**Global Fusion**  
Global Media, Culture, and Health  
Sept 30 - Oct 1, 2005  
Athens, Ohio

### Conference Schedule

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<td><strong>Friday, 30 September 2005</strong></td>
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<tr>
<td>Registration</td>
<td>2:00-6:00 p.m.</td>
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<tr>
<td><strong>Pre-Conference Workshops</strong></td>
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<tr>
<td>Roundtable</td>
<td>3:30-4:45 p.m. Foundation Room</td>
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<td>Dr. Josep Rota, Ohio University</td>
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<td>More TBA soon.</td>
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<td>Roundtable</td>
<td>5:00-6:15 p.m. Lindley Room</td>
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<td>RURAL HEALTH AND COMMUNICATION</td>
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<td></td>
<td>Moderator: Dr. J. Podber, Southern Illinois University</td>
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<td>Carbondale</td>
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<td>Communicating Health in the Peruvian Amazon</td>
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<td>Dr. A. Singh, Ohio University</td>
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<td>Appalachian Rural health Institute: Report of a Regional Health Needs Assessment</td>
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<td>Dr. C. Simpson, Ohio University</td>
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<td>Rural Health and Communication in Nigeria</td>
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<td>Dr. M. Adeyaru, Ohio University</td>
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**OPENING CEREMONIES**

Ohio University Inn & Conference Center  
room: Culler/Putnam Ballroom  
Hors d'oeuvres Buffet  
6:30-7:30 PM

Call to Order 7:30 PM

Announcements  
Dr. Roger Cooper, Director  
School of Telecommunications  
Ohio University

Opening Remarks  
Dr. Gregory J. Shepherd, Interim Dean  
College of Communication
Ohio University

Introduction of the Keynote Speaker
Dr. Drew McDaniel
School of Telecommunications
Ohio University

Keynote Address:
8:00 PM

Bullets to Bytes: New Media for a Post-war Environment
Mr. Martin Hadlow, M.A.
Director, UNESCO, Paris
(currently Charge de Mission, IOC for tsunami
communication issues)
Former director of UNESCO’s Bureau of Public Information at Headquarters in Paris
Martin Hadlow (Australia) established the first post-Taliban era office in Kabul in December,
2001, for UNESCO. In this address, he gives a personal view of the
challenges faced in helping independent media to develop in the Afghanistan conflict
environment. Mr. Hadlow is currently working on global tsunami communication and
educational awareness issues with UNESCO’s Intergovernmental Oceanographic Commission
at Headquarters in Paris. He came to this post after four months in Sri Lanka, where he
established UNESCO’s temporary office for post-tsunami operations in Colombo.

Question and Answer Session 8:45 PM

Closing

Saturday, 1 October 2005

Registration continues 8:30 a.m.-12:30 p.m.

Breakfast with Colleagues (Courtesly Global Fusion 2005 Consortium)
7:00-8:15 AM

Ballroom

CONFERENCE PLENARY  PURDUE UNIVERSITY CALUMET
6:30-9:30 AM
INTERNATIONAL POLITICS AND INDEPENDENT MEDIA:
RESISTANCE AND PARTISANSHIP IN GLOBAL COMMUNICATION

room: Galbreath
Moderator: Dr. Yahya Kamalipour, Purdue University Calumet

Speaking to the Enemy: Al-Hurra, Al-Jazeera, and the Battle over Information
Dr. Adel Iskandar, University of Kentucky

Independent Media Centers Resist: Argentina, France, Italy
Dr. John Downing, Southern Illinois University Carbondale

Venezuelan, Telasur, and the Bolivarian Revolution
Dr. Lea Arzt, Purdue University Calumet

SESSION 1: 9:45-11:00 a.m.

