Methodologies of Comparative Media Research in a Global Sphere

Reserved Sessions

Chair
Ingrid Volkmer, U of Melbourne, Australia

Participants

- Media Research in a Globalized Sphere: Challenges, Parameters, and Visions
  Ingrid Volkmer, U of Melbourne, Australia
- Can Media Research Cope with Glocalization? Reflections on Global Challenges
  Cees J. Hamelink, U of Amsterdam, The Netherlands
- What in the World is Global Media Studies?
  Marwan M. Kraidy, American U, USA
- Multiple Television Flows for Multilayered Cultural Identities?
  Joseph D. Straubhaar, U of Texas - Austin, USA
- Mapping Global Publics in Open Media: Claims and Connections Online
  Patricia A. Aufderheide, American U, USA
- Comparative Research on Television Foreign News
  Akiba A. Cohen, Tel Aviv U, Israel
- Conceptual Challenges to the Paradigms of Comparative Political Communication
  Frank Esser, U of Zurich, Switzerland
- Challenges of Comparative Media Research: Report of Two Empirical Studies
  Lothar Mikos, Academy of Film & Television, Germany
  Claudia Toepper, U of Film and Television, Germany
- Methodologies of Comparative Research in a Global Sphere: Global Media in National and Local Contexts
  Richard Stanton, U of Sydney, Australia
- Researching Citizenship and Global Media
  Christina Slade, Macquarie U, Australia
- Cross-National Media Research in the Middle East
  Justin D. Martin, U of Florida, USA
- Longing: The Role of Authenticity in the Diasporic Audience
  Andrea Allen Hickerson, U of Washington, USA
- Researching Media Politics and Culture in the Arab World: Problems and Ways Forward
  Dina Matar, School of Oriental and African Studies, United Kingdom
- Diaspora and Dialectic: Maintaining Identity Beyond the Nation-State
  Charu Uppal, U of South Pacific, Fiji
- Identity Construction Through Multilingual Discourse in a Minority Newspaper: The Case of Arbresh
  Eda Derhemi, U of Illinois, USA
  Xin Xin, U of Westminster, United Kingdom
- Good for Me or For Us All? A Comparative Content Analysis of Manifest Individualism and Collectivism in Global and Local TV Advertising in China
  Yuan Zhang, U of Utah, USA

Media and communication studies are in the process of transformation. Global or international communication delivered through satellite and Internet redefine conventional concepts of 'media,' of the 'mass' audience, of 'gatekeeping' and 'agenda setting,' of 'power' and of 'communication' itself. It is timely to address issues of research in this increasingly worldwide context. Given the relevance and impact of comparative research, it is crucial to debate and critically reflect methodologies. This preconference will provide a broad platform for the discussion of new emerging paradigms and approaches relevant to today's globalized research context.

Issues in Contemporary Communication Law and Policy

Reserved Sessions

Participants

- Stephen D. McDowell, Florida State U, USA
- Joe Kariganis, Social Science Research Council, USA
- Laura Saponara, U of California - Davis, USA
- Leslie Regan Shade, Concordia U, Canada
Communication policy is shaped by numerous actors and institutional arrangements in a variety of settings throughout the world. Scholars, activists, communication technology and service providers, trade associations, private research firms, and government agencies all undertake research and analysis, and disseminate findings and arguments that contribute to the policymaking process. How can we understand the overall role of policy research and analysis in communication policy formation? How is it changing in light of globalization? In light of the Internet and digital media more generally? What ideas and information arising from policy research have shaped outcomes, whether in legislation, regulatory decisions, or international agreements? What institutional and logistical barriers limit the impact of policy research? What lessons can be drawn about the strategies that are most useful to enhance the importance and impact of policy research? To explore these questions, this pre-conference will examine two general domains of communication policy: community broadband and copyright.

---

**Monday 10:00-12:30 pm**

**Reservation Sessions**

**Participants**
Concetta M. Stewart, Temple U, USA
Jonathan Donner, Microsoft Research India, India
Rich Ling, Telenor Research & Development, Norway

There has been much attention paid to the state of social cohesion during the past decade. Robert Putnam has helped us to focus on social capital and its status, analysis in Europe has looked into the interaction between ICTs (usually the Internet) and the state of socialization, and now McPherson have delivered an analysis on social isolation in the US. While it is possible to comment on the studies, the general message seems to be that we are growing apart rather than closer together. Or are we?
2001


Reserved Sessions

Chair
Brenda Dervin, Ohio State U, USA

Participants
Disciplined Dialogue and its Implications for the Evaluative Explorations of Information Quality Issues
Roberta Brody, City U of New York, USA

Bringing Contemplative Attention to the Dialogue Between Teacher/Adviser and Student
Kathleen D. Clark, U of Akron, USA

Systematically Nurturing Creativity in Innovative Projects
Angela Coco, U Of Queensland, Australia

