Global Fusion 2006

BRINGING PEOPLE AND IDEAS TOGETHER

The University Center
Chicago, Illinois

September 29 - October 1, 2006

Sponsored and hosted by

PURDUE UNIVERSITY CALUMET

Department of Communication and Creative Arts
School of Liberal Arts and Social Sciences
Global Fusion 2006

Many thanks to the following colleagues and contributors

Yahya R. Kamalipour
Conference Manager

Nabil Ibrahim
Vice Chancellor for Academic Affairs
Purdue University Calumet

Dan Dunn
Dean, School of Liberal Arts and Social Sciences
Purdue University Calumet

Lee Artz
Conference Co-Manager

Evelyn Bottando
Conference Coordinator

Janine Harrison
Marketing and Promotions Coordinator

Linda Baer & Lisa D’Amico
Office of Business Services

Christopher Kosovich
Website Coordinator

Linda Fork Kintz
MinShu Tang
Conference Volunteers

Susan Van Til
Patricia Mellon
Heather Cook
Department of Communication & Creative Arts

Edward Mamrila
Colleen Hickman
The Calumet Conference Center

The Consulate General of the
Bolivarian Republic of Venezuela in Chicago

All Paper Competition Judges and Panel Moderators

The Department of Communication and Creative Arts

Members of the Global Fusion Consortium

www.globia-fusion.org
September 29, 2006

Dear Participants of Global Fusion 2006:

On behalf of the students, staff, administration, and faculty of Purdue University Calumet, I extend a warm welcome to Chicago and Global Fusion 2006. We are honored to host this sixth annual conference and pleased to partner with the other members of the Global Fusion Consortium in promoting academic excellence in international/intercultural communications studies worldwide. Among these partners are several outstanding sister institutions of higher education and first-rate academic and professional associations: the University of Texas, Austin; Southern Illinois University, Carbondale; Ohio University, Athens; the Association for Education in Journalism and Mass Communication; the International Communication Association, the Broadcast Education Association, and the International Association for Media and Communication Research.

The Global Fusion conferences bring together scholars and professionals with interest and expertise in mass communications, journalism, media and international law, cultural effects, transnational communication, media economics and privatization, and diplomacy with the ultimate goal of promoting global dialogues in search of peace. Much of this ongoing dialog is made possible through the innovative use of technology; Internet-based communication and publication have made much of the globe’s fusion today possible. Purdue University Calumet is proud to contribute to these efforts by sponsoring the American edition of the electronic periodical, Global Media Journal, the official publication of the Global Fusion conference series. Hosted by the Department of Communication and Creative Arts at Purdue Calumet, Global Media Journal utilizes the latest modes of digital communication and audio-visual streaming and is innovative, interactive, diverse, comprehensive, and truly global. As of February, 2006, there were ten other established editions of this electronic journal: African, Arabic, Australian, Chinese, Indian, Mediterranean, Persian, Polish, Spanish and Turkish.

Dr. Yahya Kamalipour, founder and managing editor of Global Media Journal and Professor of Mass and International Communications at Purdue Calumet, is also involved in several other Internet-based initiatives: the Global Media Monitor, a comprehensive Web site which serves as a clearinghouse for a number of issues related to global communication and media, and My Global Village, an online portal for sharing information and contributions about dealing with global problems. Purdue University has long been known for its innovative use of technology, and we are pleased that Purdue Calumet is able to contribute to the goals of Global Fusion by hosting these online initiatives.

At this conference you will be discussing “Nation, State and Culture in the Age of Globalization.” These are significant issues, and your discussions of these matters will result in increased dialog leading to greater global understanding and I am sure that you will have a wonderful conference in one of the most exciting and diverse metropolitan areas in the world. Welcome to Global Fusion 2006 and the great city of Chicago.

Sincerely,

Dan Dunn
Dean, School of Liberal Arts and Social Sciences
Purdue University Calumet
Global Fusion 2006
Nation, State and Culture in the Age of Globalization

September 29, 2006 – October 1, 2006
Endorsed by AEJMC & BEA & IAMCR & ICA
The University Center, Chicago, Illinois

AN INTERNATIONAL/INTERCULTURAL COMMUNICATIONS CONFERENCE

The Purpose of the Global Fusion Conference Series is to promote academic excellence in international-intercultural communications studies worldwide. These conferences bring together scholars and professionals interested in mass communications, journalism, comparative broadcasting, diplomacy and cross-border communication, advertising, new technology, media economics and privatization, cultural effects, visual communication, media and international law, and global dialogues in search of peace.