FORUM 1: Galbreath

NEW MEDIA FOR NEW TIMES
Moderator: Dr. Peter Gross, The University of Oklahoma

Old Media, New Media and Social Change in Saudi Arabia Towards a Theory of Hypermedia Space
Dr. Marwan Kräidy, American University

Rethinking Globalization: The Iraqi Crisis and the Rise of the New Arab-Islamic Media
Dr. Abdullah A. Galab, Arizona State University
Dr. Allen W. Palmer, Brigham Young University

The changing role of online journalists: an online focus group with online journalists from Europe, North America and Latin America
Amy Schmitz Weiss (graduate student), University of Texas at Austin
Vanessa de Macedo Higgin (graduate student), University of Texas at Austin

SESSION 1 9:45-11:00 a.m.

FORUM 2 Foundation

RE-THEORIZING GLOBALIZATION
Moderator: Dr. Jeff Blevins, Iowa State University

Blockbuster-ization vs. Copywood: Cultural Discourse of the Emerging Korean Cinema over Hollywood
Dr. Dal Yong Jin (Visiting Professor), University of Illinois at Chicago

Rethinking Media Globalization through the Rise of New Korean Cinema
Jae Young Shin (doctoral candidate), Indiana University at Bloomington

Farace s Network Communication Systems Theory as it Applies to the Concept of Guanxi and the Confucian Tradition in China and how Guanxi Networks can be Potentially Misapplied by Chinese Living in the United States
Joel Van Kuiken (graduate student) Grand Valley State University

NEED TITLE HERE BUT HTML WILL NOT ALLOW
Herim Erin Lee (doctoral student) University of Texas at Austin

PANEL 1 Wilson

RUSSIAN JOURNALISM EDUCATION 2005: PROBLEMS AND PROSPECTS
Moderator: Anya Litvak (graduate student), Missouri School of Journalism

Participants:
Olga Laschuk, Assistant Professor, Faculty of Journalism, Moscow State University
Gafina Schepilova, Associate Professor, Faculty of Journalism, Moscow State University
Byron Scott, Professor, Missouri School of Journalism.

Saturday, October 1, 2005
SESSION 1 9:45-11:00 a.m.

PANEL 2 Lindsey

GLOBAL MEDIA AND CULTURE: LOCAL AND GLOBAL DISCOURSES OF TRANSITION AND TRANSFORMATION
Moderator: Dr. Laura Langel, Bowling Green State University

Arab Women Journalists in a Global News Setting
Dr. Catherine Cassara, Bowling Green State University
Dr. Fatma Azzouz, Université de la Manouba

Romanian Press from Communism to Global: A Brief History
Dr. Marian Petcu, University of Bucharest

When Global Reaches Emerging Democracies of New Europe
Dr. Noemi Martin, Florida Atlantic University

Global Media and the International GLBT Human Rights Movement
Andrea Davis (doctoral student), Bowling Green State University

Post 9/11 Coverage of Islam and Muslims on National Public Radio
William Engelke (doctoral student), Bowling Green State University

UN World Summit on the Information Society: Concerns for Global Media and Culture
Dr. Laura Lengel, Bowling Green State University
Dr. Kenneth S. Marshall, Bowling Green State University

SESSION 2 11:15 a.m.-12:30 p.m.

PANEL 3 Lindley

A GAIAIC MEDIATED WORLD: THE MEDIA EFFECTS ON WORLDWIDE ECOLOGICAL ISSUES
Moderator: Kem Saichaie, Sterling College

Participants:
Shane Tillot (doctoral student), Ohio University
Lisa Marshall (doctoral student), Bowling Green State University
Erin Coyle (doctoral student), University of North Carolina Chapel Hill
Michael Koch (doctoral student), Ohio University

Saturday, October 1, 2005
SESSION 2 11:15 a.m.-12:30 p.m.

