Global Fusion

Bringing People and Ideas Together

8th Annual Global Fusion Conference 2008

Ohio University Inn and Conference Center
Athens, Ohio
October 31 – November 2

The GFC Consortium

Ohio University

Southern Illinois University

Texas A & M University

The University of Texas
Program Outline
Revised and Updated November 7, 2008

Friday, October 31
1:00 PM REGISTRATION Lobby

3:00 - 4:15 PM
Session 1.1: Panel Session Galbreath
PA103: Intercultural Communication and News Sensationalism in the Indian Context
Use of Framing
KAUSTUBH NANDÉ, Ohio University
Illustrating Sensationalist Media Frames
ASHWINI NANDÉ, Ohio University
Workings and Effects of Sensationalist Media Frames
SHAMIM MOHAMMAD, Ohio University

Session 1.2: Panel Session Lindley
PA102: Cultural Reproduction of the West in non-Western Settings
In School, in Prison: MJ's Cultural Lessons
ANIMESH RATHORE, Ohio University
The Consumption of Female Body in Calendar Poster Advertisements of Early 20th Century Shanghai
JING LI, Ohio University
Chinese Idol: Cultural Code and Female Representations through "Super Girls' Voice"
TANG TANG, University of Wisconsin Oshkosh

"Surfing Soweto": American Popular Culture Images and Sowetan Male Teens Identity
GEORGE GATHIGI, Ohio University
Friday, October 31
4:30 – 6:00 PM

Session 2.1: Ohio University Plenary Panel

PP 101: A Glance at Thailand’s Dynamic Media Environment: Facing Changes and Challenges
Moderator: Drew McDaniels, Ohio University

Free Speech and Internet Censorship in Thailand
SIRIWIANG ANANTHONG
Sukhothai Thammamirat Open University

Media Activism and Broadcasting Reform in Thailand
MONWIPA WONGRUJIRA
Sukhothai Thammamirat Open University

The Elusive Goal of a Public Broadcasting Service in Thailand: The Challenging Demands of the Establishment of TPBS
CHALISA MAGPANTHONG
Ohio University

Desirable Features of Online Newspapers in Thailand
CHANTANA THONGPRAYOON
Sukhothai Thammamirat Open University

Consumer Recall of Television Commercials and Consumer Protection in Thailand
PHORNTIP DESOMCHOK
Sukhothai Thammamirat Open University
Friday, October 31
6:15 – 7:45 PM  Dinner and Welcome  Galbreath
8:00 – 9:15 PM  Keynote Address  Ballroom
   Introduction: Drew McDaniels, Ohio University
   Pakistan: Land, Media, and Media Studies
   Dr. Altafullah Khan
   University of Peshawar, Pakistan
9:30 – 11:00 PM  Film Presentation  Ballroom
   Introduction: Rafael Obregon, Ohio University
   Film: Wounds
   Director Roberto Flores
   Universidad del Norte, Colombia

Saturday, November 1
7:30 – 9:30 AM  Breakfast  Ballroom
8:30 – 9:45 AM  Session 3.1: Paper Session – Media Representations (1)  Galbreath
   Moderator: Animesh Rathore, Ohio University
   Cynara Medina, Ohio University
   SM102: Attempts to Portray Women Outside the Box of Stereotypes in Nollywood Films
   Masudul Biswas, Louisiana State University
   SM122: Global Blackness: Consuming the ‘Other’: a Review of the Portrayal of Blacks Globally
   Tiffany Bowden, Ohio University
   SM123: Esquire Meets Xiao-sa: Representation of Masculinity in the West versus in the East
   Alex Jiang, Southern Illinois University
Saturday, November 1

Session 3.2: Paper Session – The Internet & Democracy

Lindley

Moderator: Drew McDaniel, Ohio University

SM109: Blogs: Bricks for Building a Civil Society in China?

Yu Liang, Ohio University

SM124: Voice over Internet Protocol Regulations: How the FCC’s Regulatory Indecision has Opened the door to Discriminatory Network Practices

Andrew Carlson, Ohio University

SM111: Is There any Possibility of Developing a Democratic Blogosphere?

Iftekhar Ahmed, Texas A & M University

10:00 – 11:15 AM

Session 4.1: Paper Session – Web Sites & Identity

Galbreath

Moderator: Cynara Medina, Ohio University

SM117: International Fandom of Korean Film: A Study of English Fan Site of Korean Cinema

Noh Kwang Woo, Southern Illinois University

SM114: Flash Forward: Second Life Photos and the Future Perfect Individual

Adam Davis, Southern Illinois University

FM102: Distorted Mirrors in Cyber Space: Cultural Values Reflected in Internet Automobile Advertisements in China

Jingjing Zhang, University of Hawaii at Manoa

Hong Cheng, Ohio University

FM112: Second Life Indian Diasporas: 3rd Fusion

Radhika Gajjala, Bowling Green State University
Saturday, November 1

Session 4.2: Panel Session

PA104: The Search for an Identity, Media Usage & Portrayals in the Mainstream and Beyond

