Global Fusion 2004

Strife in the Global Village...

29-31 October 2004 * St. Louis, Missouri * Sheraton Westport Chalet

An International-Intercultural Communications Conference

sponsored and hosted by
College of Mass Communication & Media Arts

SOUTHERN ILLINOIS UNIVERSITY
CARBONDALE
29 October 2004

To the Participants of
Global Fusion 2004

Dear Colleagues:

On behalf of the students, faculty, administration and the more than 200,000 graduates of Southern Illinois University Carbondale, welcome to Global Fusion 2004.

This academic conference is one important component of SIUC’s commitment to international education, service and research. We are especially happy to be associated with the international and intercultural divisions of the ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION, the BROADCAST EDUCATION ASSOCIATION, the INTERNATIONAL COMMUNICATION ASSOCIATION, and the INTERNATIONAL ASSOCIATION FOR MEDIA AND COMMUNICATION RESEARCH.

Southern Illinois University Carbondale has a long and dedicated history of international programs for American and international 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, it would be neglectful, indeed, if we did not invite each of you to visit our campus in Carbondale ... so come see us. We hope you have a great time in St. Louis, and we wish you a most productive conference.

Cordially,

John M. Dunn (sic)

Dr. John M. Dunn, Provost & Vice Chancellor
Southern Illinois University Carbondale
Global Fusion 2004

29-31 October 2004 * Sheraton Westport Chalet * St. Louis, Missouri

The Purpose of Global Fusion 2004 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 technology, media economics and privatization, western media invasion, cultural effects, visual communication, media and international law, and global dialogues in search of peace. The peer-reviewed paper competition has been conducted by members of AEJMC's International Communication Division, the Intercultural/Development Division of ICA, and BEA's International Division.

Presentations at Global Fusion 2000 include ...

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

COLLEGE OF MASS COMMUNICATION & MEDIA ARTS
Southern Illinois University Carbondale

A powerful communications culture is sweeping the globe. From isolated villages of the Canadian Yukon to tiny hamlets in Africa, humanity is enveloped in a web of images delivered by a variety of new media. A world of opportunity has been created for innovative communicators and artists to reinvent the way people work and play together in the future. SIU's College of Mass Communication & Media Arts is resolved to take advantage of that opportunity through programs that stress a cross-disciplinary approach to graduate education, where intellectual and creative diversity are recognized as integral to artistic and scholarly excellence.

* meritorious teaching ...

Multiple programs ranked in the top 15 best graduate programs in America by US NEWS & WORLD REPORT. MCMA graduate acceptance rate: 21% ... portfolio review required for fine arts and multimedia programs.

* excellence in research and creative activity ...

Over the past decade, SIU has been consistently ranked in the TOP TEN schools for competitive research papers and creative presentations at AEJMC and BEA ... SIU has won more NBS Grand Prizes than any school in the U.S.A.... SIU has won the Grand Prize for photographic imaging at PIEA for five consecutive years. Globally eminent scholars, artists, and professionals are supported by the College of Mass Communication & Media Arts New Media Center.

* superior student services ...

Unique internships such as Hollywood Studies, Nashville Music Connection, Chicagoland Sports Studies, British Studies; in addition to: The Daily Egyptian, SIU Broadcasting Services, and The Big Muddy Film Festival.

Graduate Degrees Offered: MA MBA MFA PhD

For more information about our programs check out our website: www.cmca.siu.edu

COLLEGE OF MASS COMMUNICATION & MEDIA ARTS * Dr. Manjunath Pendakur, Dean
Southern Illinois University Carbondale * Carbondale, IL 62901 * USA
Tel: 618-453-4308 * Fax: 618-453-7714 * E-mail: hласley@siu.edu
Global Fusion 2004
PRE-CONFERENCE WORKSHOPS
Friday, 29 October 2004

SESSION 1
ROUNDTABLE-A
THE SECRET DOs & DON'Ts FOR GETTING PUBLISHED IN ACADEME
Moderator: Dr. Karin Wilkins, University of Texas

Dr. Frank Chorba, Editor
Journal of Radio Studies
Dr. John Downing, Editor
Global Media and Communication
Dr. Yahya Kamalipour, Editor
Global Media Journal
Dr. Hussein Y. Amin, Editor
Journal of Transnational Broadcasting Studies
Dr. John Merrill, University of Missouri
(Dr. Merrill is the author of 30+ books and scores of journal articles)

SESSION 2
ROUNDTABLE-B
STRATEGIES FOR GETTING RESEARCH, UNIVERSITY-TO-UNIVERSITY LINKAGES
AND OTHER GRANTS: VOICE OF AMERICA & FULBRIGHT FELLOWSHIPS
Moderator: Dr. Jyotsna Kapur, Southern Illinois University Carbondale