The Global Fusion Conference series is sponsored by participating universities of the Global Fusion Consortium:

OHIO UNIVERSITY
College of Communication, Dr. Gregory J. Shepherd, Dean

PURDUE UNIVERSITY-CALUMET
School of Liberal Arts and Social Sciences, Dr. Daniel Dunn, Dean

SOUTHERN ILLINOIS UNIVERSITY
College of Mass Communication & Media Arts, Dr. Manjunath Pendakur, Dean

UNIVERSITY OF TEXAS
College of Communication, Dr. Roderick P. Hart, Dean

STEERING COMMITTEE

Members of the GFC Steering Committee are: Professors Joe Straubhaar (Texas), Drew McDaniel (Ohio), Manjunath Pendakur (SIU), and Yahya Kamalipour (Purdue Calumet)

REGISTRATION

Friday from 10:00 a.m. to 6:00 p.m.
Saturday from 8:00 a.m. to 6:00 p.m.

FOOD
Hors D’Oeuvres at the Opening Reception Friday, 9/29
Breakfasts and Lunch will be served in the University Center Dining Center
Breakfast 7:30 – 8:30 a.m. Saturday, 9/30, and Sunday, 10/1
Lunch 12:45p.m. - 2:00 p.m. Saturday, 9/30
Friday, September 29, 2006 11:45 a.m. - 1:00 p.m.

Panel 1
Media Globalization, News Framing and Political Environments
Moderator: David H. Mould, Ohio University

Coverage of HIV/AIDS in Africa by U.S. Print Media
Wanjiru Mbure, Ohio University

Death of a Terrorist: Different Interpretations and Different Messages
Mo'ayed Al Hawazi, Ohio University

Examining the State of Press Freedom in Relation to “Control of Corruption” and “Voice and Accountability”
Masudul Karim Biswas, Ohio University

Challenges for Public Broadcasters in Post-Soviet States: The Case of Mongolia
David H. Mould, Ohio University

Panel 2
Globalization and its Discontents
Moderator: Mita Choudhury, Purdue University Calumet

U.S. Media Coverage of International Affairs: A Case Study in Collective Self-Deception
David Detmer, Purdue University Calumet

Clashing Perspectives on Globalization: Washington Versus the European Union
Richard Rupp, Purdue University Calumet

Jhumpa Lahiri’s Conflicted World of Immigrants and Outsiders
Zenobia Mistri, Purdue University Calumet

School of Telecommunications

The School of Telecommunications, housed in the Scripps College of Communication at Ohio University, features strength in the study of communication and development. The School’s faculty strives for innovative collaborations that enrich the educational experience.

The Scripps College’s Communication and Development master’s program, jointly sponsored by the Center for International Studies and the School of Telecommunications, continues to make the world a better place by stressing the use of communication to promote and support positive social development.

The School of Telecommunications also offers Ph.D. and Master’s degrees. To find out more, please check our Web site at www.teomschool.ohiou.edu/grad.

Come study telecommunications at Ohio University, where research and creative activity make a difference.
**Friday, September 29, 2006 1:15 p.m. - 2:30 p.m.**

**Panel 1**

*Globalization: Commercialism, Regulations, and Balance*
Moderator: Leo Gher, Southern Illinois University Carbondale

*International Expansion and the National Interest in the Radio Industry: the Dilemmas of an Ascending Hegemon*
Rita Zajacz, The University of Iowa

*The Wolf at the Door*
Paul Torre, Southern Illinois University Carbondale

*Media and Consumer Culture in Monterrey (Medios Y Consumo Cultural En Monterrey)*
Lucila Hinojosa Córdova, Universidad Autónoma de Nuevo León, Mexico

*Communication Policies in NAFTA countries*
Jose Carlos Lozano and María de la Luz Casas, Monterrey Technological University, Mexico

**Panel 2**

*“Saving” Women in Postcolonial Contexts: Exploring the Entanglements of Liberal, Feminist and Development Discourses in Western Rescue Rhetorics*
Moderator: Smeeta Mishra, Bowling Green State University

*Development to the Rescue: Saving Women from Themselves*
Karin Wilkins, University of Texas Austin

*Lexicons of Women’s Empowerment Online: Appropriating the Other*
Radhika Gajjala, Bowling Green State University

*Women, Media and the Middle East: Focus on Egypt*
Salma Ghanem, University of Texas-Pan American

*“Saving” Muslim Women and Fighting Muslim Men: A Comparative Analysis of Representations in The New York Times*
Smeeta Mishra, Bowling Green State University

**Special Session - 1:30 p.m. – 2:30 p.m. Fountain Room**

**Venezuela and the Media: Analyses and Discussions**

A special roundtable conversation with Martin E. Sánchez, Consul General of the Bolivarian Republic of Venezuela in Chicago and students who have traveled to Venezuela.
Friday, September 29th 2006 2:45 p.m. - 4:00 p.m.