E-Racing the Heroin Addict

BRYAN BROWN
Southern Illinois University

Searching for My Mother: Consuming My Other Self

DAVID HANLEY-TEJEDA
Southern Illinois University

"Respect My Office": Exploring Popular ‘Mottonyms’ of Ghanaian Commercial Vehicles

JOSEPH ODURO-FRIMPONG
Southern Illinois University

Pulsing Arab Youth Generated Media: Practices and Potentials

JOE KHALIL
Southern Illinois University

Session 4.3: Paper Session – Media Representations (2) Foundation

Moderator: PATRICK BURKART, Texas A & M


SANG KEON YOO, Southern Illinois University

SM115: Leslie Cheung: Performing Sexuality and Gender in Hong Kong Cinema

JOSEPH VALLE, Southern Illinois University

SM108: Fatima and Zaynab as Role Models in Revolutionary Iran

HEATHER IRWIN, Ohio University
Saturday, November 1

11:30 AM – 1:00 PM

Session 5.1: Southern Illinois University Plenary Panel

PP102: Alternate Media

Moderator: JOHN DOWNING, Southern Illinois University

Media Education and Alternative Media

JOHN DOWNING
Southern Illinois University

From Media Target to Alternative Media Warriors: The
Alternative Homeless Media Practice in Taiwan

YUHUI TAI
Southern Illinois University

Viral Video and Cultural Resistance

ANGELA AGUAYO
Southern Illinois University

1:00 – 2:15 PM

Lunch

Ballroom
Saturday, November 1
2:30 – 3:45 PM

Session 6.1: Paper Session – New Perspectives in Media Research
Moderator: Norma Pecora, Ohio University

FM103: The Foundations of the World Laid Bare: Comparative Media Systems Scholarship: The State of the Discipline
Amit Schejter, Penn State University
Michael Todd, Penn State University
Worapron Tina Worawongs, Penn State University
Jonathan Obar, Penn State University
Patrick Baxter, Penn State University
Jesse Clark, Penn State University
Aaron Heresco, Penn State University

FM113: Trends in Digital Music Archiving
Patrick Burkart, Texas A & M University

SM101: Factors Affecting Agenda-Building Process in Media Relations of Non-Profit Organizations: A Study in Cross Cultural Context
Masudul Biswas, Louisiana State University

Aaron Heresco, Penn State University
Saturday, November 1

Session 6.2: Panel Session

PA101: Discipline Specific Approaches to Teach Globalization

Using History to Teach Globalization
THOMAS NELSON
Elon University

Using Mathematics to Teach Globalization
ALAN RUSSELL
Elon University

JAN MAYS
Elon University

Using Health Education to Teach Globalization
BRYAN HEDRICK
Elon University

Session 6.3: Paper Session – Governments & Media

Moderator: ANIMESH RATHORE, Ohio University

FM108: Borders, Media, and the Virtual Panopticon
DAVID R. BURNS, Southern Illinois University

SM112: Advertising the Lebanese Utopia Cultural Trauma and Therapeutic Consumption
ASSEM NASR, University of Texas

SM120: The International Problematic of Gambling Media: An Historical Approach
EVELYN BOTTTANDO, University of Iowa

FM111: All Politics is Local: Media Independence in Russia’s Southern Urals
DAVID MOULD, Ohio University
Saturday, November 1
4:00 – 5:15 PM

Session 7.1: Panel Session
PA108: Southern Illinois University Research Showcase

Galbreath

Comic Genius or Con Man: Deconstructing the Comedy of Dave Chappelle

Novotny Lawrence
Southern Illinois University

Assessing Agenda Setting’s Theoretical Utility in the Developing World: The Case of Kenya

Uche Onyebadi
Southern Illinois University

Content vs. Delivery: The Battle for German Satellite Television

Paul Torre
Southern Illinois University

Session 7.2: Panel Session

Lindley

PA105: Media, Politics, and Technology in Transitional Societies

Moderator: David Mould, Ohio University

Community Radio and Islamic Fundamentalism in Pakistan’s Tribal Areas

Altafulla Khan
University of Peshawar, Pakistan

Transitional Societies in a Transnational Convergent Media Environment: The Case of Egypt

Max Grubb
Kent State University

News Framing in Censored Press and Online Media in Bangladesh and Burma

Masadul Biswas
Louisiana State University

Political Reform and the Transformation of Indonesia’s Television Industry

Nurhaya Muchtar
University of Tennessee
Saturday, November 1

Session 7.3: Paper Session – Media and Youth

Foundation

Moderator: MELISSA HENDRICKS, Ohio University

SM105: A Glimpse at the Chinese and the Indian Experiences in Using Satellite Technology for Higher Education

ANIMESH RATHORE, Ohio University

FM110: Information and Communication Technologies in Zambia: Addressing Gaps Between Expectations and Realizations in Higher Education Pedagogy

