2012 CONFERENCE PROGRAM

Friday, October 26 – Baker University Center, Ohio University

Registration: 8:00 a.m. – 6:00 p.m.

6:00pm

Welcome Reception
Combo 220

7:00pm

Graduate Paper Competition Results Announcement
Combo 220

Keynote Speech
Carolyn Davis, Philadelphia Inquirer

Saturday, October 27 – Baker University Center, Ohio University

Registration: 8:00 a.m. – 5:00 p.m.

8:30am - 9:45am

Session 1.1 Media, Political Culture, and Elections
Baker 231

Moderator: Patrick Burkart, Texas A & M University
“Don’t Kubeba”: A Tale of a Song that Won an Election
Musonda Kapatamoyo, Southern Illinois University Edwardsville

From E-citizenship to E-democracy? Case Study of Internet Use in Iran
Nazanin Ghanavizi and Arash Falasiri, The University of Sydney, Australia

Coverage of the 2012 U.S. Primary Election in the Middle East Media: An
Analysis of Al Arabiya and Al Jazeera English News Websites
Mehrnaz Rahimi, Texas Tech University

Session 1.2 Ongoing Research on Media Globalization
Baker 233

Moderator: T. Ford-Ahmed, West Virginia State University
Globalization and Korean Media Studies: A Critical Literature Review of
Research Agenda from 2000 to 2012
Sangwon Park, Indiana University-Bloomington

Imagining the Global: Transnational Media and Global Audiences
Fabienne Darling-Wolf, Temple University

The Desire of the Other: Towards a Lacanian Theory of Global Media
David Z. Morris, University of South Florida

Stop Samsung – No More Death!: The Fight for Workers’ Rights at the
Intersection of the Local and the Global
Yeon Ju Oh, Bowling Green State University

Theorizing Formal Flows: An Alternative Approach to Contemporary and
Historical Television Globalization
Sharon Shahaf, Georgia State University

Session 1.3 Communication and Development: Health, Security, and Social
Change  Baker 235

Moderator: Masudul Biswas, Shippensburg University of Pennsylvania
Saving Lives Through The First 1,000 Days of Integrated Communication
Chancy Mauluka, Mwate Chintu, Patrick Omar, and McFarren Kuntaja,
Ministry of Health, Malawi

Drawing Social Change from and for Our Community: Lessons Learned from a
Story Telling/Participatory Sketching Intervention
Liliana Acevedo Callejas, Ohio University

Directing the Flow of Power: the Co-opting of Global Development
Liliana Acevedo Callejas and Brian Woods, Ohio University

The Problematic Socialization of Child Marriage in Afghanistan:
Internalization, Social Identity, and Agency
Zulfia Zaher, Ohio University

10:00am - 11:15am

Session 2.1 The Global Internet  Baker 233

Moderator: Jenny Nelson, Ohio University
Satire 2.0: Reactions to Kony 2012 on YouTube
Cynara M. Medina, Trinity University

The Impact of Facebook on the Cognitive World Maps of its Users
Michael G. Elasmar, Boston University

Internationalization of Domain Names and Their Stability and Security
Implications
Undrahbuyan Baasanjav, Temple University

Session 2.2 National and International Policies for Technology and
Communication  Baker 235

Moderator: Gregory Pitts, University of North Alabama
The IPR GPR: The Emergence of a Global Prohibition Regime to Regulate
Intellectual Property Infringement
Lucas Logan, Texas A&M University

The Swedish Church of Kopimism as prank
Patrick Burkart, Texas A&M University / Karlstad University, Sweden

The Interplay of Public Relations and Public Diplomacy: Beyond the Ethical
Pale?
Ali Kanso, University of Texas at San Antonio
Joseph Ajami, Notre Dame University, Lebanon
Richard Nelson, University of Nevada, Las Vegas
Comparing Techno-Capital and Information Sources in Austin and Portugal  
Chris McConnell, Joseph Straubhaar, Wenhong Chen, and Jeremiah Spence, University of Texas at Austin

Communicating Against All Odds: A Textual Analysis of Zambian Political and Advocacy Blogs  
Musonda Kapatamoyo, Southern Illinois University Edwardsville

**Session 2.3 Identity and Identity Construction**  
**Baker 231**

*Moderator: Melissa Meade, Temple University*

Infinite Fandom: The NFL, National Identity, and the Mediated Expansion of Sporting Geographics  
Adam Rugg, University of Iowa