FORUM 3 Wilson

PUTTING THE INTERNET TO USE
Moderator: Dr. Marwan Kraidy, American University

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Daeyoung Kim (doctoral candidate), Southern Illinois University Carbondale

Internet Content and Use in Mongolia: The Information Traffic Pattern Analysis of the Websites of Governmental and Civil Society Institutions
Baasankhuu Undrakhbayar (doctoral candidate), Ohio University

Impact of Social Capital on Online Community Use:
"CyWorld" Online Community in Korea
Dr. Hyunjoo Lee, State University of New York at Buffalo
Dr. Jung Hee Lee, State University of New York at Buffalo
Dr. Yong Suk Hwang, Kun Kuk University
Dr. Eun Jung Sung, State University of New York at Buffalo

FORUM 4 Gatbreat

EDUCATING AND VISUALIZING DEVELOPMENT
Moderator: Dr. Mehdi Samati, Eastern Illinois University

Globalization, Cartoons and Cultural Values: Content Analysis of "Mucha Lucha" as an example of Deterritorialization
Dr. Gabriela de Lourdes Pedroza Villarreal, Tecnológico de Monterrey, Campus Monterrey
Testing Relevance of Education as a Moderating Factor in Cultivation of Materialistic Tendencies  
Ruh Tabassum Khan (doctoral student), Ohio University

Towards a Theory of Intercultural Communication  
Dr. Tony Osborne, Gonzaga University

Negotiating Dissonance: Heuristic Insights into the Values of Post-Soviet Journalism Students  
Anya Litvak (master's candidate), University of Missouri–Columbia  
Dr. Byron Scott, University of Missouri–Columbia

Saturday, October 1, 2005  
SESSION 2 11:15 a.m.-12:30 p.m.

PANEL 4 Foundation

WE ALL LIVE IN A YELLOW SUBMARINE: GLOBALIZATION AND THE YOUTH MOVEMENT 1968-1970  
Moderator: Dr. Thomas Nelson, Elon University

Participants:
Dr. Xiuzhen Dai, Southeast University, Nanjing, China
Dr. Raquel Cortes Mazaolas, University of Valladolid, Spain
Dr. Hiromi Sumiyoshi, International Student & Scholar Advisor, Elon University, Elon, North Carolina

Global Fusion 2005 Luncheon  
12:30-1:45 PM

OHIO UNIVERSITY INN & CONFERENCE CENTER  
room: Cutler/Putnam Ballroom  
Special Presentations 1:15 p.m.

Special Presentations 1:15 p.m.

Conference Awards

Danielle Stern  
Global Fusion 2005 Coordinator  
Doctoral Candidate  
School of Telecommunications  
Ohio University

and

Dr. David Mould  
Associate Director for Research and Graduate Studies  
College of Communication  
Ohio University

Saturday, October 1, 2005

CONFERENCE PLENARY  SOUTHERN ILLINOIS UNIVERSITY CARBONDALE  
2:00-3:00 PM

MEDIA, DEMOCRACY AND POLITICAL CHANGE: COMPARATIVE PERSPECTIVES FROM THE GLOBAL MEDIA RESEARCH CENTER, SIUC
room: Galbreath
Moderator:
Dean Marjunath Pendakur, College of Mass Communication and Media Arts, Southern Illinois University Carbondale

When the State Steps in: Thai media under Prime Minister Thaksin
Dr. Lisa Brooten, Southern Illinois University Carbondale

The Berlusconi phenomenon in Italian broadcasting
Dr. Cinzia Padovani, Southern Illinois University Carbondale

The State and media in Niger, 1960-2005
Dr. Gado Azzouma, Research Fellow, Global Media Research Center, SIUC

SESSION 3 3:15-4:30 p.m.