Dr. Peter Gross, The Gaylord Endowed Chair
University of Oklahoma
Dr. Hussein Y. Amin, Chair – Department of Journalism & Mass Communication
American University in Cairo, Egypt
Dr. Thimios Zaharopoulos, Chair – Department of Mass Media
Washburn University
Dr. Walter Jaehnig, Director – School of Journalism
Southern Illinois University Carbondale

Registration
1:00-6:00 PM

Conference fees are $115/$60 for faculty/grad students before 15 September 2004, and thereafter $130/$70. Fees include: conference materials, an opening hors d’oeuvres reception at 6:30 PM on October 29, one luncheon, and coffee breaks.
Friday, 29 October 2004
OPENING CEREMONIES

Sheraton Westport Lakeside Chalet
_Hors d’oeuvres Buffet_

Call to Order
Announcements

room: Zurich
6:30-7:30 PM

7:30 PM

Dr. Karen E. Riggs, Director
School of Telecommunications
Ohio University

Introduction of the Provost

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

Opening Remarks

Dr. John M. Dunn, Vice Chancellor and Provost
Southern Illinois University Carbondale

Keynote Address:
8:00 PM

_Freedom Fried: American Media Seen from Afar_
_Mr. Jim Bittermann_
_Senior Correspondent, CNN International – Paris, France_

Respondents: Dr. John D. H. Downing and Mr. Sam Husseini
8:40 PM

Question and Answer Session
9:00 PM

Keynote Address sponsored by:

/global_Media_Research_Center_
_Southern Illinois University Carbondale, Illinois_

Dr. John D.H. Downing, Director
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

The Global Fusion 2004 Keynote Address

*Freedom Fried: American Media Seen from Afar*

**Mr. Jim Bittermann**  
CNN Senior International Correspondent, Paris Bureau

Mr. Jim Bittermann is CNN’s senior international correspondent based in the Paris, France. Mr. Bittermann has had a long and distinguished career in broadcast journalism. Among his many assignments, he has covered the death of Princess Diana in 1997, NATO air strikes on Kosovo in 1998, in 1999 the World Cup soccer championships, and most recently the 60th Anniversary of the D-Day landings in France, and Lance Armstrong’s sixth victory in the *Tour de France*. Among his numerous honors are: a CableACE Award for CNN’s coverage of the civil war in Zaire, and a national news Emmy Award for his coverage of the 1988 Sudan famine.

Before joining CNN Mr. Bittermann was with ABC World News, where he was an international correspondent from 1990-1996, during which he covered such events as the dissolution of the Soviet Union, the Gulf War and the Middle East peace process, and U.S. deployment in Somalia. His long-form projects at ABC included *Betrayed in Blood*, a report on the French AIDS-tainted blood scandal for *PrimeTime Live*, and *A Perfect Messiah* and *The Fashion Conspiracy* two half-hour special reports for *Nightline* with Ted Koppel.

From 1978-1990, Mr. Bittermann was a European correspondent for NBC News International. Prior to NBC, Bittermann was a Toronto-based correspondent and producer for the Canadian Broadcasting Corporation. Mr. Bittermann earned a bachelor’s degree from Southern Illinois University, and in 1989 was named the University’s Journalism Alumnus of the Year. In 2000, he received the celebrated Alumni Achievement Award from his alma mater.

**RESPONDENTS**

**Dr. John D. H. Downing** and **Mr. Sam Husseini**

Dr. John Downing is currently the Director of the *Global Media Research Center* at Southern Illinois University in Carbondale. His major books include: *Film and Politics in the Third World, Radical Media: Rebellious Communication and Social Movements, Questioning the Media: A Critical Introduction*, *Internationalizing Media Theory: transition, power, culture: Reflections on Russia, Poland and Hungary, 1980-95*. Among his numerous articles are a series of essays on Soviet and post-Soviet media (published in *Soviet Studies, Space Policy, the European Journal of Communication*, and the *Electronic Journal of Communication*). His current research focuses on comparative analysis of ethnicity, racism and media.

Mr. Sam Husseini, based in Washington, DC, is the Communications Director for the *Institute for Public Accuracy*, a consortium of policy experts. Prior to joining IPA, Mr. Husseini was with the American-Arab Anti-Discrimination Committee. Mr. Husseini regularly contributes to *Extra!*, and has been published in the *Washington Post, Newsday, Al Jadid Magazine*, and *The Nation.*
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

Registration continues 8:30 AM-1:00 PM

Conference fees are $115/$60 for faculty/grad students before 15 September 2004, and thereafter $130/$70. Fees include: conference materials, an opening *hors d'oeuvres* reception at 6:30 PM on October 29, one luncheon, and coffee breaks.