Panel 1
(Re)Visiting Feminine Identity in the Global Media
Moderator: Robin Clair, Purdue University

Challenging Media Militarization and the Gendered New World Order: Unsettling the Nation-State through Transversal Dissent
Lisa Brooten, Southern Illinois University Carbondale

Culture, Gender, and Globalized News: How the Inter Press Service Implements Its Mainstreaming Policy
Margaretha Geertsema, Butler University

Intersecting Gender and Race in Globalization: Beyond the Evolution from Cultural Imperialism to Cultural Hybridity
Sueen Noh, Temple University

Panel 2
Framing the "Other": Understandings of Media and Otherness in the Age of Globalization
Moderator: Adel Iskandar Farag, American University

Getting Over Our "Illusion D'Optique:" From Globalization to Mondialisation (Through French Rap)
Fabienne Darling-Wolf, Temple University

An Overview of Current Media Practices and Trends in West Africa: A Case Study Analysis of the Media of Ghana and Nigeria
Linda Fork Kintz, Purdue University Calumet

Place on the Edge: Textual Analysis of Online News About Africa
Omolola Anne Famuyiwa, Ohio University

Framing the 'Other': Using Ethnic Alternative Readings for Ethnic Issue Framing
Bhuvana Narayananurthy, Northwestern University

Panel 3
Global Media, Local Transformations: A Look at Olympic Coverage and Media in Eastern Europe
Moderator: Thimios Zaharopoulos, Park University, Missouri

Belorussian Media and Democracy Under Lukashenko
Collette Morrow, Purdue University Calumet

Transformation of Ukrainian and Serbian Media Identities During the Velvet Revolutions: The Impact of the Global Media
Olesya Venger, Marquette University

Drama and Tears at the Olympics: An Examination of the Role of Ideology in the Media Coverage of the Figure Skating Final at the 2002 Winter Olympic Games
Eliza Ibroscheva, Southern Illinois University - Edwardsville and Maria Raicheva-Stover, Washburn University, Kansas

Media Use and Perceptions of the 2004 Athens Olympic Games: Attitudes Toward the Host Nation and the Olympic Spirit
Thimios Zaharopoulos, Park University, Missouri
The Department of Communication at Purdue welcomes a new faculty colleague for 2006-07

James M. Tyler (Interpersonal Communication)

Current Faculty

Austin Babrow
Patrice Buzzanell
Stacey Connaughton
Tyler Harrison
Sorin Matei
Susan Morgan
Robert Ogles
Patricia Rochon
Glenn Sparks
Howard Sypher
Jian Wang

Joshua Boyd
Hyunyi Cho
Mohan Dutta
Buddy Howell
Marifran Mattson
Karen Myers
Stephen Robb
Henry Scheele
Charles Stewart
Jennifer Zeigler
Ralph Webb

Brant Burleson
Robin Clair
John Greene
Erina MacGeorge
Melanie Morgan
Jane Natt
Felicia Roberts
R. E. Smith
Beverly Davenport Sypher
James Tyler
Steve Wilson

A Tradition of Excellence

The Department of Communication
Purdue University
Beering Hall
West Lafayette, IN 47907 USA
765-494-3429
www.cla.purdue.edu/academic/comm/index.htm

A COLLEGE OF LIBERAL ARTS
Friday, September 29, 2006 4:15 p.m. - 5:30 p.m.

Panel 1
Religion and Civil Society: Emerging Media Issues in South and Southeast Asia
Moderator: Drew McDaniel, Ohio University

Monotonous Muslims: Proffering Progressive Messages Among Indonesian Pesantran Communities
Timothy Pappa, Ohio University

A Case study of the Gujarat Riots: Is Media a Mouth-piece or Alter-ego of Hegemonic Powers?
Tabassum (Ruhi) Khan, Ohio University

Access, Participation, and Self-Management in Thai Community Radio Stations
Chalisa Magpanthong, Ohio University

Teledakwah: The Emergence of Islamic Teaching on Television Stations in Indonesia in the Post-Soeharto Era.
Sandra Nahdar, Ohio University

Panel 2
Women and the Media: Through a Global Lens
Moderator: Theresa Carilli, Purdue University Calumet

Beyond the Heretic, the Harem and the Harpie: Palestinian Women’s Refugee Narratives
Laila Farah, DePaul University

Orientalism and the Binary of Fact and Fiction in Memoirs of a Geisha
Kimiko Akita, University of Central Florida

The New Eastern European Woman: A Golddigger or an Independent Spirit?
Elza Ibrocheva, Southern Illinois University - Edwardsville

Global Fusion Opening Reception, 5:45 p.m. - 7:00 p.m.

Please join us for our opening reception located in the Loop room and lobby.

Hors d’oeuvres and beverages will be served.

Welcome statements by Yahya Kamalipour, Conference Manager, and Dan Dunn, Executive Dean of the Graduate School and Dean of the School of Liberal Arts and Social Sciences, Purdue University Calumet.
Loyola University Chicago
Department of Communication

Communication examines how people connect with each other and how media documents the world. Loyola Chicago’s Department of Communication places itself at the intersection of theory and practice. Our students are led to understand and to use, to critique and to appreciate through their exposure to a wide range of processes and practices: oral communication that includes accurate and effective public speaking; interpersonal and organizational communication, pursued in ways that encourage community, advocacy and civic engagement; and applied communication skills, produced through journalism, public relations, radio, film, video and the exploding world of the Internet.