The Challenges of Being Dialogic
Brenda Dervin, Ohio State U, USA

Using Sense-Making Self-Interviews to Facilitate Student Explorations Into How They Construct Social Theories
David Paul Easter, Ohio State U, USA

Helping Communication Practitioners to Bridge the Dialogic Gap Between Institutions and Their Publics
Lois Foreman-Wernet, Capital U, USA

Bridging Ourselves: Self-Reflection and Digital Storytelling in the Media Classroom
John W. Higgins, Menlo College, USA

Using Dialogic Interviewing to Understand Youth Radio Producers' Personal, Social, and Political Transformations
Robert Huesca, Trinity U, USA

Cyberproject Case Study of Training Effects on Team Communication of Ecologists and Computer Scientists
Samantha Katz, U of New Mexico, USA

Mediating Diversity and Uniformity: Using Web Pages to Evolve Systematic Content Analysis Methods
HongChun Lee, Keio U, Japan

Youichi Ito, Keio U - Shonan Fujisawa, Japan

Using Sense-Making as Dialogic Approach to Elicit and Transfer "Deep Smarts" for Leadership Transitions
Albert Linderman, The Sagis Group, Inc., USA

Communicating the Importance of Communication Research Through Real-World Practice and Research Projects
Tingting Lu, Ohio State U, USA

The Role of Dialogue in Organizational Communication
Paul Nelissen, Radboud U Nijmegen, The Netherlands

Communication-Peace Bridge
Christlin Parmalanathan Rajendram, Eastern U - Sri Lanka, Sri Lanka

Experiences With a Sense-Making Interdisciplinary Dialogue Among Researchers and Practitioners Studying Users/Audiences
CarrieLynn Desira Reinhard, Ohio State U, USA

Overview of the Three-Field Dialogue
CarrieLynn Desira Reinhard, Ohio State U, USA

Using Sense-Making in Online Discussions to Facilitate Southeast Asian Student Readings of Indian Cinema
David J. Schaefer, Franciscan U - Steubenville, USA

Building Dialogic Bridges Across Theories/Disciplines: Teaching Core Social Theory to Undergraduates in Seven Departments
Peter Shields, Eastern Washington U, USA

Identifying Gaps, Building Bridges: Communicating Dance Between Dean and Faculty in a Collective Bargaining Environment
Vickie Rutledge Shields, Eastern Washington U, USA

Using Knowledge Workers Sense-Making of Situationality as Tool for Adapting to What Matters
Patricia Souto, Loughborough U, United Kingdom

Use of Sense-Making Interviewing for Capturing Software Requirements
Georg Strom, U of Copenhagen, Denmark

This full day working symposium is open as space is available. It is part of a continuing project focusing on problems of interspectivity/interdisciplinarity in applying findings from research relevant to audiences/users to designs, policies, and practices of systems. The project consists of a series of dialogic surrounds each intended to tease out deeper understandings. To date, a database has been developed with 114 in-depth interviews with top level academic and practitioner experts in three fields -- communication studies (COMM), library and information science (LIS), and human computer interaction (HCI); and 48 impressionistic essays interpreting these interviews by COMM, LIS, and HCI researchers and practitioners. Panels/symposia similar to this one have also been planned for the academic organizations of both LIS and HCI. (1) The ICA symposium will start with a panel of speakers drawing on their
diverse perspectives to interpret convergences/divergences they see in the dialogue database and to address two
questions: 1) Beyond surface stereotypes, what differences stand between fields and perspectives in how they address
users/audiences, and how they conceptualize and execute the challenges of designs, policies, and practices of systems
to meet human needs? 2) Beyond impractical idealisms, what procedural and structural interventions might improve
our capacities to communicate across our divides? Afternoon working groups start with brief reports of diverse
examples of uses of dialogic procedures. Groups will brainstorm symposium questions and conclude with group
reports and discussion. Speakers and participants are asked to attend the entire day.

2002

Organizational Communication Division Doctoral Preconference: Researching Difference in Organizational
Communication Studies

Thursday
8:00-5:00 pm
Continental
Ballroom 2

Reserved Sessions

Participants
Brenda J. Allen, U of Colorado, USA
Karen Lee Ashcraft, U of Utah, USA
Kirsten Broadfoot, Colorado State U, USA
Patrice M. Buzzanell, Purdue U, USA
Stanley A. Deetz, U of Colorado, USA
Sarah E Dempsey, U of North Carolina, USA
Gail Fairhurst, U of Cincinnati, USA
Shiv Ganesh, U of Waikato, New Zealand
Lynn Marie Harter, Ohio U, USA
Erika Kirby, Creighton U, USA
Patricia S. Parker, U of North Carolina, USA
Linda L. Putnam, Texas A&M U, USA
Angela Trethewey, Arizona State U, USA
Heather Zoller, U of Cincinnati, USA

This doctoral consortium is a daylong pre-conference workshop on professional and research issues for doctoral
students in organizational communication. Students who are nearing completion of their coursework, or who have
completed coursework and are writing their dissertations, are eligible to participate. This year's consortium theme,
"Researching Difference in Organizational Communication Studies," will address the challenges and opportunities of
engaging in scholarship that explores intersections of difference-class, race, gender, ethnicity, sexuality, age,
disability, religion, regionalism, and so forth-with organizing processes. Students from various conceptual and
methodological perspectives-including post-positivist, critical, poststructuralist, feminist, post-colonial, etc.-are
couraged to attend.