PROUDLY SERVING ST. LOUIS FOR OVER 125 YEARS

The St. Louis Post-Dispatch congratulates Global Fusion 2004 for their dedication to improving the St. Louis metropolitan area.
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

Breakfast with Colleagues (on your own ...) 7:00-8:15 AM

CONFERENCE PLENARY – OHIO UNIVERSITY 8:30-9:30 AM

GLOBALIZATION OF MEDIA POLICY AND CULTURE  
room: St. Moritz

Moderator: Dr. Jake Podber, Southern Illinois University Carbondale

Recovering the Global as a Cultural Concept
Dr. John Pauly, St. Louis University

Young Technologies, Aging Planet: Communication Policy for Intergenerational Workforces
Dr. Karen Riggs, Director, School of Telecommunications, Ohio University

Transnational Economies, National Imaginaries:
The Cultural Politics of Gender and Globalization
Dr. Radhika Parmeswaran, Indiana University

SESSION 3 9:45-11:00 AM

FORUM 1  
room: Bern

TELEVISION PROGRAMMING-GLOBAL PERSPECTIVES

Moderator: Dr. Thimios Zaharopoulos, Chair, Washburn University

Scheduling Imported Television: The Global and Local in the Domestic Program Schedule
Dr. Timothy Havens, University of Iowa

Grappling with Globalization:
Integration of WWE Television Programming in International Markets
Brian Ledford (masters student), Southern Illinois University Edwardsville

Traveling Away from Culture: The Dominance of Consumerism and the Travel Channel
Reaz Mahmood (masters student), University of North Carolina

Audiences’ Choice of Multichannel Programming Service in a Rural Television Market:
Exploring Factors Affecting DBS Adoption
Ju Yong Ha (doctoral candidate), Southern Illinois University Carbondale
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 3

FORUM 2

EXPORTING VALUES: A LOOK AT MEDIA FROM A SOUTHERN PERSPECTIVE
Moderator: Dr. Thomas L. McPhail, University of Missouri-St. Louis

Ominous Impunity:
Rethinking State Terrorism in Argentina, Twenty Years after the Return of Democracy
Miguel Malagreca (doctoral student), University of Illinois

Clash in Paradise:
A Fantasy Theme Analysis of "A Day Without a Mexican" (Un dia sin mexicanos)
Dr. John L. Marambio, University of San Diego
Dr. Chad Tew, University of Southern Indiana

Globalization and Culture in the 21st Century
Dr. Gabriela de Lourdes Pedroza Villarreal, I.T.E.S.M. Campus Monterrey, México

Listening at the Border
Jay Needham, MFA, Southern Illinois University Carbondale

FORUM 3

UNIVERSAL TRENDS IN INFORMATION COMMUNICATION
Moderator: Dr. Karie Hollerbach, Southeast Missouri State University

Meeting the Multiple Audiences: An Examination of the Al-Jazeera and English Websites from the Public Relations Perspective
Dr. Philip Auter, University of Louisiana – Lafayette

An Examination of the Interrelationships Between the Motives for Channel Change and Program Type Preference, Depending on Network and Cable/Satellite Channel Preference
Jaekyoung Park, (graduate student), Southwest Texas State University
Jongbae Hong (doctoral candidate), Southern Illinois University Carbondale

National Security and News: Historical and Legal Aspects in a Modern Context
Robert Spellman, JD, Southern Illinois University Carbondale

An Analysis of Persuasive Techniques in Expanded Primetime Television Commercials
Jongbae Hong (doctoral candidate), Southern Illinois University Carbondale

room: Lugano

room: Zermatt
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 3

PANEL 1

PERSPECTIVES OF MEDIA ISSUES
Moderator: Dr. Hana Noor Al-Deen, University of North Carolina at Wilmington

Raising Fences and The Known World:
Exploring Interracial Communication and Racial Identity through Literary Text
Dr. Deborah Brunson, University of North Carolina at Wilmington

File Under ... Putumaya: Packaging the Other
Dr. David E. Weber, University of North Carolina at Wilmington

Changes and Challenges in Iraqi Media
Dr. Hana Noor Al-Deen, University of North Carolina at Wilmington

SESSION 4

FORUM 4

THE DEVELOPING CHARACTER OF INDIAN MEDIA
Moderator: Kit Sundararaman, Southern Illinois University Carbondale

Rights, Marginal Sites, and the Geometry of Development:
The Chipko Movement in Northeast India
Dr. Hemant Shah, University of Wisconsin

