GLOBAL FUSION
2001
MASS MEDIA, FREE TRADE & ALTERNATIVE RESPONSES

OCTOBER 12-14, 2001 SAINT LOUIS, MISSOURI ADAM’S MARK HOTEL

An International-Intercultural Communications Conference

sponsored and hosted by

Southern Illinois University

Department of Mass Communications and College of Arts & Sciences
Edwardsville
College of Mass Communication & Media Arts
Carbondale
October 12, 2001

To the Participants of Global Fusion 2001

Dear Colleagues:

On behalf of the Board of Trustees, our students, faculty and staff, and the more than 185,000 graduates of Southern Illinois University, welcome to Global Fusion 2001.

This academic conference is an important component of SIU’s commitment to international education, service, and research. The Edwardsville and Carbondale campuses of Southern Illinois University are proud to be host for this meeting of international/intercultural communication scholars and professionals.

SIU has a long and dedicated history of international programs for American and foreign students. Our Office of International Programs and Services (IPS) houses numerous international and intercultural programs including: International Students and Scholars, Study Abroad Programs, International Development, Niigata Coordination Office, Student Recruitment and Retention, International Exchanges and Protocol, and the SIUC-Niigata campus in Nakajo, Japan. Our vision for the future, moreover, includes a steadfast commitment to enhancing our educational programs in communication and cultural studies.

As host of the conference, I would be neglectful if I did not invite you to visit any of our five campuses in Illinois – so come see us! We hope you have a great time in St. Louis, and we wish you a most productive and enjoyable conference.

Cordially,

James E. Walker (sic)

James E. Walker, President
Southern Illinois University
SPECIAL EVENTS

Entertainment events are available during Global Fusion 2001. These activities are optional and costs are not part of your conference fees. Some entertainment activities are ON-YOUR-OWN, while others are GROUP gathering. Please read the information below.

ON-YOUR-OWN
October 12-14, 2001

*Mozart Requiem*, Hans Vonk, Conductor at Powell Symphony Hall
Ticket $39.00-$65. * Tickets must be purchased in advance
Ph: (800) 232-1880 * website: www.slso.org

*Sunday, October 14, 2001*
St. Louis Rams vs. New York Giants
Ticket info: (800) 246-7276 or web site: www.stlouisrams.com
Transportation - walking distance from the Adam’s Mark Hotel

*Friday, October 12, 2001*
Peter Rowan, Tony Rice and Vassar Clements’
American String Music at the Sheldon
Tickets: $33.00-$38 * Tickets available at www.metrotix.com
Ph: (314) 533-9900

*October 13-14, 2001*
Jason Sherman’s play *It's All True* on stage at the HotHouse Theater
Tickets: $12.00-$15 * Tickets are ONLY available at the door
Ph: (314) 534-1111 * Tickets $12.00-$15
Web site: www.hothousetheatre.org

*October 12-13, 2001*
Marc Blitzstein's play *The Cradle Will Rock* on stage at the Art Loft Theatre
Tickets: $12.00-$15 * Tickets are available at www.metrotix.com

GROUP GATHERING

*Saturday, October 13, 2001*
BB’s Jazz & Blues & the Broadway Oyster Bar
Blues, jazz, Cajun and zydeco entertainment * Pay as you go.
Sign-up at the GF2001 registration desk when you arrive.
A short walk from the Adam’s Mark!
MASS COMMUNICATIONS at SIU-Edwardsville

The Department of Mass Communications at SIUE provides its students with both a comprehensive background in mass communications and specific professional preparation in: print and electronic journalism, radio and television, corporate and institutional media, and media advertising.

All sequences incorporate courses in the newest digital media subjects, such as desktop publishing, interactive multimedia and worldwide web site authoring. Early, hands-on, "real world" experiences, small class sizes and individual faculty attention for students have made SIUE Mass Communications graduates highly sought after in the professional job market. And learning the skills of the professional communicator is easy on the SIUE campus. Facilities and media outlets include television and audio studios, portable digital video camcorders for field production, analog and digital editing suites, the Alesite, our campus newspaper, WSIE-FM, our public radio station, a corporate video production company and a unit that produces programming for the Higher Education Television Network in St. Louis. Other facilities include both a Windows-based computer writing/Internet lab and a Macintosh Multimedia lab, in addition to a photo darkroom.