Be Sure to Join Us Next Year!

Global Fusion 2007
St. Louis, Missouri

Hosted By
Southern Illinois University

www.Global-Fusion.org
Panel 1
Covering War: The 2003 Iraq War and News Media around the World
Moderator: Daniela Dimitrova, Iowa State University

News coverage of the 2003 Iraq War: A View from Latin America
Colleen Connolly-Ahern, The Pennsylvania State University

Rebuilding versus Responsibility: The Iraq War in the Elite Press in Sweden and the United States
Daniela Dimitrova, Iowa State University

Egyptian Media War Reporting
Salma Ghanem, University of Texas-Pan American

The Coverage of the Coming of the Iraq War By Russian Television: The Main Reasons Behind Russian Opposition to the War
Alexander G. Nikolaev, Drexel University, Philadelphia

Panel 2
Digital Storytelling: Technology for Educational Use for Experiential Learning and Sharing in a Global Context
Moderator: Kristine Mirrer, Kean University, New Jersey

Overview and Background of Storytelling
Kristine Mirrer, Kean University, New Jersey

Educational Use of Storytelling
Cathleen Londino, Kean University, New Jersey

Global Popularity of Digital storytelling on the Rise
Larry Tung, Kean University, New Jersey

Digital Storytelling in Relation to Other Mediums
Scott McHugh, WKNJ-FM, New Jersey

Panel 3
Middle East Media and Socio-political Transformations in the Age of Global Media
Moderator: Mehdi Semati, Associate Professor Eastern Illinois University

Silent Citizens: Parameters and Paradigms for Alternative Arab Media
Adel Iskandar Farag, American University and Chris Atton, Napier University

Changes in the Availability of News Sources in the Arab World: NWICO Comes of Age
Orayb Najjar, Northern Illinois University

Satellite Television, Cultural Policy, and Political Discourse in Iran
Mehdi Semati, Eastern Illinois University
Panel 1
Com-Fusion: Cases of Cultural Media Practices
Moderator: Marwan Kraidy, American University

The Death of the Beautiful Game: Televised and Online Coverage of World Cup 2006 and the Production of Media Globalization, National Identity, and Hegemonic-Masculinity
Katherine Gregory, University of Wisconsin-Parkside

Advertising in the Arab World: Questions on the Postcolonial Identity
Assem Nasr, University of Texas Austin

Beyond Al-Jazeera, Arab Youth and Media: A Framework of Pan Arabic Change
Joe F. Khalil, Southern Illinois University Carbondale

Panel 2
Global Broadcasting and Cultural Ideologies
Moderator: Joseph Straubhaar, University of Texas Austin

The Complete Story: Religion and Race in Global Non-Fiction Programming
Barbara Selznick, University of Arizona

On Muppets in US Popular Culture: Reflecting on Sesame Street and “Team. America, World Police”
Olivier Tchouaffe, University of Texas Austin

Universal Childhood: The Global Trade in Children’s Television and Changing Ideals of Childhood
Timothy Havens, The University of Iowa

Multiple Television Flows for Multi-Layered Cultural Identities?
Joseph Straubhaar, University of Texas Austin

Panel 3
Intellectual Roots of Insurgent Communication Around the Globe
Moderator: Mohan Dutta, Purdue University

Amilcar Cabral, Franz Fanon and Other African Theorists
W.F. Santiago-Valles, Western Michigan University

Simon Bolivar, Simon Carlos Mariategui, and Che Guevara
Lee Artz, Purdue University Calumet

Sariati, an Intellectual Leader of the Iranian Revolution
Ahmad Sadri, Lake Forest College, Illinois
Contingent on funding, the Department of Communication at the University of Maryland is seeking to hire an assistant or associate professor in Middle Eastern studies. The starting date for this position is August 23, 2007.

The successful candidate will have expertise in Islamic or Arabic media. The College of Arts and Humanities is creating a critical mass of scholars with a focus on the Middle East, and the successful candidate for this position will be expected to participate in this college initiative. The department has four specialties: intercultural communication; persuasion and social influence; public relations; and rhetoric and political culture. The successful candidate will be able to teach (at the graduate and undergraduate levels) and engage in research in one of these areas, as well as teach theory and relevant research methods. The search committee chair for this search is Professor Linda Aldoory (301-405-6528; laldoory@umd.edu). For best consideration, application materials should be submitted by December 1, 2006.

A Ph.D., publications, and a strong, active research program are required for consideration of appointment as associate professor; a Ph.D. at the time of appointment and the clear potential to establish a strong, active research program are required for consideration of appointment at the rank of assistant professor. Teaching experience, preferably at the university level, is highly desirable. Women and minorities are particularly encouraged to apply. The University of Maryland is an Affirmative Action, Equal Employment Opportunity employer.