FORUM 5 Wilson

YOUTH WATCH: PERILS AND PROMISES OF TECHNOLOGY
Moderator: Lisa Marshall (doctoral student), Bowling Green State University

A Comparative Study of Naming Juveniles in Youth Crime Coverage in Japan and the U.S.
Dr. Tom Brittin, University of Hawaii

Regulation, Self-Regulation and Co-regulation—A Global Perspective of Protecting Children from Harmful Online Content
Qing Tian (graduate student), Georgia State University

Scoring for social change: Mathare Youth Sports Association Girls Team in Kenya
Pracilla Kanuru (doctoral student), Ohio University

The Cultural Health of Children and Young People
Dr. Katalin Lustyik, Auckland University of Technology
Dr. Norma Pecora, Ohio University

Saturday, October 1, 2005
SESSION 3 3:15-4:30 p.m.

FORUM 6 Galbreath

TV RULES! INSTITUTIONAL AND REGULATORY PRACTICES
Moderator: Kem Saichele, Sterling College

The Political Economy of U.S. Broadcast Ownership Regulation and Free Speech
Dr. Jeff Blevins, Iowa State University

Malaysian Drama TV: Producer, Network Executives and the Commissioning Process
Dr. Tee-Tuan Fco, Nanyang Technological University

Hispanic Media in America or American Media in Spanish? The Institutional Role of Univision and Telemundo
Guillermo Avila-Saavedra (doctoral student), Temple University

FORUM 7 Foundation

THE ART OF THE SALE: COMPARATIVE STUDIES OF ADVERTISING PRACTICES
Moderator: Michael Koch (graduate student), Ohio University

Paid Political or Free Access? A Comparison of Political Advertising in Western Democracies
Dr. Glenda C. Williams, The University of Alabama
Older and Bigger: Do Larger, More Established International Films Use Standardized Advertising More Than Their Younger, Smaller Counterparts?
Dr. Ali M. Kanso, University of Texas at San Antonio
Dr. Richard Alan Nelson, Louisiana State University and A&M College

Emotional Appeals as Eastern, Western, or Universal? The Incorporation of Product Category into a Comparative Study of U.S. and Chinese Television Ads
Yinjiao Ye (doctoral student), The University of Alabama

Saturday, October 1, 2005
SESSION 3 3:15-4:30 p.m.

FORUM B Lindley

MEDIA AND PRESS FREEDOM
Moderator: Erin Coyle (doctoral student), University of North Carolina at Chapel Hill

Hijacking the Media: The Establishment of Communism in Romania and the Ascendancy of Scinteia
Dr. Peter Gross, The University of Oklahoma

Dr. Aje-Ori Agbese, Salve Regina University

Freedom of the Arab Press Revisited
Adz Douai (graduate student), Pennsylvania State University

Wanecious Kaswosa, Columbus State Community College

SPECIAL FILM PRESENTATION
4:45-6:00 p.m.
Gibbance

MEDIA AS OUR MIRROR: INDIGENOUS MEDIA OF BURMA (MYANMAR)
Presented by Dr. Lisa Brooten, Southern Illinois University Carbondale

Presented here will be the work of two indigenous media groups of Burma. Burma issues and Kawkh Film. In the past few years, these groups and others have emerged and begun telling their own stories using video. As described by filmmaker Saw Eht Blay, these films act as a mirror for those involved in the violence the Burmese military regime, the State Peace and Development Council (SPDC) inflicts on indigenous minority groups living in the country’s border areas. By sending indigenous media producers into affected areas to collect information, these groups produce stories from the perspectives of local people, challenging not only the SPDC version of events, but also at times the indigenous leaders eager to paint a positive picture of their own efforts. The presentation begins with a brief introduction to Burma and ends with a few minutes for discussion and questions.