An Electronic Intifada?: Arab and Arab-American Identity Construction in the Context of Facebook Versus Palestine  
Candice Haddad, University of Michigan

The Discursive Construction of Japaneseness since 3/11  
Jaehyeon Jeong, Temple University

Performing Ethnic Identity in the Cyberspace: Creation of a Virtual Haven for the Diasporic Tibetans  
Wei Luo, Indiana University-Purdue University at Fort Wayne

Veiling and Blogging: Social Media as Sites of Identity Negotiation and Expression among Saudi Women  
Hala Guta and Magdalena Karolak, Prince Mohammad Bin Fahd University, Saudi Arabia

**11:30am - 12:45pm**

**Session 3.1 Key Topics for the Global Media Studies Curriculum:**  
**Roundtable Baker 231**

The goal of this panel is to tackle the question: How do we develop a curriculum that provides a rigorous exploration of the above topics as significant aspects of our increasingly complex and information dependent global society?

The presenters in this panel have all researched, written and taught international communication and global media studies in many different variations over a good number of years. Each will present a five to seven minute position paper on how s/he has approached the pedagogical challenge of teaching a particular issue within global media studies. This, we hope will generate a discussion that might lead to a long-term dialogue on the future of the global media studies pedagogy and curriculum in a moment where higher education is being challenged to rethink itself.

**Topics:**  
Human Rights -- Lisa Brooten, Southern Illinois University Carbondale

Cyberliberties -- Patrick Burkhart, Texas A&M University

Modernity -- Marwan Kraidy, University of Pennsylvania

Environment -- Patrick Murphy, Temple University

Migration -- Joseph Straubhaar, University of Texas at Austin

**Session 3.2 NGOs and Digital Communication**  
**Baker 233**

*Moderator: Lawrence Wood, Ohio University*

Malaysian Sathya Sai Baba Organization Online: Metaphors, Allegiance, and Identity
Animesh S. Rathore, Ohio University/University of Wisconsin Oshkosh

Exploration of Social Media in Small-size Non-profits: A Case Study in Southeastern Ohio
Tian Luo, Ohio University

Civil Society Building in China: Communication Social Change by the Environmental Non-governmental Organizations in Wuhuan
Hao Cao, University of Texas at Austin

New Media Communications Shaping Civil Society: The Adoption of Social Media in China’s Grassroots NGOs
Quan Xie, Ohio University

The Business of Community Development: Tracking the Rise of Social Entrepreneurship within Digital Inclusion NGOs in Two Brazilian Cities
Stuart Davis, The Federal University of Rio de Janeiro/University of Texas at Austin
Joseph Straubhaar, University of Texas at Austin

Session 3.3 New Directions in Television Studies in India

Baker 235

Moderator: Tabassum Ruhi Khan, University of California, Riverside

Television Comedy and Everyday Life in 1980s India
Aswin Punathambekar, University of Michigan

Television and Subversive Satire in India
Sangeet Kumar, Denison University

Watching Barkha Dutt: Gender, Celebrity, and Television News in India
Radhika Parameswaran, Indiana University

The Post-TV Era – Understanding the Shift from Analog to Digital Cable Television in India
Shanti Kumar, University of Texas at Austin

1:00pm – 2:30pm Lunch

2:45pm - 4:00pm

Session 4.1 Ethnicity and Diaspora

Baker 233

Moderator: Assem Nasr, Indiana University-Purdue University Fort Wayne

Political Economy of the Japanese-Brazilian Ethnic Media in Japan
Ryuta Komaki, University of Illinois at Urbana-Champaign

Death of a King: Digital Rituals and Diaspora
Benjamin Burroughs, University of Iowa

Talking Community: Podcasting in the Diaspora
Lia Wolock, University of Michigan

Two Methodological Contributions to Studying Diasporic Media Use: Positioning Family as a Unit of Analysis and Conducting Life History Interviews
Laura Dixon and Joe Straubhaar, University of Texas at Austin

Session 4.2 Culture and Media Content I

Baker 235

Moderator: Ali Kanso, University of Texas at San Antonio

Promotion Mix and Brand Engagement on Social Network Sites in Different Cultures: A Cross-cultural Case Study of Starbucks Fan Pages on Facebook (USA) and Kaixin (China)
Jusheng Yu, Southern Illinois University Edwardsville
Changing Perceptions of Journalism: A Comparison of Chinese and American Students
Corinne Beckinger, University of North Alabama