Professional Societies: SIUE Mass Communications majors are very active! They join the Department's chapters of the Society of Professional Journalists (SPJ), the American Advertising Federation and the Media Communications Association (formerly known as the International Television Association [ITVA]). Many students become associate members of the Radio-Television News Directors Association (RTNDA) and the Promotion and Marketing Executives in the Electronic Media (PROMAX). The many activities in these professional groups provide students with opportunities for enhancing leadership skills, attending national conferences and developing valuable professional networking contacts.

More information about the Department of Mass Communications at Southern Illinois University Edwardsville may be found on our web site: http://www.siue.edu/MASSCOMM/

REGISTRATION

If you have not yet registered you may do so at the Global Fusion 2001 registration desk on Friday and Saturday:

Friday from 2:00 to 7:00 PM
Saturday from 8:30 to 1:00 PM

Fees for the conference are $95/$75 faculty/graduate students before September 25, 2001 and thereafter $145/$105. Conference fees include conference materials, an opening hors d'oeuvres reception at 6:00 PM on October 12, one luncheon, and coffee breaks. An optional night-on-town event (additional cost) is planned for Saturday evening. Make checks to Southern Illinois University Edwardsville.

Special room rates at Adam's Mark Hotel are $119 before September 25.
The purpose of Global Fusion is to promote academic excellence in international–intercultural communications studies worldwide. This conference brings together scholars and professionals interested in mass communications, journalism, comparative broadcasting, diplomacy and cross-border communication, advertising, new technologies, media economics and privatization, western invasion, culture effects, visual communication, media and international law, and global dialogues in search of peace.

In this second year, the peer-reviewed paper competition has been conducted by faculty from over 40 different universities in the US and abroad. Presentations at Global Fusion 2001 include...

Selected panels, forums for work-in-progress, special plenary sessions directed at current topics of interest to all participants, and the refereed research papers.

A special thanks goes to those who helped make Global Fusion 2001 a reality:
The SIUE Conferences & Institutes: Juanita Gosch, Timothy Engelman, Cynthia Maman, & Brenda Barnard;
The Dept of Mass Communications: Sandy Holt & Sang Moon

All Global Fusion 2001 activities are located on the Fourth Floor of the Adam’s Mark Hotel
Global Fusion 2001

Special Pre-Conference Roundtable

Friday, 12 October 2001

Terrorism and the Media
3:30-5:00 PM
Room #43

Moderator: John Downing, Ph.D., University of Texas at Austin

Defending the Real Terror Network: A Case Study of Media Propaganda
Lee Artz, Ph.D., Loyola University Chicago

Teaching about Diversity on the Wake of an International Crisis: Post Cold War Geopolitics, US Ethnocentrism and the Politics of Difference
Antonio La Pastina, Ph.D., Texas A & M University

Communication Scholars React to Media Coverage of ‘Attack on America’
Clemencia Rodriguez, Ph.D., University of Oklahoma

Popular Culture and Terrorism
Mehdi Semati, Ph.D., Eastern Illinois University

Terrorism as Intercultural Communication
K. S. Sitaram, Ph.D., Southern Illinois University, Carbondale

They Don’t Want Their MTV: Hollywood and the Context for Sept. 11
Joseph Straubhaar, Ph.D., University of Texas at Austin

SPECIAL FUNDING for Global Fusion 2001 was provided by the Office of the President of Southern Illinois University; the Chancellor’s Office - SIUE; the College of Mass Communication and Media Arts - SIUC; the College of Arts and Sciences - SIUE; and the Department of Mass Communications, SIUE ... without this support our conference would not have been possible. Thanks to all.
Global Fusion 2001 Conference Schedule

Friday, 12 October 2001

OPENING CEREMONIES

Adam's Mark Hotel
Hors d'oeuvres Buffet

Fourth Floor

ROSE GARDEN
6:00-7:00 PM

Call to Order

6:50 PM

Drs. Patrick D. Murphy & Cynthia A. Cooper
Department of Mass Communications

Opening Remarks

7:00 PM

Dr. Kent Neely, Dean
College of Arts & Sciences
Southern Illinois University Edwardsville