To apply, submit (a) a letter of application that describes research interests and other qualifications, (b) a curriculum vitae, (c) two letters of recommendation (submitted directly to the search committee chair), (d) names, addresses, e-mail addresses, and telephone numbers of two additional references, and (e) sample(s) of recent research. Application materials should be sent to:

Professor Linda Aldoory  
Chair, Search Committee  
Department of Communication  
2130 Skinner Building  
University of Maryland  
College Park, MD 20742-7635

Questions regarding this announcement may be addressed to Professor Aldoory. Information about the department is available on the department’s Web site, at http://www.comm.umd.edu.
http://mcmagrad.siu.edu/

Interdisciplinary, College-Wide Degree Programs

Ph.D. in Mass Communication and Media Arts
The Ph.D. program engages students in an interdisciplinary study of the social, economic, political, cultural, historic, legal/regulatory, and international aspects of related fields. A firm grounding in theoretical and methodological debates is designed to educate researchers and teachers who will make significant contributions to the understanding of mass media and media arts.

M.A. in Mass Communication and Media Arts
Focused on Media Theory & Research, the Master of Arts degree offers a broad overview of mass communication and media arts and their processes and effects in the larger social system. It provides a foundation for social science, critical, legal or historical research in the mass media and prepares students for doctoral work.

M.S. in Mass Communication and Media Arts
With a focus on Professional Media & Media Management Studies, this Master of Science degree program provides students with an intellectual background in theory and critique of the communication industries and trains students with varied professional interests to establish careers in communication industries. This program aims to train intelligent, self aware, flexible graduates who will go on to become leaders in the communication industry.

- The Global Media Research Center
- New Media Center
- PBS and NPR affiliated WSIU Public Broadcasting TV and Radio Stations
- Big Muddy Independent Film Festival
- Daily Egyptian Student Newspaper
- Internationally Recognized Faculty
- Full graduate assistantships with tuition waivers, fellowships, research awards and scholarships available.

Southern Illinois University Carbondale
College of Mass Communication and Media Arts
Graduate Programs Mailcode 6606
1100 Lincoln Drive
Carbondale, IL 62901
618-453-5765
Panel 1 Room: Loop
War and Peace in the Age of Globalization
A roundtable discussion presented by the global editors of Global Media Journal and sponsored by the Center for Global Studies, Purdue University Calumet

Moderator: Yahya R. Kamalipour, Purdue University Calumet
Xiguang Li, Tsinghua University, Beijing, China
Buroshiva Dasgupta, Manipal Institute of Higher Education, India
Jose Carlos Lozano Rendon, Monterrey Technological University, Mexico
Sun Jingwei, Tsinghua University, Beijing, China
Tomasz Pludowski, Collegium Civitas, Warsaw, Poland
Hamid Abdollahyan, University of Tehran, Iran

Panel 2 Room: River
Diaspora Scholars: What They Mean to the U.S. Academia — A South Asian View
A roundtable discussion from deeply personal perspectives addressing the flow of intellectual capital into the Western hemisphere

Moderator: Anantha S. Babbili, Middle Tennessee State University
Manjunath Pendakur, Southern Illinois University
Radhika Parameswaran, Indiana University
Sanjay Asthana, Middle Tennessee State University
Sundeen Muppidi, University of Hartford, Connecticut
Ranjan Paul Watson, Texas Tech University
Saturday, September 30, 2006 11:30 a.m. - 12:45 p.m.

Panel 3  
Private Dining Room  
Iranian Cinema and Social Critique: Reflections on the Global-Local Nexus via Culture  
Moderator: Mehdi Semati, Eastern Illinois University

Local Codes, Global Audiences: Gender and Iranian Cinema  
Norma Claire Moruzzi, University of Illinois at Chicago

Iranian Horror Films and Female Fans  
Pedram Partovi, University of Chicago

How to Make a Contemporary Political Film in Iran  
Jonathan Rosenbaum, Film Critic, Chicago Reader

Reading between the Lines: Iranian Films and the Misconceptions of Western Audiences  
Mehmaz Saeed-Vafa, Columbia College, Chicago

Panel 4  
Room: Lake  
One More Mile: A Dialogue on Nation-Building (80 minute movie plus discussion)  
Elizabeth Coffman, Loyola University Chicago  
Ted Hardin, Columbia College, Chicago

What happens when the bombs stop falling from the sky? How does a country heal itself after the devastation of genocide? What role does the world play in nation-building in countries such as Bosnia, Kosovo, Afghanistan, and now Iraq? This movie investigates the delicate and controversial role of the international community in a post-war society.