Representation of Masculinity in the Chinese Reality Program “If You are the One”
Di Cui and Stephen D. McDowell, Florida State University

The Use of Code-Switching in Advertising: A Case Study of the “Potong Stim” Ads
Teck HuaNgu and Noraminah Ibrahim, Universiti Teknologi MARA, Malaysia

**Session 4.3 Neoliberalism, Political Democracy, and Social Change in Contemporary India** Baker 231
**Moderator: Musonda Kapatamoyo, Southern Illinois University Edwardsville**
High Walls and Mobile Affects: Gating, Desire, and Danger in Neoliberal Delhi,
Leo Coleman, The Ohio State University

Muslims, Maoists and Indian Democracy: Casualties in the Global War on Terror
Tabassum “Ruhi” Khan, University of California, Riverside

Jurisdictions of Justice: Legal Authority and Popular Protest in Kashmir
Haley Duschinski, Ohio University

4:15pm - 5:30pm

**Session 5.1 Politics and the Media Framing of Conflict** Baker 231
**Moderator: Lisa Brooten, Southern Illinois University Carbondale**
A Content Analysis of Al Jazeera English and Arabic Channels: Framing the 2008 War in Gaza
Farah Fakhr Jallad and Mary Jackson Pitts, Arkansas State University

Framing Analysis of News Coverage on the “July 5th” Urumqi Event from Major International News Agencies
Lijie Zhou, Arkansas State University

How Newspapers Framed the Coverage of Terrorism in Thailand and Malaysia
Chalisa Magpanthong and Drew McDaniel, Ohio University

Kiran Bharthapudi, Southern Illinois University Carbondale

**Session 5.2 Perspectives on Media Advertising** Baker 233
**Moderator: Roger Cooper, Ohio University**
Predicting Advertising Budgets for Motion Pictures
Sang Yup Lee and Steve Wildman, Michigan State University

Identity “Branding”: Consumption Performances among Lebanese Youth
Assem Nasr, Indiana University-Purdue University Fort Wayne

Mad Men: Advertising the Neoliberal Male
Deborah Tudor, Southern Illinois University Carbondale

Mash-up Communication: Its Prevalence, Effects, Influence and Relevance in the 21t Century as An Innovative Advertising Tool for Mass Communication
Arijit Basu and Olan Farnall, Texas Tech University

**Session 5.3 Public Spheres and Public Values** Baker 235
**Moderator: Ali Ziyati, West Virginia State University**
The Myth of the YouTube Revolution
Gavin Feller, Florida Atlantic University

Turn That Camera Off!: Using Video Technology to Police the Police
Raul Barcelona, Marist College

From Understanding to Engagement: Science in the Public Sphere in India
Afrina Rizvi, Aligarh Muslim University

Internet as a Public Sphere: Lessons from Asian Experiences
Animesh S. Rathore, Ohio University/University of Wisconsin Oshkosh

**Sunday, October 28 – Baker University Center, Ohio University**

**Registration: 9:00 a.m. – 12:00 p.m.**

**8:30am - 9:45am**

**Session 6.1 Teaching Global Communications Skills and Strategies for All Students: A Required First-Year Course, Baker 233**

*Moderator: Thomas Nelson, Elon University.*

An Institution-Level View of Requiring Global Communications Skills and Strategies of All Students
Jeffrey S. Coker, Elon University

Course Design for the Multi-Section Global Experience Course: Embedding Intercultural Communication
Rosemary Haskell, Elon University

Globalization Pedagogy: It’s Easier Than You Think
Thomas Nelson, Elon University

**Session 6.2 Case Studies in National Media, Baker 231**

*Moderator: Drew McDaniel, Ohio University.*

Job Satisfaction and Professional Orientation, A Longitudinal Examination of Media Managers in Serbia: 2003 – 2011
Gregory Pitts, Jordan Bradley, Derrick Keeton, Amber Rosado, Harrison Tanner, University of North Alabama

Adoption and Use of Web Resources among Nigerian Broadcasters
Oba Abdulkadir LA’ARO, University of Ilorin, Nigeria
Awang Had Saleh, University Utara Malaysia

Censorship, State Sovereignty and Corporate Ownership in Turkish Media
Bilge Yesil, City University of New York

The Discourse of Satellite Television in Iran
Mehdi Semati, Northern Illinois University
Azadeh Nazer Fassihi, Pennsylvania State University