Announcements

7:15 PM

Introduction of the Keynote Speaker

Dr. Manjunath Pendakur, Dean
College of Mass Communication & Media Arts
Southern Illinois University Carbondale

Keynote Address

7:30 PM

Radical Media & Globalization
Dr. John D. H. Downing
University of Texas at Austin

Response, Question and Answer Session

8:10 PM

Closing

8:30 PM
Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

Registration continues 8:30 AM-1:00 PM

Conference fees are $95/$75 faculty/grad students before September 25th 2001; and thereafter: $145/$105. Conference fees include conference materials, an opening hors d'oeuvres reception at 6:00 PM on October 12, one luncheon, and coffee breaks. An optional night-on-the-town event (additional costs) is planned for Saturday evening. Make checks to Global Fusion 2001. Special room rates at Adam's Mark Hotel are $119. single or double occupancy.

All Global Fusion 2001 activities are located on the Fourth Floor of the Adam's Mark Hotel.

Breakfast with Colleagues 7:00-8:00 AM

SESSION 1 8:00-9:00 AM

Forum 1

CASE STUDIES OF MEDIA, POLICY AND CONTROL

Directors Row

Room #41

Moderator: Mehdi Semanti, Ph. D., Eastern Illinois University

Boycotts & Brickbats: The State and Media Control in Central America
Rick Rockwell, American University
Noreene Janus, Ph.D., Independent Consultant
Kristin Neubauer, Fulbright Fellow

Post-Communist Broadcast Media: A case Study of Estonia's 1994 Broadcast Law
Max Grubb, Ph.D., Southern Illinois University Carbondale

Is India Ready for Convergence?
Rohit Kulkarni, Southern Illinois University Carbondale

Half-Hearted Embrace of the Information Superhighway: An Analysis of Internet Regulation in China
Dunlei Cheng, Southern Illinois University Carbondale
Global Fusion 2001  Conference Schedule

Saturday, 13 October 2001

SESSION 1  8:00-9:00AM
Directors Row
Room #43

Forum 2
TRENDS IN GLOBAL CINEMA

Moderator: Ycidi Rivero, Ph.D., Indiana University

Global Fantasies: The Strange Dissappearance of Bombay from its Own Cinema
Jyotsna Kapur, Ph.D. Southern Illinois University Carbondale
Manjunath Pendakur, Ph.D., Southern Illinois University Carbondale

The Cuckoo's Nest: A case study of global production of Hollywood animation
Hong-Chi Shiau, Ph.D., Temple University

The "Great Satan" Then and Now in America's War Films: Subtle shifts and the Unchanged Stereotypes
Ralph Donald, Ph.D., Southern Illinois University Edwardsville

SESSION 1  8:00-9:00AM
Directors Row
Room #42

Forum 3
AGENDAS & AGENCY IN THE AGE OF CORPORATE MEDIA

Moderator: Yahya R. Kamalipour, Ph.D., Head, Department of Communication and Creative Arts, Purdue University

Alternative Media as Critical Pedagogy: A Field Study of the IMF and Media Activism
Jenny Nelson, Ph.D., Ohio University

Interpersonal Communication's Hidden Role in Agenda-setting
Jin Yang and Gerald Stone, Ph.D., Southern Illinois University Carbondale

Growing Up in an Old World with a New Constitution
Janice Winborne, Ph.D., Southern Missouri State University
Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

SESSION 2
Forum 4
GLOBALIZATION THROUGH FORMATS AND FORMULAS

Moderator: Mehdi Semanti, Ph.D., Eastern Illinois University

Animating Hierarchy: Disney and the Globalization of Capitalism
Lee Artz, Ph.D., Loyola University Chicago

The Global Expansion of Children's Television Networks
Kristin C. Moran, Ph.D., University of San Diego

Who Wants to be a Millionaire, a Survivor, and be watched by Big Brother?
An Analysis of the Internationalization of Television Show Formats
Livingston A. White, Ph.D., University of the West Indies

Discussant: Thomas McPhail, Ph.D., University of Missouri-St. Louis

SESSION 2
Forum 5
THE TAMING OF CYBERSPACE?