Sunday, 2 October 2005

Breakfast with Colleagues ( Courtesy Global Fusion 2005 Consortium)  7:00-8:15 AM Ballroom

CONFERENCE PLENARY UNIVERSITY OF TEXAS AUSTIN 8:30-9:30 AM

TO BE ANNOUNCED

SESSION 4 9:45-11:00 a.m.
FORUM 9

MEDIATING IDENTITY
Moderator: Dr. Mia Consalvo, Ohio University

St. John and Princess Aga Khan: The Dragon of the Global North and the Brazilian South: Multiplicity and Hybridity in Brazilian Musical Identities
Dr. Joseph Straubhaar, University of Texas at Austin

ShaoChun Cheng (graduate student), Ohio University

Seeking Love Online: Cross-cultural Examination of Personal Advertisements of American and Chinese Dating Websites
Jiali Ye (doctoral student), Georgia State University

Uses and Gratifications of Online Discussion Forums for Half/Mixed Korean Americans
Mi Kyung Kang (graduate student), Ohio University

Sunday, October 2, 2005
SESSION 4 9:45-11:15 a.m.

FORUM 10: Call for Proposals

SPIN, MEDIA, WAR AND POLITICS
Moderator: Dr. Drew McDaniel, Ohio University

How the New York Times Frame Hindus and Muslims During the Independence and Partition of India and Pakistan... 12:05
Renuka Suryanarayan (graduate student), Ohio University

Cultural Fault Lines and Islamophobia in the Age of Global Consciousness
Dr. Mehdi Semnani, Eastern Illinois University

Finding a Credible Message to Win the Hearts and Minds of the Muslim World
Dr. Thomas B. Christle, University of Texas at Arlington
Dr. Andrew M. Clark, University of Texas at Arlington
Dr. Lara Zwarun, University of Texas at Arlington

Constructing Conflict: A Focused Review and New Directions Regarding the Role of the Media in War
Dr. Susan Ross, Washington State University

Panel 5 Foundation

IDENTITY AND RESISTANCE AMONG LOCAL CULTURES
Moderator: Dr. Elliot Gaines, Wright State University

Panelists:

British imperialism in Fiji: A model for analyzing the semiotics of cultural identity.
Dr. Elliot Gaines, Wright State University

China & Threat to become the Tourism Capital of the World: Changed and eroticized identities based on China's market economy
Dr. T Ford-Ahmed, West Virginia State University

Reframing urban, national and cultural life: Islamic youth in the Netherlands.
Dr. Katherine Gregory, University of Wisconsin, Parkside
Sunday, October 2, 2005
SESSION 5 11:15 a.m.-12:30 p.m.

FORUM 11 Wilson

FILM, RITUAL AND RECEPTION
Moderator: Ruh I Tabasam Khan (doctoral student), Ohio University
The Use of Internet Movie Trailers by Chicas
Baasaneby Undakhbyan (doctoral candidate), Ohio University
Cultural Proximity and Cultural Distance: The Reception of Korean Films in China through the lens of My Sassy Girl
Kwang Woo Noh (doctoral student), Southern Illinois University Carbondale
Ying Huang (graduate student), Southern Illinois University Carbondale
Depictions of Violence and Rituals in Nigerian Movies: A Content Analysis
Andrews Onjebonir (graduate student), Ohio University

FORUM 12 Gablethorpe

FRAMING WAR AND POLITICS
Moderator: Dr. Byron Scott, University of Missouri-Columbia
Embedded and Objective? A quantitative content analysis of how ABC World News Tonight Framed the Iraq War
Erin Coyle (doctoral student), University of North Carolina at Chapel Hill

FORUM 13 Foundation

FOCUS ON HEALTH
Moderator: Karen Riggs, Ohio University

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Nan Yu (graduate student), Ohio University
Health Orientation and Media Exposure among Chinese College Students: Family, Internet and Life Satisfaction
Jia Xu (doctoral student), University of Alabama
An Analysis of the Media Coverage of the Thai National Health Care System 2001-2005
Michael E. Pfahl (doctoral student), Ohio University

PANEL 8 Linsley

MIDDLE EAST MEDIA IN "TRANSITION"
Chair: Dr. Manwan Kraidy, American University
Respondent: Dr. Douglas Boyd, University of Kentucky
Media Transitions in the Gulf Countries
Joe Khash, Southern Illinois University
Media and the State (in Transition): Challenges of Iranian Media for Media Studies  
Dr. Mehdi Semati, Eastern Illinois University  
Media “Transitions” in Lebanon, Jordan and Syria  
Dr. Marwan Kraidy, American University  

Sunday, October 2, 2005  
SESSION 6 12:45-2:00 p.m.  

