



The 12th Conference of the Global Communication Association

April 6-9, 2017, Greensboro, North Carolina, United States of America

Global Discourse and Discord

All events will take place at the Sheraton Hotel, Koury Convention Center

Thursday, April 6, 2017

4:00-5:30 pm **Registration** - 3rd floor lobby outside of Blue Ashe

5:30-7:00 pm **Welcome and Keynote** - Victoria A

Welcome by Dr. Yahya R. Kamalipour, Founding President, GCA

Brief Welcomes by Representatives of Partner Universities:

- Dr. Ginny McDermott, Acting Dean, Nido R. Qubein School of Communication, High Point University
- Dr. Dennis Carroll, Provost, High Point University
- Dr. Paul Parsons, Dean, School of Communications, Elon University
- Dr. John Z. Kiss, Dean, College of Arts & Sciences, University of North Carolina at Greensboro
- Prof. Gail B. Wiggins, Interim Chair, Department of Communication Studies, North Carolina A & T State University
- Dr. Corey Walker, Dean, College of Arts, Sciences, Business and Education, Winston-Salem State University

Keynote Address: Mr. **Jim Clancy**, veteran CNN International anchor and Emmy Award winning reporter.

7:00-9:00 pm **Reception and Dinner** – Victoria B & C

Friday, April 7, 2017

Time	Location	Program
7:30 am		Registration continues
8:15 am	Blue Ashe	Welcome
8:30 - 9:45 am	Blue Ashe	<p>Panel 1: <i>Digital and Social Media Usage</i> Moderator: Brandon Lenoir, High Point University</p> <ol style="list-style-type: none"> 1) Social Media Poli-Tricks: A Study of the Usage of Social Media as a Brand Building Tool. Bheemaiah Krishnan Ravi, Bangalore University, & Vasundara Priya. M, Bangalore University, Central College Campus 2) Discussing the End: Using Social Networks and Multimedia to Strengthen Advance Directives. Noah Buntain, Elon University 3) Twitter Diplomacy in the Gulf: How Foreign Ministers of the Region are Using Social Media. Banu Akdenizli, Northwestern University in Qatar 4) Using Digital Media to Promote Interactivity Between Law Enforcement Officers and their Local Communities, Katie Carpenter, Elon University
9:45 - 10:15 am	Blue Ashe	Networking Coffee Break
10:15 – 11:30 am	Blue Ashe	<p>Panel 2: <i>Media Effect Theories and Practices</i> Moderator: Christopher Poulos, University of North Carolina at Greensboro</p> <ol style="list-style-type: none"> 1) Media and Conflict: Institutional Structures and Ideological Framing. Lee Artz, Purdue University Northwest 2) Predicting U.S. College Students’ Interest in Studying in China: Social Influence, Personal Experiences, Country Reputation, and Media Coverage. Hongwei 'Chris' Yang, Appalachian State University, Yingqi Wang, the School of Education, at Virginia Tech, & Olga Zatepilina-Monacell, Appalachian State University 3) Third- and First-Person Effects on Video Game Content: Expanding Theoretical Understanding and the Behavioral Hypothesis. Christopher R. Ortega, State University of New York-Cortland 4) The Effects of Social Media on College Student Development. Kelly Dunville, Elon University
11:30 am	Grandover	Lunch
1:00 – 2:15 pm	Blue Ashe	<p>Panel 3: <i>Global Policy Issues</i> Moderator: Richard Rupp, Purdue University Northwest</p> <ol style="list-style-type: none"> 1) Issues Approaches and Challenges of Media Policy in South Asia. Rajesh Das, University of Burdwan, Golapbag, West Bengal 2) Regulation of the European Audiovisual Sector: Situation and Trends. José M Álvarez-Monzoncillo, Rey Juan Carlos University, Spain. Presented by Mrs. Marina Santín, Rey Juan Carlos University, Madrid 3) Corporations as Voices for Social Change: When “Who You Are” and “What You Do” Contribute to the Problem. Barbara Miller Gaither, Elon University, Lucinda Austin, UNC-Chapel Hill, & Mary Claire Schulz, Elon University 4) A Village United: Digital Altruism as a Means for Boosting Support of Resource-Poor Public Schools. Marquita Brown, Elon University 5) Globalization as Expressed by Global Brands: An Analysis of Countries and the Best Global Brands. Daniel Marshall Haygood, Elon University