Please Join Us for Lunch  
Provided in the Dining Center  
12:45 p.m. - 2:00 p.m.
Saturday, September 30, 2006 2:00 p.m. - 3:00 p.m.
Lake Room

CONFERENCE PLENARY

Outstanding Paper Awards Followed by

The Role of Media in the Coverage of the War on Terrorism

Moderator:
Yahya R. Kamalipour, Purdue University Calumet

Panelists:
Lisa Brooten, Southern Illinois University
Drew McDaniel, Ohio University
Joseph Straubhaar, University of Texas Austin
Lee Artz, Purdue University Calumet

Respondent:
Manjunath Pendakur, Southern Illinois University Carbondale

Graduate Studies in Communication

The Master of Arts degree is designed specifically to meet the needs of individuals who live and work in Northwest Indiana and who want to complete advanced, highly focused, courses of study in human communication. Scores of graduate students have successfully completed the program to qualify for career advancement, to prepare for doctoral study, or to satisfy their own curiosity about the most fundamental human behaviors, communication.

The Master's degree program within the Department of Communication and Creative Arts at Purdue University Calumet offers a broad range of courses covering theories and research methodologies in the following areas:

- Mass Communication
- Interpersonal Communication
- Organizational Communication
- International Communication
- Political Communication
- Rhetorical Studies

www.calumet.purdue.edu/cca
Panel 1
Globalization: Issues and Repercussions
Moderator: Amit Schejter, Pennsylvania State University

The Use of ICTs in Nigerian Newsrooms
Adedayo Ladigbolu Abah, Washington and Lee University

Are Community Telecentres a Practicable Strategy for Providing Universal Access to Marginalized Groups? A Case Study of Kenya’s Huruma Community Telecentre
Juliet Evusa, Rogers State University, Oklahoma

Integration, Segregation or Self-Segregation: A Conceptual Model for Comparative Analysis and Normative Assessment of Minority Media Rights
Amit Schejter, Aziz Douai, Juraj Kittler, and Ming Kuok Lim, Pennsylvania State University

Amanda Scheiner, Temple University

Panel 2
Global Broadcasting, Film, and Latin America
Moderator: Elizabeth Lozano, Loyola University Chicago

Brazil and the Globalization of Telenovelas
Antonio C. La Pastina, Texas A&M University and Cacilda M. Rêgo, Utah State University

Chad Tew, University of Southern Indiana and John L. Marambio, University of San Diego

Reflections of New Identities: Rock-Maya Music and the Modern Maya
Malcolm Miguel Botto, Brigham Young University

Through The Lens of Hybridity and Complexity Theory: Investigation of the Online Journalist of The 21st Century from North America and Latin America
Amy Schmitz Weiss, University of Texas Austin

Panel 3
Globalization: Efforts and Affects in the Middle East
Moderator: Hemant Shah, University of Wisconsin Madison

Al-Manar Television: A Fight for Identity by Means of Modernity
Assem Nasr, University of Texas Austin

The Danish Cartoon Controversy’s Coverage In Arab Media And The Culture Clash Paradigms
Aziz Douai, The Pennsylvania State University

Mapping the World: Arab Americans and Others’ Engagement with Action-Adventure Film
Karin Wilkins, University of Texas Austin
Panel 1

**Negotiating Democracy: Media Transformation & Political Agency in the Age of Globalization**

Moderator: Patrick D. Murphy, Southern Illinois University Edwardsville

- **Internet and the Struggle for Democracy in Iran**
  Mehdi Semati, Eastern Illinois University

- **NGOs’ roles in Media Development: The Case of Cambodia**
  Drew McDaniel, Ohio University

- **Media Transformation and Civil Society in Sub-Saharan Africa**
  Isaac Blankson, Southern Illinois University Edwardsville

Panel 2

**Trends in Latin American Television: Networks, Genres and Audiences**

Moderator: Jose Carlos Lozano, Monterrey Technological University, Mexico

- **New Trends in Global Broadcasting: “Nuestro Norte es el Sur” (Our North is the South)**
  Orayb Najjar, Northern Illinois University

- **“I Don’t Watch Globo so Much anymore Because I Don’t See People Like Me on it”: Racial Discourse and Television Choices in Brazil**
  Joseph Straubhaar, University of Texas Austin

- **How Religion is Negotiating the Airwaves in Brazil**
  Antonio C. La Pastina, Texas A&M University

- **“Mexican TV Azteca’s Transnational Expansion in America as part of Its National Competition”**
  Juan Piñón, University of Texas Austin

Panel 3

**Has Transnational Consumer Culture Really Changed Anything?: The Old Narratives of Class, Gender, Nation, And Sexuality in Neo-Liberalism**

Moderator: John Downing, Southern Illinois University Carbondale

- **Barbie in the Global Mall: Globalization, Identity, and Barbie**
  Ahmet Atay, Southern Illinois University Carbondale

- **Brand India: Nation in the Markets of the New Empire**
  Jyotsna Kapur, Southern Illinois University Carbondale

- **Labor and Consumption in the WalMarts of Neo-Liberal Capital: What Goes Around Comes Around**
  Kathy Ward, Southern Illinois University Carbondale
Global Fusion 2006
Keynote Speaker Presentation