**10:00am - 11:15am**

**Session 7.1 East Meets West: China and Western Media, Baker 231**

*Moderator: Quan Xie, Ohio University.*

Towards Intrapsychological Functions via Mediated Social Interaction: Application of Vygotsky’s Theory to Americans’ Acculturation in China
Yang Liu, University of Oklahoma
A Chinese Tale of Globalized Lesbian Love Online: Normativity and Hegemony in Chinese Slash Fandom
Jing Zhao, University of Wisconsin, Milwaukee

How Western Media Portray and Make Use of China’s Weibo: A Content Analysis to New York Times' Coverage on China
Yanqin Lu, Indiana University

Development Advertising: A New Theory in the Making in China
Hong Cheng, Ohio University
Gang Chen, Peking University
Xi Yao, Wuhan University
Guangzhi Chu, Communication University of China

The Research of Chinese Brands’ International Communication
Lihua Gao and Yan He, Beijing Technology and Business University

Session 7.2 Online Media and Citizen Journalism
Conference 233
Moderator: Mehdi Semati, Northern Illinois University
Race, Racism and Racial Conflicts in the Social Media: Challenges and Opportunities for Unity
Abd Rasid Abd Rahman, Shahnon Mohamed Salleh, and Anitaawati Mohd Lokman, Universiti Teknologi MARA, Malaysia

We News: The Effects and Power of UGC on Israeli Online News
Itai Elizur, The New School University For Social Research

The role of Social Networking and Citizen Journalism in A Multicultural Nation in Transition: A Case Study of Burma/Myanmar
Lisa Brooten, Southern Illinois University Carbondale

Tweets and Facebook Posts on Egypt and Libya: Post-revolution public sphere discourses
Masudul Biswas and Kayla Krebs, Shippensburg University of Pennsylvania

Session 7.3 Media Content II
Conference 235
Moderator: Undrahbuyan Baasanjav, Temple University
Watching Our Weights: The Global Circulation of Fat Television Programs
Melissa Zimdars, The University of Iowa

Cultivating Consumerism: The Hidden Message Embedded in Global Media Contents
Jungmin Kwon, University of Illinois at Urbana-Champaign

Only The Truth Triumphs-- When TV Dares to Contemplate Taboo Issues!
Charu Uppal, Karlstad University, Sweden

Re-telling Old Tales: A Critical Analysis of Discourses about Slumdog Millionaire
Marissa Joanna Doshi, Texas A&M University

11:30am - 12:45pm

Session 8.1 Online Media
Conference 233
Moderator: Joseph Slade, Ohio University
When Density Level Matters in A Network: Case of The Online Casual Game Industry
Sang Yup Lee, Michigan State University

Teenage Girls Use of Online Media in Trinidad and Tobago
Melissa Cumberbatch, Ohio University
We Heart Japan: American Anime Fans’ Reactions to the March 11, 2011 Great East Japan Earthquake  
Lucy J. Miller, Texas A&M University

Political Carnivalism: Current Affairs Podcast Shows and Elite-challenging Participation  
Chang Sup Park, Southern Illinois University Carbondale

Session 8.2 The Politics and Possibilities of Global Re-Media  
Conference 235  
Moderator: Bilge Yesil, CUNY- Staten Island  
The Hypermediation of the Arab Uprisings: The Case of Syria  
Marwan Kraidy, University of Pennsylvania

Watchmen: Strange Bedfellows in the Remediation of Palestinian Television  
Matt Sienkiewicz, Boston College

From Participation to Politics in Digital India  
Aswin Punathambekar, University of Michigan

Al Jazeera English in the United States: From 'War on Terror' Anxiety to 'Arab Spring' Acclaim.  
Will Youmans, George Washington University

Session 8.3 National Cultures and Media Representations  
Conference 231  
Moderator: Hong Cheng, Ohio University  
Movie Genre Preferences and National Culture: A Cross-country Study  
W. Wayne Fu, Nanyang Technological University, Singapore

Cannes Olympics: The News Coverage of the International Film Festival in Korea  
Juoak Jade Kim, Temple University

Sangwon Park, Indiana University- Bloomington

Cinematic Images of a Neoliberal Hong Kong  
Mark Walters, Southern Illinois University Carbondale

Brand Communities and Self-Presentation: How Fans Construct Images They Contribute to Starbucks’ Facebook Page  
Quan Xie and Drew McDaniel, Ohio University

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