2:30 – 3:45 pm	Blue Ashe	<p>Panel 4: <i>From Global to Local: Systems Design that Communicates Refugee Resilience</i></p> <p>Moderator: Vanessa Bravo, Elon University</p> <ol style="list-style-type: none"> 1) Untangling the U.S. Refugee Resettlement Program: Implications for Receiving Communities. Lizzie Biddle, University of North Carolina at Greensboro 2) Empowering Resilience and Belonging in the Piedmont-Triad Area Bhutanese Refugee Community. Jeremy Rinker, University of North Carolina at Greensboro & Narayan Khadka, independent scholar 3) De-Mystifying and Humanizing the Immigrant Experience: An Issue of Narratives. Sofia Mosquera & Kelly Morales, University of North Carolina at Greensboro 4) Software Localization for Language Revitalization. Derek Lackaff, Elon University
3:45 - 4:15 pm	Blue Ashe	<p>Networking Coffee Break</p>
4:15 - 5:30 pm	Blue Ashe	<p>Panel 5: <i>Social Media and Global Health</i></p> <p>Moderator: Butler Cain, University of North Alabama</p> <ol style="list-style-type: none"> 1) Military PTSD and the “22-Day Challenge” Marian Taylor Strange, Brian Hagan, Katelyn Calloway, High Point University 2) The Effectiveness of Direct to Consumer Advertising: A Message Framing Approach. Brian Hagan, High Point University 3) The Public Awareness of the Chronic Obstructive Pulmonary Disease in the U.S. Rosalie Seitz, High Point University 4) Eroding Credibility of Present Media in the Age of Political Polarization and Its Impact on Indian Audience. Sangeeta Tripathi, College of Applied Sciences, Oman 5) The Symbiotic Relationship of Social Media and Sports: How Male and Female Fandom Differ through Social Media. Maggie Boulton, Elon University
6:00 pm	Grandover	<p>Dinner Program presented by High Point University</p> <p><i>“The Future of Local Television in the USA”</i></p> <p>Moderator: Charisse McGhee-Lazarou, High Point University</p> <ul style="list-style-type: none"> • Larry Audas, President and General Manager, WFMY-TV • Michelle Butt, President and General Manager, WXII-TV • James Himes, President and General Manager, WGHP-TV

Saturday, April 8, 2017

Time	Location	Program
7:30 am		Registration continues
8:15 am	Blue Ashe	Welcome
8:30 – 9:45 am	Blue Ashe	<p>Panel 6: <i>Global Discourse and Rhetoric</i> Moderator: Thimios Zaharopoulos, The American College of Greece</p> <ol style="list-style-type: none"> 1) Make NATO Great Again! Not Bloody Likely. Richard E. Rupp, Purdue University Northwest 2) Discord as Denial: How Holocaust Survivors in the United States and Germany Confront Holocaust Denial. Roy Schwartzman, University of North Carolina at Greensboro 3) The Anti-Dowry Movement, Gendered Global Discourse, and Media. Peter M. Kellett, University of North Carolina at Greensboro 4) Political Sex Scandal Reputation Restoration: Time Passage, Spousal Involvement, and Personal v. Professional Approval Recovery Efforts. Marian Taylor Strange, High Point University 5) The Power of Narrative in Cinema: A Study of Select Films in India. Aaliya Ahmed & Malik Zahra Khalid, University of Kashmir
9:45 – 10:15 am	Blue Ashe	Networking Coffee Break
10:15 – 11:30 am	Blue Ashe	<p>Panel 7: <i>Cultural Awareness and Analysis</i> Moderator: Banu Akdenizli, Northwestern University in Qatar</p> <ol style="list-style-type: none"> 1) Enhancing Cultural Awareness and Global Discourse through Study Abroad. Brett Butler Cain, University of North Alabama, Kristina Drumheller, West Texas A&M University, & Amy Von Lintel, West Texas A&M University 2) Individualism/Collectivism Affects the Choices of Website Design Features: A Cross-Cultural Content Analysis of One Macanese University and One British University. Steffa Wong, University of Warwick, United Kingdom 3) Branding a “Place in the Sun”: “Little Moscow” Within American Environments. Alina Rafikova, Florida International University 4) Invigorating Language Learning and Cultural Awareness of International Students: The Role of Communication Centers and Locus of Control. Roy Schwartzman & Karen E. Boger, University of North Carolina at Greensboro 5) Grief, Gratitude and Celebration: How Cybermourners Mourned the Death of Comedian Robin Williams. Kim Smith, North Carolina A&T State University
11:30	Grandover	Lunch
1:00 – 2:15 pm	Blue Ashe	<p>Panel 8: <i>Role of International Media</i> Moderator: Lee B. Artz, Purdue University Northwest</p> <ol style="list-style-type: none"> 1) Greek Newspaper Framing of the Refugee Issue. Thimios Zaharopoulos, The American College of Greece 2) The Role of Free Media in Subverting the Coup Attempt in Turkey. Ali Askarov, University of North Carolina at Greensboro