India's Failure to Implement CAS: A Study
Dr. Joe Foote, Gaylord Chair, University of Oklahoma
Kanupriya Vashisht, Arizona State University

Who Wants to be a Millionaire in India:
Global Television Formats and Political Economy of Hybridity
Lauhona Ganguly (doctoral candidate), American University – Washington, DC
Dr. Marwan M. Kraidy, American University – Washington, DC

Global Fantasies/Local Realities:
The Transformation of Indian Children's Culture in Late 20th Century Capitalism
Dr. Jyotsna Kapur, Southern Illinois University Carbondale
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 4

11:15 AM-12:30 PM

FORUM 5

room: Lugano

DEVELOPING COMMUNICATION THEORY IN A GLOBAL CONTEXT
Moderator: Danielle Stern, Ohio University

Comparative Communication Research Be Analytical?: A Methodological Inquiry
Roei Davidson (doctoral candidate), University of Michigan

On Negotiation: Notes on the Study of Reception and Media Ethnography for Global Studies
Dr. Patrick Murphy, Chair, Southern Illinois University Edwardsville

Audience Ethnographies: A Media Engagement Approach
Dr. Antonio C. La Pastina, Texas A&M University

FORUM 6

room: Zermatt

DIalogues IN search of the Feminine IN Media
Moderator: Sara Roedl (graduate student), Southern Illinois University Carbondale

There Are Things You Will Never See:
The Adaptation of a Latin-American Feminist Novel into a Telenovela
Guillermo Avila-Saavedra, (doctoral student), Temple University

Constructing Gender across Cultural Space: Japan's International Development Programs
Dr. Karin Wilkins, University of Texas

From Hard Hats to Partially-Clad:
A Content Analysis of Women's Portrayals in Bulgarian Magazine Ads
Dr. Elza Ibrosecheva, Southern Illinois University Edwardsville

Diegetic Containment of Women's Voice:
Never Ending Sexist Ideology of Indian (Bollywood) Cinema
Dr. Vinay Shrivastava, San Francisco State University

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GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 4

PANEL 2

A MULTIDISCIPLINARY APPROACH TO INSTRUCTION OF GLOBAL STUDIES - ELON UNIVERSITY
Moderator: Professor Thomas Nelson, Global Studies, Elon University

11:15 AM-12:30 PM
room: St. Moritz

In the Beginning: Curricular Concerns
Dr. Thomas Tiemann, Former Director of Global Studies & Global Studies Founding Committee, Elon University

Fine Tuning the Machine: Curricular Integration
Dr. Stephen Brayne, Director of Global Studies, Elon University

On the Front Line: Problems and Solutions
Professor Thomas Nelson, Global Studies Founding Committee, Elon University

Erasing the Lines: What I Hear
Colin Donohue, student, Global Studies, Elon University

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Kathmandu Nepal

and by the
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Global Fusion 2004 Luncheon

Sheraton Westport Lakeside Chalet    room: Matterhorn    12:30-1:45 PM

Special Presentations    1:15 PM

Conference Awards

Dr. John A. Koropchak
Vice Chancellor for Research and Graduate Dean
Southern Illinois University Carbondale

and

Dr. Hussein Y. Amin, Editor and Founding Director
Journal of Transnational Broadcasting Studies
American University–Cairo, Egypt

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A biannual electronic journal exploring broadcasting that transcends borders.
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* Articles on the economic feasibility of pay-TV in the Arab region,
  Egypt’s Media Free Zone and plans for a new private channel, and conversations
  with the co-directors of Georgetown University’s Arab Information Project

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  DTH/Showtime CEO Peter Einstein, Multichoice Egypt Managing Director
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GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

CONFERENCES PLENARY – UNIVERSITY OF TEXAS

2:00-3:00 PM

THE FAILURE OF US MEDIA IN THE IRAQI WAR
Moderator: Dr. Frank Chorba, Washburn University

Citizen Movements to Democratize Modern Media
Dr. Robert Jensen, University of Texas

Professional Practices: Objectivity ...Journalists' Organizing
Mr. Sam Husseini, Communications Director
Institute for Public Accuracy, Washington, DC

Respondents:
Mr. Jim Bittermann, CNN – Paris Bureau, Senior Correspondent
Professor Mark Leff, Ohio University (formerly: CNN – Atlanta)

SESSION 5

3:15-4:30 PM

FORUM 7

IMAGES IN THE MAKING: IDENTITY IN THE DIGITAL AGE
Moderator: Dr. Cheryl Nicholas, Southern Illinois University Carbondale

Sensmaking and Identity Development: Similar Process, but Different Fields
Ajay Ojha (doctoral student), Southern Illinois University Carbondale

