of the earlier models provide permissible delay irrespective of the number of items purchased. For example the supplier provide permissible delay whether retailer is buying one or two items, which is impractical, as no supplier will provide buyer permissible delay for one or two items. To make our models more relevant, we have used the concept of conditional permissible in our model, thus trade credit is provided only if purchaser buys more than the fixed number of units. The units considered are perishable units whose deterioration depends upon time, i.e. with increasing time deterioration of items increases. So the retailer has to take a decision whether he should take advantage of permissible delay or not.

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Payment Strategy in Mergers and Acquisitions

Mergers and acquisitions (M&As) are a popular vehicle through which firms grow and expand. However, because this strategy typically requires payment of a significant, irreversible financial premium, it has been considered a more expensive and riskier mode than others such as strategic alliances. To ease the financial strain, it is striking to witness the fashion of M&A payment moving from cash only to various combinations of cash and stock. The combinations of cash and stock in the M&A payment have important strategic implications that remain unexplored in the literature thus far. In extreme circumstances, pure cash transactions make acquiring firms take on the entire risks if the synergistic value expected from the acquisitions is not realized, while full stock-financed acquisitions shift the risks to acquired companies whose shareholders may suffer from significant losses if acquiring firms' stock value plunges. Accordingly, a payment combination of cash and stock together that is accepted to the parties of an M&A deal acts to optimize the level of risks shared by the acquiring and the acquired firms, and serves as a win-win solution to both parties in the acquisitive transaction. In other words, an optimal payment combination provides a critical *self-enforcing* mechanism to manage the problems with acquisitions, such as information asymmetry between the acquired and the acquiring firms as well as opportunism, in that it helps safeguard both parties' best interests yet penalizing the one who misbehaves ex ante or ex post the M&A transaction. Despite the importance of the cash-stock payment combinations to governing M&A deals, surprisingly, prior management studies have paid little attention to this issue. To address this literature void, the current paper attempts to predict the optimal cash-stock combination in M&A payment. A sample of 212 M&As conducted by US firms provides support to our conjecture that the situations with greater potential of opportunism are associated with higher percentage of stock payment.

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Joint action in OEM partnership: Rethinking its role and determinants

Joint action is commonly observed in a close, collaborative buyer-supplier relationship, such as joint new product development and logistic arrangement. This study examines the value-creation aspect of joint action within the context of international original equipment manufacturing (OEM) relationships, viewing it as a platform facilitating inter-firm knowledge transfer rather than a safeguard minimizing transaction costs. Adopting a combined lens of TCE and relational view, this study explores the reasons why joint action exists, given sourcing firms' concerns over possible competence erosion problem. An analysis based on 110 cross-border dyads reveals that the formation of a wide array of joint action is a function of economic and sociological factors. In general, relation-specific investments on IT and physical equipment are necessary for fostering joint action as a whole. In specific, geographic proximity to partners matters when forming joint logistic arrangements. Besides, relational capital is critical to realize a joint cost reduction project between OEM buyers and suppliers. This research extends a body of literature on business to business collaboration and offers practical strategy for offshore OEM suppliers to acquire external knowledge.

Sungjong Roh
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Time will tell: How the timing of corporate social responsibility (CSR) disclosure shapes consumer evaluations

When informing consumers of corporate social responsibility (CSR) activities, firms can choose when to disclose such actions: namely, before activities are executed (prospective timing) or after execution (retrospective timing). Four studies investigated how alternative timing was used to disclose CSR activities and how the timing of disclosure influences the capacity for CSR to help, but also stymy, consumer-firm relationships. Study 1 analyzed a web archive of CSR releases published between 2007 and 2016. The analysis of a 10 year-span of CSR releases showed that, in firms' actual practices in the timing of CSR disclosure, there was no difference between retrospective and prospective timing. Yet, a between-subjects experiment in Study 2 finds that American participants evaluate the same donation of Coca Cola more favorably if they learn that the donation has not yet been made, rather than it was already made. Study 3 added a no-exposure condition where participants are not exposed to any news about a firm to see if exposure to CSR activity with different timing enhances attitudes toward the brand compared to the baseline (no-exposure condition). Again, when consumers learn the CSR activity prospectively, they evaluate the brand more positively compared to evaluating it without receiving any information about the CSR activity. Study 4 put business students in a within-subjects experiment, where they were asked to choose one of two timings of CSR activity disclosure that would draw more positive consumer responses. Results show that participants were equally likely to choose either of the two timings. The neutral view on strategic advantages of timing of disclosure reiterates the findings of firm's actual practices found in Study 1. The four studies offer insight into how firms can maximize the benefits of engagement in moral, ethical and philanthropic responsibilities, while avoiding consumer skepticism.