		<p>3) Social and Traditional Media a Metric of Targeted Killing Efficacy: Thinking Strategically, Not Tactically. Michael Egnoto, Elena Svetieva, Christopher R Ortega, & Jennifer Varriale Carson, University of Maryland</p> <p>4) Do Press Freedom and Democracy Determine Journalists' Professional Roles: Comparative Evidence from Worlds of Journalism Study? Hamada Basyouni, Qatar University, Doha, Qatar</p>
2:30 – 3:45pm	Blue Ashe	<p>Panel 9: Innovative Teaching in Global Context Moderator: Brian C. Blount, Winston-Salem State University</p> <p>1) Challenges and Opportunities in Teaching and Learning. Matthew Ritter, High Point University</p> <p>2) Mass Communication Education and Journalism Practice in Nigeria: Dislocation between the Classroom and the Newsroom. Chukwudi Justus Anyianuka, Institute of Management and Technology, Nigeria</p> <p>3) Teaching Media Ethics in a Global Context. Abderrahmane Azzi, University of Sharjah, United Arab Emirates</p> <p>4) Q Study to Test Everett Rogers' Innovation-Diffusion Model Using College Students' Preferences Toward Social Media Use in The Classroom. Byung S. Lee, Elon University</p>
3:45 - 4:15 pm	Blue Ashe	Networking Coffee Break
4:15 - 5:30 pm	Blue Ashe	<p>Panel 10: Media, Education, and Perception Moderator: Kim Smith, North Carolina A&T State University</p> <p>1) Through the Cover Pages of Kadın Gazette: Back to the 1960's. Ayseli Usluata, Yeditepe University, Ayşe Binay Kurultay, Kadir Has University, & Gözde Dalan Polat, Yeditepe University</p> <p>2) The Political Power of the Media. Tira J. Murray, INDY Week, Greensboro, North Carolina</p> <p>3) Filter This: Public Perceptions in the Age of Algorithms. Anna Zwingelberg, Elon University</p>
6:00 pm	Grandover	<p>Dinner Concluding Remarks and Awarding of Certificates Preview of the 13th Annual Conference of the Global Communication Association in 2018 in Spain: Mrs. Marina Santín, Rey Juan Carlos University, Madrid, Spain</p>

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The Nido R. Qubein School of Communication
High Point University

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Assistant Professor of Communication
The Nido R. Qubein School of Communication
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North Carolina A&T State University

Dr. Yahya R. Kamalipour, Professor

Department of Journalism and Mass Communication
North Carolina A&T State University

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Keynote Speaker



The Trump Era: Alternative Facts Confront Journalists with Unprecedented Challenges and Opportunities

**A Keynote Speech by the veteran
CNN International Anchor and
Emmy Award Winner, Mr. Jim
Clancy**

The 12th [Global Communication Association](#) Conference

Thursday, April 6, 2017, 6:00 pm, Sheraton Hotel, Greensboro, North Carolina

About the Speech

The veteran CNN International anchor and Emmy Award Winner, Mr. Jim Clancy, will focus on the contemporary state of mass media and journalism by illustrating that journalists have the opportunity of a lifetime to define what Freedom of the Press really means in America and why it is the vital component in our democracy. He will also address other related issues, including how the media should respond to such accusations as being “liars,” “dishonest,” “the Opposition Party,” and blocked from access to White House Officials. Clancy believes that under these unprecedented circumstances, journalists must take up one of the pressing challenges of our time.

About Jim Clancy

Jim Clancy brings the experience of more than three decades covering the world to every project he engages. He didn't just read about the collapse of Communism, the fall of the Berlin Wall, the siege of Beirut, the Rwanda Genocide, or all of the Iraq wars. He was there. His illustrious career includes award-winning reporting on the events that have shaped modern history. In his 34 years with CNN, Clancy took viewers to places all over the world from Cape Town to Reykjavik and Beirut to Seoul. He engages journalism students, moderates debates and speaks to the challenges facing today's reporters.

He is no stranger to dictators, demagogues and false prophets. His reporting helped drive Rev. Jim Jones out of San Francisco. His unrelenting questions have gotten him thrown out of press conferences. Clancy reported how “Communists posing as Nationalists” pushed the former Yugoslavia into all out civil war. His list of interviews reads like a “Who's Who” of our times.

Clancy was a CNN international correspondent in the Beirut, Frankfurt, Rome and London bureaus. He won the George Polk Award for his reporting on the genocide in Rwanda, the Alfred I. DuPont Award for coverage of the war in Bosnia and an Emmy Award for reporting on the famine and international intervention in Somalia. In 2012, he won a national Emmy Award for his anchoring of the sudden resignation of President Hosni Mubarak of Egypt.