Moderator: Thomas J. Johnson, Ph.D., Southern Illinois University Carbondale

Hawaiian Cyber Nation: At Home on the Net
Fay Yokomizo Akindes, Ph.D., University of Wisconsin, Parkside

A Virtual Extension of Public Art: An Analysis of Municipal Websites as Public Art
Tamara L. Gillis, Ed.D., Elizabethtown College
John A. Syphrit, California Institute of Integral Studies

Copying off the Internet for Academic Purposes
Li Zeng, Southern Illinois University Carbondale

Discussant: Amanda Lotz, Ph.D., Washington University
Global Fusion 2001  Conference Schedule

Saturday, 13 October 2001

Coffee Break  10:10-10:25 AM
Sponsored by WSIE

WSIE is the 50,000 watt public radio station operated by Southern Illinois University Edwardsville. As the jazz station for the St. Louis area, WSIE broadcasts 24 hour per day at 88.7 FM. WSIE also provides news and sports, including St. Louis Blues hockey.

SESSION 3  10:25-11:40AM

Forum 6
NEW CRITICAL PERSPECTIVES ON INTERNATIONAL COMMUNICATION AND CULTURE

Moderator: Marwan M. Kraidy, Ph.D., American University

Transnationalism as a Cultural Negation of Post-imperialism: The Prospectus of Post-colonial Theory in International Communication
Adel Iskandar Farag, University of Kentucky

Rethinking Cultural Imperialism in the Wake of Deleuze and Guattari
Mehdi Semati, Ph.D., Eastern Illinois University

American Beauty, Gladiator and the New Imperial Humanitarianism
Brian White, University of North Dakota

Towards a Critical Transnationalism in Intercultural Communication
Marwan M. Kraidy, Ph.D., American University

Discussant: Manjunath Pendakur, Dean, College of Mass Communication & Media Arts
Southern Illinois University Carbondale

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Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

SESSION 3  
10:25-11:40AM  Directors Row  
Room #42

Forum 7  
TRANSFORMING TELEVISION: STRATEGIC RESPONSES TO MARKET FORCES

Moderator: Michael Maynard, Ph.D., Temple University

Amanda Lotz, Ph.D., Washington University

Clearing the way for British TV commercials: The Role of the Broadcast Advertising Clearance Centre  
Janice Wood, Southern Illinois University Carbondale

Challenges and Success Potential for STAR TV  
Hyo-Seong Lee, Ph.D., Southern Illinois University Carbondale

Discussant: Antonio LaPastina, Ph.D., Texas A&M University

SESSION 4  
11:50-1:00AM  Directors Row  
Room #43

Forum 8  
CULTIVATING CULTURE: THE ROLE OF PUBLIC RELATIONS & ADVERTISING IN GLOBALIZATION

Moderator: Michael D. Murray, Ph.D., University of Missouri, St. Louis

The Relationship between Culture and International Advertising  
Thomas J. Prinsen, Southern Illinois University Carbondale

From Global to Glocal: How Gillette's Sensor Excel Accomodates to Japan  
Michael Maynard, Ph.D., Temple University

International/Intercultural Public Relations Practice: A Study of Two Major Multinational Corporations in India  
Padmini Patwardhan, Southern Illinois University Carbondale

Discussant: Nilanjana R. Bardhan, Ph.D., Southern Illinois University Carbondale
Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

SESSION 4

Forum 9

ETHICAL-POLITICAL ISSUES IN GLOBAL NEWS & INFORMATION

Moderator: Gary Hicks, Ph.D., Southern Illinois University Edwardsville

News Coverage and Framing of the 2001 Israeli Prime Minister Election in Western Print Media
Olaf Werder and Guy Golan, University of Florida

Factors Influencing Chief Editors?News Selection in Kuwait Television and Kuwait Radio
Khaled Al-Qahas, Ph.D., Kuwait University

Transformation and Community: The Impact of Culture on the Transnational Press System of Bulgaria
Maria Raicheva, Southern Illinois University Carbondale