Re-orienting the Orientalist Gaze
Dr. Jane Park, University of Oklahoma
Dr. Karin Wilkins, University of Texas

If Home is Female Body... When the Global is Film
Bistra Nikiforova (doctoral student), University of Memphis

Who Am I?
The Negotiation of Cultural Identity of Chinese Diaspora In Virtual Community
Xie Wenjing, Hong Kong Baptist University
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 5

FORUM 8

LAW, POLICY & GOVERNANCE IN NEW MEDIA, NEW MILLENNIUM
Moderator: Dr. Thomas L. McPhail, University of Missouri-St. Louis

High-Power Lobbying is not New to Washington: The Panama Canal Controversy
Robert Spellman, JD, Southern Illinois University Carbondale

Corporatism and Communitarianism as Environments for E-Governance:
The Case of Singapore
Dr. Krishnamurthy Sriramesh, Nanyang Technological University – Singapore
Dr. Milagros Rivera-Sanchez, National University of Singapore

Korean Movies after Lies (1999):
A Critical Review on the Public Controversy on Korean Pop Culture
Dr. Kuk-Won Shin, Chongshin University, Seoul, Korea
Visiting Scholar at Institute of Communication Research, University of Illinois

Political Legitimacy, Cultural Leadership, and Public Action
Dr. Lee Artz, Purdue University Calumet

FORUM 9

CONVERGENCE NEWSPAPERS: OLD AND NEW MEDIA FORMS
Moderator: Dr. Walter Jaehnig, Director, Southern Illinois University Carbondale

Advertising and Assimilation Degree: A Content Analysis of Two Ethnic Newspapers
Limin Zheng, Southern Illinois University Carbondale

Local Diversity and International Coverage:
A Content Analysis of the Online Versions of Six Community Newspapers
Ying Sun, Ohio University

Whose Sounds and Fury?: The 1967 Riots of Hong Kong Through The Times
Haipeng Zhou, Georgia State University

Invisible Forces in Action—Early Coverage of the Korean War by
People’s Daily (June - November, 1950)
Qing Tian (doctoral student), Georgia State University
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 5

PANEL 3

INFOS SANS FRONTIERES: REFRAMING ALTERNATIVE MEDIA
Moderator: Ellen Mau-Schart, Southern Illinois University Carbondale

The NGO News Sphere: A Case Study of Electronic Iraq
Dr. Melissa A. Wall, California State University – Northridge

The Alternative Broadcasting Corporation:
The BBC’s Changing Role in Post-9/11 America
Dr. Douglas Bicket, SUNY Geneseo

Kazetenn Breizhoneg: Breton Language Alternatives to French News Media
Dr. David Winterstein, Denison University

Is Changing the Language Enough?
The Spanish-language “Alternative” in the United States
Dr. Kristin Moran, University of San Diego

SESSION 6

FORUM 10

RECONSIDERING EUROPEAN MEDIA
Moderator: Jim Hale, graduate student, Southern Illinois University Carbondale

Romani Media in Post-1989 Eastern Europe:
A Prolegomena to the Study of a Contemporary Phenomenon
Dr. Peter Gross, Gaylord Chair, University of Oklahoma

The Development of Private Radio Stations in Bulgaria after Communism
Dr. Gregory Pitts, Bradley University

Understanding Social Agency, Daily Acts of Resistance and Popular Culture:
Muslim Youths Living in Amsterdam, the Netherlands
Dr. Katherine Gregory, University of Wisconsin – Parkside

Globalization, Media and Youth Culture:
Young High School Students in Vennesla, Norway Between the Local and the Global
Dr. Øyvind Økland, Gimlekollen School of Journalism and Communication, Norway
SEASON 6
4:45-6:00 PM
ROOM: Lugano

THE GREAT DEBATE: MARX VS. SMITH IN A MODERN ECONOMY
Moderator: Michael Todd, graduate student, Southern Illinois University Carbondale

Capitalism versus Marxism: Understanding the Language of Indian Economics
Rohitashya Chattopadhyay (doctoral candidate), University of Pennsylvania

Critical Political-Economy Perspectives on the
World Summit on the Information Society and Internet Governance
Shawn Maxfield (doctoral student), Southern Illinois University Carbondale.