2018 GCA Conference Announcement



Global
Communication
Association



Universidad
Rey Juan Carlos

The 13th Annual Global Communication Association Conference

www.globalcomassociation.com

CALL FOR PAPERS

Populism, Media, Politics, and Immigration in a Globalized World

Sponsored by

[Rey Juan Carlos University](http://www.urjc.es)

Madrid, Spain

May 24-26, 2018

Conference Chairs: Yahya R. Kamalipour and José M. Álvarez-Monzoncillo

The **Global Communication Association** invites you to submit your abstracts for the 13th annual convention to be held in Madrid, Spain, on May 24-26, 2018.

The GCA invites research papers exploring any aspect of issues related to global communication including, but not limited, to the following broad topics:

- Issues related to the convention theme of *Populism, Media, Politics, and Immigration in a Globalized World*
- Global media and communication methodologies, theories, and perspectives
- Global media and their impacts on public opinion
- The changing nature of presidential elections and public demands
- Issues related to policy makers, corporate executives, representatives from NGO's, and media professionals
- New communication technologies, the Internet, and social media
- World population, environment, and intercultural communication

A 400-word abstract of the paper or panel proposal should be sent ELECTRONICALLY to Dr. José María Álvarez-Monzoncillo at josemaria.alvarez@urjc.es. All submissions must be received by **February 15, 2018** to be considered. Acceptance of a paper or panel proposal obligates authors to attend the conference and present the paper. Poster presentations on topics related to the conference theme are also encouraged. Complete panel proposals may be submitted to Dr. Yahya R. Kamalipour at yrkamal@gmail.com.

Abstracts will be peer reviewed by at least two scholars. Authors of the abstracts will be notified of acceptance by **March 15, 2018**. Full-length papers must be submitted by **May 15, 2018**.

Submission guidelines: All submissions should include two separate attachments in either Word format.

- A 400-word abstract of the paper should be sent, as an email attachment by **February 15, 2018**. The abstract should include research objectives, methodology and significance followed by keywords.
- A separate document including the name, academic institution, mailing address, phone number, email address, and brief author's profile must be submitted for each author.
- If accepted, the full-length paper (not to exceed 25-pages excluding references and tables) must be submitted by **May 15, 2018**. The paper should adhere to The American Psychological Association (APA) style manual. For APA details see <https://owl.english.purdue.edu/owl/section/2/10>.
- Where appropriate, put "STUDENT" in the upper right-hand corner of the title page; indicate whether the paper comes from a bachelor's, master's, or doctoral student. All authors must be students to be considered as student paper.

Conference Location: The conference will take place in the conference center of the **Rey Juan Carlos University** (<https://www.urjc.es/en/>) in Madrid, Spain.

Conference Hotels: Room availability is based on a first-come-first-served concept; therefore, participants are encouraged to register for the conference as early as possible. A registration fee with a limited number of hotel rooms at a *reduced conference price* will be available for the:

Meliá Galgos
St. de Claudio Coello, 139, 28006 Madrid
912 76 47 47

<https://www.melia.com/es/hoteles/espana/madrid/melia-galgos/index.html>

We also recommended two other hotels, where the participants should book their hotel rooms directly. But to access the reduced conference price, indicate that you are with the Global Communication Association conference. The hotels are the following:

NH Madrid Zurbano
St. Zurbano, 79-81, 28003 Madrid
+34 91 441 45 00

<http://www.nh-hoteles.es/hotel/nh-madrid-zurbano>

NH Madrid Balboa
St. Núñez de Balboa, 112, 28006 Madrid
+34 91 563 03 24

<http://www.nh-hoteles.es/hotel/nh-madrid-balboa>

Travel Arrangements: There are daily flights from major cities in the United States, Europe and elsewhere to **Madrid International Airport Barajas (MAD)** (<http://madrid-airport.info>). Upon arrival at the airport, a conference representative will greet and transport participants to the conference hotel/s. *Please note that the opening reception will be on May 23, 2018, at 6:00pm. Please plan accordingly.*

Conference Registration Fees: Attractive and favorable packages (including lodging, round-trip airport transportation, hors-d'oeuvre, and conference fees) will be offered to all participants. Graduate students presenting papers will be given a 50% registration discount. You may direct your conference-related questions to Dr. Yahya R. Kamalipour at yrkamal@gmail.com.

Important Dates:

Abstract Submission Deadline	February 15, 2018
Acceptance Notification	March 15, 2018
Full Length Paper Submission	May 15, 2018
Last Date for Registration	March 25, 2018
Conference Reception	Evening, May 23, 2018
Conference Panels	May 24-26, 2018
Cultural Tour/Program (optional)	May 27, 2018 (Tentative)

For future updates and further details, visit:

www.globalcomassociation.com