A Boom or a Bust for Democracy?: How the Internet Influences Political Attitudes and Behaviors
Thomas J. Johnson, Ph.D., Southern Illinois University Carbondale
Barbara K. Kaye, Ph.D., University of Tennessee

Discussant: Rick Rockwell, American University

Global Fusion 2001 Luncheon
Hosts: Drs. Cynthia A. Cooper and Patrick D. Murphy

Adam’s Mark Hotel
ROSE GARDEN
1:00-2:00 PM

Special Presentations & Paper Awards
1:20 PM
Global Fusion 2001  Conference Schedule

Saturday, 13 October 2001

SESSION 5  

Conference Plenary:

MASS MEDIA, THE STATE AND PRIVATIZATION:
UPDATES ON DEVELOPING REGIONS
Moderator: Lee Artz, Ph.D., Loyola University, Chicago

Technological Challenges to State Control of Information in Southeast Asia: The
Consequences of Media Privatization
Drew McDaniel, Ph.D., Ohio University

Africa: Role of Independent Media in Building Civil Society and Democracy
Isaac Blankson, Ph.D., Southern Illinois University Edwardsville

Latin America: Strong States, Weak States, and Powerful Private Media
Joseph Straubhaar, Ph.D., University of Texas at Austin

College of Mass Communication and Media Arts
Southern Illinois University Carbondale
The College enrolls 1280 undergraduate and 145 graduate students in academic programs housed in three departments comprising 49 faculty. It also contains the university's Broadcasting Service which broadcasts PBS television and NPR radio to the entire region. Students gain valuable experience working for WSUI-TV, WSUI-FM, the Daily Egyptian student newspaper, the Big Maddy Film Festival, and other student-run communication and media arts organizations. The campus is home to 22,000 and is nestled amid the Shawnee National Forest.

Undergraduate Degree from:
Department of Cinema & Photography
Fine Art Photography, Professional Photography, Cinema Production, Cinema Studies
School of Journalism
Advertising/Integrated Marketing Communications, News-Editorial, Photojournalism
Department of Radio-Television
Audio and Video Production, Electronic Media Marketing & Management, News

Graduate Degree in the College
Master of Arts in interactive multimedia, media management, media theory and research, professional media practice and telecommunications;
a concurrent M.A/M.B.A. in telecommunications management
Master of Fine Arts in Cinema or photography with an emphasis on critical analysis and theory.
Doctor of Philosophy in a variety of media studies areas with an emphasis on the theoretical understanding and methodological sophistication.

Contact us for more information:
College of Mass Communication and Media Arts, Southern Illinois University, Carbondale, IL 62901-6606
Telephone: 618.453.4308  http://www.siu.edu/departments/cmcma  Fax: 618.453.7714

Saturday Night's
EVENING ENTERTAINMENT 7:00 until ...
Check with the Reception Desk during the day and "sign-up"
Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

SESSION 6
Forum 10
TRANSMATIONAL MEDIA AND THE WESTERN GAZE

Moderator: Fay Yokomizo Akindes, Ph.D., University of Wisconsin-Parkside

Misappropriation of Interculturalism in National Geographic Magazine: Neo-Orientalist Images of "Turkish Women"
Nazan Haydari, Ohio University

Is There Still an Evil Empire? The Role of the Mass Media in Depicting Stereotypes of Russians and Eastern Europeans
Eliza Ilievsacheva, Southern Illinois University Carbondale

The Islamic Perspective of the Western Perspective of Communications: A Beginning Exploration
J. Robert Legg, Jr., Ohio University

Brazil in the US Imaginary: The Case of Network News Coverage
Antonio C. La Pastina, Ph.D., Texas A&M University

SESSION 6
Forum 11
REGULATING THE MEDIA ECONOMY: TECHNOLOGY, POLICY & TRADE

Moderator: Thomas L. McPhail, Ph.D., University of Missouri-St. Louis

When Creators, Publishers and Consumers Collide: Napster and the Development of On-Line Music Distribution
Tom McCourt, Ph.D., University of Illinois at Springfield
Patrick Burkart, Ph.D. Interwoven, Inc.