FORUM 14 Wilson  
LOOKING OUTWARD: U.S. NEWS COVERAGE OF WORLD EVENTS  
Moderator: Dr. Mandi Chikombo, Ohio University  
Frame Analysis of the New York Times’ Coverage of the Presidential Elections and the Orange Revolution in Ukraine in 2004  
Dmytro Hubariko (graduate student), California State University, Northridge  

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Philip M. Borger (graduate student), Ohio University  

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Dr. Brad Gorham, Syracuse University  

Fourth World? U.S. Media Coverage of Somalia and the 2004 Tsunami  
Ernest Waititu (graduate student), Ohio University  

FORUM 15 Galbreath  
INNOVATIVE DEVELOPMENT  
Moderator: Dr. Juliet Evusa, Rogers State University  
Access to Education in Africa via Satellite  
Hala Ibrahim, (graduate student, Ohio University)  

ICT and Globalization in Africa: A gateway to development  
Dr. Junghee Lee, State University of New York at Buffalo  

Apprehension from Within. An example of how “Good” Public Interest Policy hinders ICT Adoption  
Musonda Kapetamoyo (doctoral candidate), Ohio University  

Communication for Peace Development: A New Perspective  
Dr. Vladimir Brasic, Ohio University  
Predrag Bajovic, M.A. (RTL Television in Zagreb, Croatia)  

Sunday, October 2, 2005  
SESSION 6 12:45-2:00 p.m.  

PANEL 7 Foundation  
THE (UN)GLOBAL SMALL SCREEN: AN ANALYSIS OF WHITENESS IN FRIENDS, SEX AND THE CITY, AND SEINFELD  
Moderator: Dr. Norma Pecora, Ohio University  
A White Family on an Orange Couch: Alternative Families of Whiteness in Friends  
Lisa Marshall (doctoral student), Bowling Green State University  

Sex in a Colorless City: An Analysis of Whiteness in Sex and the City  
Andrea Davis (doctoral student), Bowling Green State University  

No Soup for You!: Interrogation of Whiteness in Seinfeld
Kyangouk McCann (doctoral student), Bowling Green State University

The Cycle of White Power Domination on the Screen
Ekaterina Sukmetova (doctoral student), Bowling Green State University

SESSION 6 12:45-2:00 p.m.

PANEL 6 Lindley

MIGRATION AND NEW INFORMATION AND COMMUNICATION TECHNOLOGIES:
ASSESSING THE IMPACT OF GENERATION, MIGRATION TRAJECTORY AND CULTURAL
CAPITAL IN ACCESS AND USE OF ICTS
Chair: Dr. Zeynep Tufekci, University of Maryland
Respondent: Dr. Joseph Straubhaar, University of Texas Austin

Reinterpreting differentiated Internet Use among minorities: A capabilities approach to the
reproduction of digital inequalities
Dr. Martha Fuentes-Bautista, University of Texas Austin

Linguistic capital and use of ICTs among different generations of Hispanic immigrants
Dr. Viviana Rojas, University of Texas San Antonio

Trajectory vs generation: Using genograms to understand people’s interactions with ICTs
Dr. Jeremiah Spence, University of Texas Austin

Mapping families’ capital over time: An approach to their cultural reserves and cultural capital
Dr. Viviana Rojas, University of Texas San Antonio
Dr. Jeremiah Spence, University of Texas Austin.

Family trajectory, cultural capital and differentiated media use
Dr. Juan Pinon, University of Texas Austin.

Mini-marts, neighborhood and the public sphere in East Austin
Dr. Joseph Straubhaar, University of Texas Austin
Dr. Jeremiah Spence, University of Texas Austin.