Is Cultural Imperialism Over:
Growing U.S. Dominance vs. Emerging Domestic Cultural Market
Dal Yong Jin (doctoral candidate), University of Illinois

JOURNAL OF MIDDLE EAST MEDIA

The Center for International Media Education at Georgia State University and the Arab-U.S. Association for Communication Educators are pleased to announce the launching of the JOURNAL OF MIDDLE EAST MEDIA. JMEM will be the first peer-reviewed journal dedicated exclusively to communication research and media studies in the Middle East. The Journal, which will include articles in Arabic and English, is intended to be a leading forum for critical studies about the evolving media in the Middle East and North Africa. The Journal's objective is to contribute to a better understanding of Middle East media and related issues. JMEM is committed to excellence in the following fields of research:

* the role of new media in the dissemination of news, information and entertainment
* transnational satellite channels and their political, economic, social and cultural impact
* theories and techniques of communication policy formation and communication planning
* implications of international Arab broadcasting
* interconnections among communication and social processes at the global, regional and local levels
* women and the media
* nongovernmental organizations (NGOs) and the media

Please consult for the Call for Papers for submission guidelines.

Dr. Mohammed el-Nawawy, Editor,
Journal of Middle East Media
Georgia State University
Atlanta, Georgia 30303
E-mail: jomems@langate.gsu.edu.

For detailed information about the journal and submission guidelines, please visit our website:
http://www.gsu.edu/~wwaus/
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Saturday, 30 October 2004

SESSION 6 4:45-6:00 PM

FORUM 12 room: Zermatt

GLOBALIZATION AND MEDIA FLOWS
Moderator: Dr. Thomas Johnson, Director of Graduate Studies, SIUC

International Communication Theory and Cultural Hybridity:
Notes Towards Critical Transculturalism
Dr. Marwan Kraidy, American University – Washington, DC

Recontextualizing Italian Globalization: Television, Politics and Commercialism
Ms. Michela Ardizzoni (doctoral candidate), Indiana State University

The Effects of Global Communication on the Media Diplomatic Policy-Making by Examining the First Taiwan Referendum
Ke-chuan Tsai (graduate student), Southern Illinois University Edwardsville

Local Violence and Globalized Flows: “Intertextuality” and the Lebanese Exilic Novel
Kristin Shamas (doctoral student), University of Oklahoma

PANEL 4 room: St. Moritz

EMPATHY, VIOLENCE, AND MEDIATED RESPONSE
Moderator: Dr. Mary Hinchcliff-Pelias, Southern Illinois University Carbondale

It Must Have Been Painful”:
The Ineffability of Violence in Films and Videos about Japanese American Incarceration
Dr. Kent A. Ono, University of Illinois

Silencing Questioning Voices:
Media, Peace and Aggression in the build up to “Operation Iraqi Freedom”
Dr. Patrick Murphy, Chair, Southern Illinois University Edwardsville

Explosion Kills Seven: Imagining Violence in the News
Dr. Suzanne Daughton, Southern Illinois University Carbondale
Dr. Nathan Stucky, Chair, Southern Illinois University Carbondale
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Sunday, 31 October 2004

Breakfast with Colleagues 7:00-8:15 AM

CONFERENCE PLENARY – PURDUE UNIVERSITY CALUMET 8:30-9:30 AM

MASS MEDIA PRACTICES AROUND THE WORLD room: St. Moritz

Moderator: Dr. Yahya R. Kamalipour, Head, Purdue University Calumet

*Media Practices in Africa: An Overview*
Dr. Lyombe "Leo" Eko, Assistant Professor, University of Iowa

*Media Practices in Asia: An Overview*
Dr. Kuldip R. Rampal, Professor, Central Missouri State University

*The Globalization of Arab Television*
Dr. Marwan M. Kraidy, Assistant Professor
The American University, Washington, DC

*The Latin American Media: Concentration, Cultural Proximity and Processes of Consumption*
Dr. José-Carlos Lozano, Tecnológico de Monterrey, México

Respondent: Dr. Lee Artz, Associate Professor, Purdue University Calumet

SESSION 7 9:45-11:00 AM

FORUM 13 room: Bern

DIALOGUES IN SEARCH OF PROFESSIONAL MEDIA PRACTICES
Moderator: Dr. Steve Dick, Southern Illinois University Carbondale

*Professionalization: Fusion of Media Freedom and Responsibility*
Dr. John C. Merrill, University of Missouri

*Job Satisfaction and Professionalism Among Employees*
*Radio and Television Employees in Serbia and Montenegro*
Dr. Gregory Pitts, Bradley University

*Role of Media in Intercultural Communication in Twenty-First Century: A Quest in the Search of Peace and Harmony*
Dr. Vijaykumar L. Dharurkar, Director, Marathwada University – Aurangabad
Dr. Babasaheb Ambedkar, Marathwada University – Aurangabad
SESSION 7
FORUM 14

Exploring Online Research Methodologies
Moderator: Michael Todd, graduate student, Southern Illinois University Carbondale

Acculturating on the Internet:
A Survey Study of International Students' Online Communication and Acculturation
Xin Chen (doctoral candidate), University of Texas – Austin