Cross-Media Competition after the Telecommunications Act of 1996: Focusing on U.S. Cable in the Multichannel Media Marketplace
Seung Kwan Ryu, Southern Illinois University Carbondale

Taking Sides: Mass Media, Free Trade and Muted Voices
Jason Royer, Phil Chidester, James Bell & Shannon Campbell, Ph.D., University of Kansas

Discussant: K.S. Sitaram, Ph.D., Southern Illinois University Carbondale
Global Fusion 2001 Conference Schedule

Saturday, 13 October 2001

SESSION 7

Featured Conference Plenary:
WOMEN, MEDIA & GLOBALIZATION

Kids On-Line: Reflections on Media Ethnography Across the Atlantic Divide
Andrea Press, Research Professor of Communication and Professor of Speech Communication and Women’s Studies, University of Illinois

Transgressing Gender in a Transnational World: Sexual Difference & Representation
Susanna Danuta Walters, Associate Professor of Sociology and Director of Women’s Studies, Georgetown University

Race, Class and Gender in Yo Soy Betty La Fea: From the Personal to the National & the Transnational
Clemencia Rodriguez, Associate Professor in the Department of Communication, University of Oklahoma

Moderator: Martha Bailey, Ph.D., Director, Women’s Studies Program Southern Illinois University

THE COLLEGE OF ARTS & SCIENCES
Southern Illinois University Edwardsville

I am pleased to welcome you to the Global Fusion 2001 Conference on behalf of the College of Arts and Sciences, the largest academic unit at Southern Illinois University Edwardsville. The College faculty is committed to research endeavors and scholarly meetings, like Global Fusion, that can positively affect discourse on a number of levels and in a number of venues. I commend all the conference participants on their scholarship and encourage you to use the ideas shared here to inform and to expand your teaching and student engagement. Best wishes for a productive and memorable event.

Kent Neely
Dean

Please visit our website at www.siu.edu/CAS to obtain additional information about our programs, faculty and opportunities.
Global Fusion 2001 Conference Schedule

Sunday, 14 October 2001

Breakfast with Colleagues
7:30-8:30 AM

SESSION 8
8:30-9:40 AM
Directors Row
Room #43

Conference Plenary
HEGEMONY AND COUNTER HEGEMONY IN GLOBAL COMMUNICATION

Moderator: Isaac Blankson, Ph.D., Southern Illinois University Edwardsville

Global Culture and Corporate Media
Lee Artz, Ph.D., Loyola University Chicago

Narratives of the 'Colonia': Media, Hegemony and 'Maquilador' Culture
Glenda Balas, Ph.D., University of New Mexico

Hegemony and Praxis in Caribbean Popular Culture
W. F. Santiago-Valles, Ph.D., Western Michigan University

Media, Power and the Globalization of Common Sense
Patrick D. Murphy, Ph.D. Southern Illinois University Edwardsville

Discussant: Joseph Straubhaar, Ph.D., University of Texas at Austin

SESSION 9
9:50-11:00 AM
Directors Row
Room #42

Forum 12
ACCULTURATION & ACCOMMODATION: STRATEGIC USES OF MEDIA IN A TRANSNATIONAL WORLD

Moderator: Michael D. Murray, Ph.D., University of Missouri-St. Louis

Media Literacy and Media Isolation: An Ethnography of Media Needs in a Study Abroad Program
Tamara L. Gillis, Ed.D., Elizabethtown College

Encountering Media Globalization An Ethnographic study of Women television audience in Urban China
Hua Xu, University of Illinois at Urbana-Champaign

Lessons for Life: Media Use Among Burmese Refugees
Lisa Brooten, Ohio University

Discussant: Fabienne Darling-Wolf, Ph.D., Temple University
Sunday, 14 October 2001

SESSION 9

Forum 13

FROM DIASPORA TO REPRESENTATION OF CULTURE & BEAUTY/UGLINESS:
STUDIES ON THE COLOMBIAN TELENOVELA Yo Soy Betty La Fea

Moderator: Cheryl Nichols, University of Oklahoma

Mirror, mirror on the wall, is Betty the fairest of them all? Internet fan's readings on
beauty and romance from the telenovela Betty La Fea
Jeanette Davidson, California State University