Aram Aharonian
Vice-President & General Director Telesur Venezuela

Photo Source: Réseau Voltaire

Call to Order
Yahya Kamalipour, Purdue University Calumet 7:30 PM

Introduction of the Chancellor
Nabil Ibrahim, Vice Chancellor of Academic Affairs Purdue University Calumet

Opening Remarks
Howard Cohen, Chancellor Purdue University Calumet 7:35 PM

Introduction of the Keynote Speaker
Lee Artz, Purdue University Calumet 7:45 PM

Keynote Address
TeleSur: International Media and Venezuelan Revolution 8:00 PM

Response, Question and Answer Session
8:45 PM

Closing
9:45 PM
Panel 1
Globalization Through Italian Television
Moderator: John Bridge, University of California-Los Angeles

Hollywood Glamour in Early Italian Television Advertising
John Bridge, University of California-Los Angeles

Global Formats, Regional Accents in Italian Television: The Unexpected Ends of Reality Shows
Michela Ardizzoni, University of Louisville

Dubbing “The Simpsons” or How Groundskeeper Willie Lost his Kilt in Sardegna
Chiara Ferrari, University of California-Los Angeles

Panel 2
Re-conceptualizing Global Media Theory
Moderator: Hemant Shah, University of Wisconsin - Madison

The Improbability of Homogenization through Consumerism: Cultural Imperialism and Globalization Revisited
Elissa Nelson, University of Texas Austin

Putting the Me in Global Media
Thomas A. Nelson, Elon University, North Carolina

Extending 21st Century Critical Organizational Communication Theory: Re-conceptualizing the Global Fair Trade Movement Structurally
Joshua J. Frye, Purdue University

Re-Considering Communitarianism: Choosing and Applying A Radical Alternative to News Coverage
Rick Kenney, University of Central Florida

Panel 3
Impact of Globalization on the Chinese Media
Moderator: George Hong, Purdue University Calumet

The impact of commercialization on Chinese press
Li Xiguang and Sun Jingwei, Tsinghua University, China

A Boat Called China In The Wave of Globalization
Minshu Tang, Purdue University Calumet

Audiences’ Choice of Multichannel Programming Service in a Rural Television Market: Exploring Factors Affecting DBS Adoption
Ju Yong Ha, Southern Illinois University Carbondale

The Role of the Nation-State: Evolution of STAR TV in China and India
Yu-li Chang, Northern Illinois University
Panel 1
Asian Identity, Politics, and the Media
Moderator: Ahmad Sadri, Lake Forest College, Illinois

The Transnational Reach of Korean Popular Culture in Asia: Influences of the Korean Wave on Understandings of Korea and Pan-Asian Identity
Jiwon Yoon, Temple University

A Case Study of Satellite Digital Multimedia Broadcasting (DMB) Contents in Korea
Moonhaeng Lee, University of Suwon, Korea

Cyber Laws Awareness Among Singaporeans
Chennupati K. Ramaih, Nanyang Technological University, Singapore

Crossing the Sea of Imagination—Soft Power, Japanese TV dramas and the perceptions of Tokyo in Taiwan
Yi-Chieh Lin, Harvard University

Panel 2
Global Implications For the Digital Distribution of Music
Moderator: Patrick Burkart, Texas A&M University.

Planet Rock: From a Centralized Music Business to a Decentralized Musician’s Business
Kembrew McLeod, University of Iowa

Blurring The Boundaries of Production And Consumption In The Recording Industry
Tom McCourt, Fordham University

Big Sounds from All Peoples? Globalization and the Cultural Geography of Popular Music
Steve Jones, University of Illinois at Chicago

Panel 3
Culture, Politics, and the World Wide Web
Moderator: Drew McDaniel, Ohio University

Can IT Lead To Web Diplomacy? How International Broadcasters Target Foreign Audiences on the Web
Aziz Douai, The Pennsylvania State University

Virality: A Postmodern Cultural Pandemic
David C. Bruenger, University of Texas, San Antonio and Donna R. Miller, Jefferson Community and Technical College

If You Can’t Beat ‘em, Join ‘em: Hollywood Pairs With BitTorrent
Matt Cohen, University of Kansas

The Impact of the Internet on Teenagers’ Face-to-Face Communication
Young Soo Shim, Southern Illinois University Carbondale
Panel 1
Marketing and its Effects in a Global World
Moderator: Mitra Forouhar, European University for Peace Studies (EPU), Austria

Globalization and Public Relations Practice in Serbia - Ethical and Professional Responsibility
Milenko D. Djuric, Public Relations Consulting Group Serbia

Brand Guatemala: A Close Look at the Use of the Internet for Guatemala’s Creation of a Nation Brand
Vicky Ortiz, Purdue University

Framing the Biotechnology Debate: A Textual Analysis of Editorials and Letters to the Editor in the St. Louis Post-Dispatch
Hannah C. Reinhart, Southern Illinois University - Edwardsville