MUSONDA KAPATAMOYO, Southern Illinois University

FM104: Media, Islamic Messages, and School-Aged Children in Kano

STEVE HOWARD, Ohio University

FM105: The State of Children’s Media in Africa

NORMA PECORA, Ohio University

ENYONAM OSEI-HWERE, West Texas A & M University

6:00 – 8:00 PM Dinner

Ballroom
Sunday, November 2

7:30 – 9:30 AM  Breakfast  Ballroom

9:00 – 10:15 AM  Galbreath

Session 8.1: Panel Session

PA107:  The Role of Communication and News Media in Conflict Resolution: Lessons Learned from Research and Practice

Gaps and Opportunities in Academic Research on Media Coverage of Colombia's Internal Conflict

RAFAEL OBREGON  
Ohio University

Other Realities: Voices and Representations of the Conflict in Colombia by Regional News Media Coverage

JÉSUS ARROYAVE  
Universidad del Norté, Colombia

Pasolini in Medellin: Notes for a Visual Ethnography about Urban Outskirts – Young People, Violence and Communication

JAIR VEGA  
Universidad del Norté, Colombia

MONICA PEREZ  
Universidad de Antioquia, Colombia

GERMAN ARANGO  
Project Pasolini, Medellín, Colombia

CAMILLO PEREZ  
Project Pasolini, Medellín, Colombia

Imitating Success: Examining the Role of Communication in the Educational Attainment of Childhood Survivors of Violent Conflict

DIANNE DE GUZMAN  
Ohio University
Sunday, November 2

Session 8.2: Paper Session – Regional Studies
Moderator: ADELE MAVUSO MDA, Ohio University

DAEYOUNG KIM, Southern Illinois University

SM116: Comparative Study of the U.S. Election Coverage Focusing on Newspapers of South Korea and the U.S.: Pilot Study
JAESIK HA, Southern Illinois University

WORAPRON TINA WORAWONGS, Penn State University

SM121: Singaporean Broadcast Media and the Use of National Symbols
ANIMESH RATHORE, Ohio University

10:30 – 11:45 AM

Session 9.1: Paper Session – Media Globalization
Moderator: JOSEPH STRAUBHAAR, University of Texas at Austin

FM107: Globalization and Multilayered Television and Audiences in Denmark
JOSEPH STRAUBHAAR, University of Texas

SM113: Governing Global Communications: Approaches Counting Against Liberal Perspective
YU KUN LEE, University of Texas

SM104: More Dreams per Car: Mediated Scripting of Globalization, Organizational Culture, and National Progress in India with the Launch of the World’s Cheapest Car
RAHUL MITRA, Bowling Green State University
Sunday, November 2
Session 9.2: Panel Session

PA106: Technology, Culture, and Conflict

Mobile Devices and Teenagers in the United States: Creation of Personal, Social and Cultural Space

Andrew Carlson
Ohio University

Global Media Narratives and Communal Identity of Muslim Youth from a Segregated Enclave

Tabassum “Ruhi” Khan
University of California, Riverside

Afghan Conflict and Different Perspectives: Framing Analyses of AP, Itar TASS, PTI, Pakistan’s Newswire and IRNA

Roshan Noorzai
Ohio University

Staff Turnover in the Information and Communication Technologies (ICTs) Sector in South Africa

Adele Mavuso Mda
Ohio University

Please be aware Daylight Savings Time ends Sunday, November 2, at 2:00 AM
Clocks are set back 1 hour
Acknowledgements

We would like to thank the following people whose support has made this conference possible:

**Consortium Members**

**Scripps College of Communication**
*Ohio University*
Gregory J. Shephard, Dean

**Department of Communication**
*Texas A & M University*

**College of Mass Communication & Media Arts**
*Southern Illinois University at Carbondale*
Gary Kolb, Interim Dean

**College of Communication**
*University of Texas at Austin*
Roderick P. Hart, Dean

**Global Fusion Steering Committee**
Patrick Burkart, *Texas A & M University*
John Downing, *Southern Illinois University at Carbondale*
Drew McDaniel, *Ohio University*
Karen Wilkins, *University of Texas at Austin*

Joseph Straubhaar, Amon G. Carter Centennial Professor

*Department of Radio Television Film*
*College of Communication*
*University of Texas at Austin*

David Mould, Associate Dean for Research and Graduate Studies

*Scripps College of Communication*
*Ohio University*

Rafael Obregon, Director

*Communication and Development Program*
*Ohio University*

Roger Cooper, Director

*School of Media Arts and Studies*
*Ohio University*

Daniel Weiner, Executive Director

*Center for International Studies*
*Ohio University*

Karla Schneider, Assistant Director

*Center for International Studies*
*Ohio University*

Paula Carpenter, Administrative Coordinator

*School of Media Arts and Studies*
*Ohio University*

Laura Garmann, Office Support Specialist

*Global Media Research Center*
*Southern Illinois University at Carbondale*