Internet Users' Attitude Toward and Satisfaction Derived from
The Crisis of Public and John Dewey's Communication Theory
Chanhee Lee, Southern Illinois University Carbondale

Exposure, Involvement and Satisfaction with Online Activities:
A Cross National Comparison of American and Indian Internet Users
Dr. Padmini Patwardhan, Texas Tech University

Virtual Trust in Mediated Communication: Developing the Constructs of
Trust in the Context of Internet Social Relationships
Kiran Bharthapudi (doctoral student), Southern Illinois University Carbondale

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 Alisele, 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/
GLOBAL FUSION 2004 CONFERENCE SCHEDULE

Sunday, 31 October 2004

SESSION 7

PANEL 5

REGIONAL RESPONSES ON INTERNATIONAL INTELLECTUAL PROPERTY RIGHTS

Moderator: Dr. Lisa Brooten, Southern Illinois University Carbondale

Intellectual Property Rights – Europe
   Dr. Duncan Brown, Ohio University
   Dr. Jeff Blevins, Iowa State University

Intellectual Property Rights – Africa
   Dr. Isaac Abeke Blankson, Southern Illinois University

Intellectual Property Rights – Arab World
   Dr. Stephen W. Howard, Ohio University

Intellectual Property Rights – Latin America
   Dr. Joe Straubhaar, University of Texas

Intellectual Property Rights – Asia
   Dr. Drew McDaniel, Ohio University

Coffee break sponsored by:

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Sunday, 31 October 2004

SESSION 7

FORUM 15

MUSLIM AND MIDDLE EAST MEDIA MESSAGES: PROSPECTS AND CONCERNS
Moderator: Dr. Shahira Fahmy, Southern Illinois University Carbondale

Nilesat: Regional Challenges and Global Trends
Dr. Hussein Amin, Chair, American University in Cairo

News Credibility in the Arab World: An Analysis of Arabic People’s Usage
Pattern of Al Jazeera After September 11, 2001 and Before Iraq War
Dr. Philip Auter, University of Louisiana – Lafayette
Dr. Mohamed Arafa, Georgia Department of Transportation
Khalid Al-Jaber, M.A., Qatar Ministry of Foreign Affairs

Journalism and the Internet: Alternative Coverage of the US Presence in Iraq
Seth Treptow, Southern Illinois University Edwardsville

SESSION 8

FORUM 16

EVOLVING JOURNALISM THEORY IN A NEW WORLD ORDER
Moderator: Jim Hale, graduate student, Southern Illinois University Carbondale

A Discourse Study of Russian Business and Economic News Themes in U.S. Broadcast and Newspaper Sources, 1995-2004
Dr. Richard C. Vincent, Chair, Indiana State University

Engaging Journalism: Community Journalism and its Effects on Social Interaction and Citizen Empowerment in Sub-Saharan Africa
Dr. Robert C. Moore, Elizabethtown College
Dr. Tamara L. Gillis, Chair, Elizabethtown College

Influence of International Terrorism on Censorship of U.S. Media
Dr. William Mulligan, California State University, Long Beach

International Journalism Training: Tbilisi, Georgia
Professor Karl Idsvoog, Kent State University

room: Zermatt

11:15 AM-12:30 PM

room: Bern
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SESSION 8

FORUM 17

THE EFFECTS OF GLOBAL MEDIA IN KOREA
Moderator: Kit Sundararaman, Southern Illinois University Carbondale

The Role of State in the National Mediascape in an Age of Globalization:
A South Korean Case
Woongjae Ryoo (doctoral candidate), Georgia State University

Conflict Management in the Age of Globalization: A Comparision of Intercultural Conflict Management Strategies Between Korea and United States
Jongbae Hong (doctoral candidate), Southern Illinois University Carbondale

Online Public Forum and the Cultural Differences:
Comparing Online Forums between Korea and U.S.
Young-Gil Chae, University of Texas – Austin

Digital Governance is not Sustainable without Political Governance:
Digital Media and Governance Issues
Dr. Zahid Hussein, Sustainable Resource Foundation (SuRF), Islamabad, Pakistan

FORUM 18

CROSSING MEDIA BORDERS: MYTH AND MEANINGS
Moderator: Dr. Karie Hollerbach, Southeast Missouri State University

Changing Perceptions: Face Recognition Technologies between Face and Inter-Face
Bistra Nikiforova (doctoral student), University of Memphis

Pop Goes the World: Listening Preferences and Acculturation in the U.S. Among East/Southeast Asian College Students
Dr. Phylis Johnson, Chair, Southern Illinois University Carbondale
Hwa-Young Youn (graduate student), Southern Illinois University Carbondale
Limin Zheng (graduate student), Southern Illinois University Carbondale