Betty La Fea Forum: Diaspora and community inside an electronic fan culture
Cheryl Nichols, University of Oklahoma

Yo Soy Betty La Fea as a cultural mirror. To laugh, to work, and to love, that is what
Latin America is all about
Yeidy Rivero, Ph.D., Indiana University

Seran feas sere fea?: A trans-cultural audience study of Yo soy Betty La Fea.
Omar Rincon, Ph.D., Universidad Javeriana

Discussant: Clemencia Rodriguez, Ph.D., University of Oklahoma

Coffee Break
11:00-11:20 AM by Ohio University

OHIO UNIVERSITY

School of Telecommunications
Global Fusion 2001 Conference Schedule

Sunday, 14 October 2001

SESSION 6
Forum 14
11:20-12:30 PM
Directors Row
Room #41

RECONSTRUCTING GENDER? : GENDER & REPRESENTATION IN GLOBAL MEDIA

Moderator: Tamara L. Gillis, Ed.D., Elizabethtown College

Women and New Men: Negotiating Masculinity in the Japanese Media
Fabienne Darling-Wolf, Ph.D., Temple University

Media Globalization and the Effects on Women, Feminism
Sheri McWhirter, Southern Illinois University Edwardsville

A Comparative Analysis of US & Korean Commercials: Gender Differences in Advertising Portrayals
Jongbae Hong, Southern Illinois University Carbondale

Discussant: Jenny Nelson, Ph.D., Ohio University

SESSION 10
Forum 15
11:20-12:30PM
Directors Row
Room #42

DEVELOPMENT OR DECAY: CASES OF EVOLUTION, TRANSFORMATION & CRISIS IN GLOBAL MEDIA

Moderator: Frank Chorba, Ph.D., Washburn University

Leo Gher, Ph.D., Southern Illinois University Carbondale

South Korea Media Industry in the 1990s and Economic Crisis
Doobo Shim, Ph.D., National University of Singapore

The Evolution of Public Service Radio Broadcasting in Greece: From Authoritarianism to Anarchy and Unimportance
Thimios Zaharopoulos, Ph.D., Washburn University

Latvian Legal and Liturgical Legacy—First Transgression and Turmoil, then Technology and Tolerance
Riley Maynard, Ph.D., Southern Illinois University, Edwardsville

Discussant: Drew McDaniel, Ph.D., Ohio University
Global Fusion 2001 could not have been possible without special help from our volunteers and friends - our thanks to:

PAPER COMPETITION REFEREES

Lee Artz, Ph.D.
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Loyola University Chicago

Nilanjana Bardhan, Ph.D.
Department of Speech Communication
Southern Illinois University-Carbondale

Issac Blankson, Ph.D.
Speech Communication
Southern Illinois University-Edwardsville

Jeff Blevins, Ph.D.
Broadcast & Cinematic Arts Department
Central Michigan University

Dominic G. Caristi, Ph.D.
Telecommunications Dept.
Ball State University

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Missouri School of Journalism
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Leo Gher, Ph.D.,
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Antonio C. La Pastina, Ph.D.
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Texas A&M University

Sweety Law, Ph.D.
Dept. of Communication
Texas A&M International University

Amanda Lotz, Ph.D.
Film & Media Studies
Washington University

Vicki Mayer, Ph.D.
University of California-Davis

Drew McDaniel, Ph.D.
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Ohio University

Thomas McPhail, Ph.D.
University of Missouri of St. Louis

Jenny Nelson, Ph.D.,
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Manjunath Pendakur, Ph.D.
Dean, College of Mass Communication and Media Arts
Southern Illinois University-Carbondale

Rick Rockwell
School of Communication
American University

Mehdi Semati, Ph.D.
Speech Communication Dept.
Eastern Illinois University

K. S. Sitaram, Ph.D.
Professor Emeritus
Southern Illinois University-Carbondale

Richard Vincent, Ph.D.
Chairperson, Dept. of Communication
Indiana State University

and others ...
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