The Corporation as American Cultural Entity
Mitra Forouhar, European University for Peace Studies (EPU), Austria

Panel 2
Global Communication, Media, and Politics
Moderator: Jacob J. Podber, Southern Illinois University Carbondale

The Framing of North Korea Issue in the U. S. and South Korean Newspapers: A Comparative Analysis of Finding Rift Between the U. S. and South Korean Governments
Hyunwoo Kim, Indiana State University

The Role of Media in Global Communication: a History of Misperception, Misunderstanding, and Lack of Commitment to Ethical Communication with Regard to International Relations
Mahboub Hashem, American University of Sharjah, United Arab Emirates

Right-Wing Hindu Nationalism on the World Wide Web: An Analysis of HinduUnity.org
Govind Shanadi, Niagara University, New York

Panel 3
War Coverage: Analyses of U.S. Print Journalism
Moderator: Steve Macek, North Central College, Naperville, Illinois

Memo: Where is Downing Street? An Opinion Page Analysis
Benjamin Eveloff, Southern Illinois University - Edwardsville

Monitoring the Media Coverage of the Abu Ghraib Prison Scandal & the Iraq War
Mary Nolan, Governors State University in University Park, IL

Tania H. Cantrell, The University of Texas Austin
GLOBAL COMMUNICATION, 2nd edition, presents a comprehensive examination of significant economic, cultural, legal, social, and political issues in the exciting field of global communication. From history and theories to future trends, this indispensable and highly informative volume brings together illuminating writings and diverse perspectives by prominent scholars in mass media, journalism, and international studies.

**Contributors:** Allen Palmer, John D. Downing, Harmee Sawhney, Richard Gershon, John Hoffman, Denise Trauth, Jan Samorski, Kuldip Rampal, Douglas Boyd, Joseph Straubhaar, George Barnett, Devon Rosen, Vibert Cambridge, Cees Hamlink, Richard Vincent, Dean Kruckenberg, Marina Vujnovic, Christine Ogan, Leo Gher.

---

**The Media Globe** is a multi-faceted look at contemporary trends in media practices in regions beyond the United States, including Africa, Asia, Europe, the Middle East, Latin America, and Australia. A diverse group of well-respected scholars follows the emerging patterns in a variety of media worldwide, identifying the existing and developing issues and the potential impacts on democratic communication.

**Contributors:** Lee Artz, Lyombe Eko, Cees Hamelink, Yahya Kamalipour, Joe F. Khalil, Alan Knight, Marwan M. Kraidy, José-Carlos Lozano, Kuldip R. Rampal, and Jeanette Steemers.
Inaugurated in June 2006, the Journal of Globalization for the Common Good publishes works that focus on a wide range of global issues, such as poverty, human rights, global justice, propaganda, global media, global economy, global conflicts, inter-faith dialogue, ethics, cultural and spiritual values, international cooperation, non-violent conflict resolution and peace building, intercultural communication, alternative socio-economic models, young people and globalization, women's rights, human rights, war and peace, environmental issues, global rules and regulations, regional disputes and cooperation, alternative media, and other timely subjects involving globalization.

**Journal Globalization for the Common Good**

- Is available free of charge
- Is published semi-annually (Spring and Fall) in English
- Is advised by an editorial board of prominent leaders, scholars, and thinkers from around the world
- Publishes conference papers, invited papers, and book reviews
- Publishes commentaries about issues pertaining to globalization and the common good
- Facilitates exchange of information and ideas through its “Dialogue” section

**Journal of Globalization for the Common Good** is the official publication of Globalisation for the Common Good Initiative ([www.commongood.info](http://www.commongood.info)), United Kingdom. It is co-edited by Yahya R. Kamalipour (kamalivr@calumet.purdue.edu) and Kamran Mofid (k.mofid@btopenworld.com).
Global Media Journal publishes works that assess existing media structures and practices, such as global media concentration, globalization of media, global consumer culture, the role of media in democratic governance and global justice, propaganda, media reception and representation, commercialization, new media technologies, media regulations, regional media, alternative media, and other timely issues.

Global Media Journal is the only US-based open-access electronic journal which:

- Has established African, American, Arabic, Australian, Chinese, Indian, Mediterranean, Persian, Polish, Spanish, and Turkish Editions.
- Has an advisory board of prominent communication scholars around the world.
- Publishes refereed papers, invited papers, and book reviews.
- Offers an opportunity to graduate students to publish their scholarly work.
- Publishes Commentaries about issues pertaining to media and globalization.
- Published semi-annually (spring and fall), each issue focuses on a particular theme, topic, or region of the world.

Global Media Journal, an official publication of the Global Fusion Consortium, is sponsored by the Department of Communication and Creative Arts, Purdue University Calumet, Hammond, Indiana, USA, and its autonomous editions are sponsored by major universities throughout the world.

Yahya R. Kamalipour
Founder and Managing Editor
Email: kamalivr@calumet.purdue.edu
www.calumet.purdue.edu