The Hip Hop factor in Decision 2004: Hip Hop music and voting patterns
Carol L. Adams-Means, Instructor, University of Texas – Austin
Maria Flores, (doctoral candidate), University of Texas – Austin

How Technology Influenced the Motion Picture Industry's Business Practices
Sue Gilgenbach (masters student), Southern Illinois University Carbondale

room: Lugano

room: Zermatt

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SESSION 8 11:15 AM-12:30 PM

PANEL 6

THE FUTURE OF GLOBAL MEDIA RESEARCH:
DEVELOPMENTS, DESIGNS AND CROSS-CULTURAL COMPLICATIONS
Moderator: Dr. Mary Hinchcliff-Pelias, Southern Illinois University Carbondale

Dr. Joe Straubhaar, The Carter Chair
University of Texas

Dr. John Downing, Director, Global Media Research Center
Southern Illinois University

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

Dr. Timothy Havens
University of Iowa

SESSION 9 12:45-2:00 PM

FORUM 19 room: Bern

RETHINKING THE GLOBAL VILLAGE - MEDIA ON THE MOVE
Moderator: Ellen Mau-Schart, Southern Illinois University Carbondale

Exploring the Question of Counter Hegemony From or by the Filipino TV Viewers
Dr. Janet Hope Tauro-Batuigas, De La Salle University – Manila

Yaezakura—Interpersonal Culture Analysis
Satoshi Toyosaki, Southern Illinois University Carbondale
Sandra L. Pensoneau, Southern Illinois University Carbondale

Electronic Greeting Cards
Bridgette Colaco, (doctoral candidate), Southern Illinois University, Carbondale

Mickey and Mimi: The Global Flow of Cultural Products
Sara Roedl (graduate student), Southern Illinois University Carbondale
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SESSION 9

FORUM 20

CHINA AND MILLENNIUM MEDIA: PROSPECTS AND CONCERNS
Moderator: Dr. Andy Lynch, Director for Advertising/IMC, East Tennessee State University

Toward Advertisements that Fit: Cultural Differences and Implications for U.S. Advertisers with Target Audiences in China
Yanjun Zhao (doctoral student), Southern Illinois University Carbondale

Media Commercialization, Entertainment, and the Party-State: The political economy of contemporary Chinese television entertainment culture
Ruoyun Bai (doctoral candidate), University of Illinois

From Communism to Nationalism: China’s Press in the Transition of Dominant Ideology
Yong Cao, (doctoral student), Southern Illinois University Carbondale

Does Reality TV Strengthen the Effect of Cultivation?
Lei Xie (doctoral student), Southern Illinois University Carbondale

FORUM 21

CONFlict in the VILLAGE: IRAQ AND AFGHANISTAN
Moderator: Dr. Cheryl Nicholas, Southern Illinois University Carbondale

Framing the War on Terror in Canadian Newspapers:
Three papers’ frames of the military actions in Afghanistan and Iraq
Joseph Valenzano, Georgia State University

Reflecting Antagonism:
A Content Analysis of Renmin Ribao’s News Reporting of U.S. War on Iraq in 2003
Xiaowei Chen, Louisiana State University – Baton Rouge

Iraq War in the Internet: An Analysis of the Yahoo News Content on Iraq Crisis
Shafiqur Rahman (doctoral student), Southern Illinois University Carbondale
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SESSION 9

12:45-2:00 PM

PANEL 7

room: St. Moritz

CYBERMEDIA GOES TO WAR
Moderator: Dr. Thomas Johnson, Director of Graduate Studies,
Southern Illinois University Carbondale

Connecting Local and Global Repression:
A Case Study of the St. Louis Independent Media Center
Dr. Lisa Brooten, Southern Illinois University Carbondale

Blog Day Afternoon:
Are Blogs Stealing the Audience Away from Traditional Media Sources?
Dr. Thomas J. Johnson, Director Graduate Studies, SIUC
Dr. Barbara K. Kaye, University of Tennessee

Speaking the Language of the Enemy:
Is American Media In Arabic an Instance of Cyberwar?
Abdelilah Bouasria (doctoral student), American University – Washington, DC

During the War in Iraq, Were Young People Bored with News or Bored with Online Media?
Dr. David Weinstock, Central Michigan University
Dr. Timothy Boudreau, Central Michigan University

Arab American Politics and War in Iraq:
Re-centering Marginalized Discourses Through Alternative Media
Kristin Shamas (doctoral student), University of Oklahoma

Steering Committee Business Meeting
2:00-4:00 PM
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