2010

International Communication Association Executive Committee Meeting

Thursday
8:00-12:00 pm
Imperial Ballroom A

Reserved Sessions

Chair
Ronald E. Rice, U of California - Santa Barbara, USA

Participants
Sonia Livingstone, London School of Economics, United Kingdom
Jon F. Nussbaum, Pennsylvania State U, USA
Wolfgang Donsbach, Technical U of Dresden, Germany
Robert T. Craig, U of Colorado, USA
Patrice M. Buzzanell, Purdue U, USA
Michael L. Haley, International Communication Association, USA

ICA Executive Committee Meeting
**Directions in Mediated Communication, New Technologies, and Language & Social Interaction Research**

**Thursday**

8:00-5:00 pm

Union Square

19 & 20

**Reserved Sessions**

**Chair**

Michelle Scollo, Rutgers U, USA

**Participants**

Communication Design and the Pragmatic Web  
Mark Aakhus, Rutgers U, USA

Finnish and USAmerican Perspectives on the 60 Minutes Feature, Tango Finlandia  
Donal Carbaugh, U of Massachusetts, USA

Pathway to Interaction: The Structure of Opening Moves in Online Journal Communities  
Miriam Greenfeld, Rutgers U, USA

Ethnographic Approaches to the Study of Technologically Mediated Discourse.  
Tamar Katriel, U of Haifa, Israel

Textual Conversations: An Argument for Using Conversation Analysis to Study Computer-Mediated Communication  
Kris M. Markman, Bridgewater State College, USA

Talk About the Mobile Phone in Finland  
Saila H. Poutiainen, U of Massachusetts, USA

Adapting the Practices of Nonmediated Interaction to the Technology in Use  
Robert E. Sanders, SUNY - Albany, USA

Media References in Social Interaction  
Michelle Scollo, Rutgers U, USA

New Technologies, Language Ideologies: Metadiscourse and Mediated Communication  
Crispin Thurlow, U of Washington, USA

Linking Micro and Macro Social Interaction  
James E. Katz, Rutgers U, USA

Mass media, mediated communication, and new communication technologies are increasingly part of many peoples' social and communicative lives. Yet are they having an influence upon and potentially changing the way we socially interact and use language? If so, how? Are these media and technologies having an effect upon how we interact and use language face-to-face, while communicating via them, or both? Further, do our current methodological and theoretical apparatuses enable us to ask such questions, conceptualize, investigate, and theorize about them? If not, what new theories and methodologies are necessary to move Language and Social Interaction research toward this new direction? This preconference will attempt to answer and work through these questions, offering potential answers, directions for research, and hopefully new insights. The preconference will feature a mix of talks on directions for Language and Social Interaction research in this emerging area, old and new methods and theories for such work, as well as data-based examples of research being conducted in this area.

**Mobile Communication: Bringing Us Together or Tearing Us Apart?**

**Thursday**

8:00-5:00 pm

Union Square

13

**Reserved Sessions**

**Participants**

Concetta M. Stewart, Temple U, USA  
Jonathan Donner, Microsoft Research India, India  
Rich Ling, Telenor Research & Development, Norway

There has been much attention paid to the state of social cohesion during the past decade. Robert Putnam has helped us to focus on social capital and its status, analysis in Europe has looked into the interaction between ICTs (usually the Internet) and the state of socialization, and now McPherson have delivered an analysis on social isolation in the US. While it is possible to comment on the studies, the general message seems to be that we are growing apart rather than closer together. Or are we?

**Setting the Agenda for Communication Research: The Next Five Years Preconference at Stanford University in Palo Alto**

**Thursday**

8:00-5:00 pm

Stanford U

**Reserved Sessions**

**Chair**

James S. Fishkin, Stanford U, USA
A series of panels in which prominent scholars identify key substantive problems and new ways of thinking about them. Panelists will be drawn both from Stanford and the discipline at large. There will be 6 panels, 2 in political communication (IA and IB), 2 on the impact of new technology on journalism and mass communications (IIA and IIB) and 2 on human computer interaction (IIIA and IIB).

Methodologies of Comparative Media Research in a Global Sphere

Reserved Sessions

Chair
Ingrid Volkmer, U of Melbourne, Australia

Participants
Media Research in a Globalized Sphere: Challenges, Parameters and Visions
Ingrid Volkmer, U of Melbourne, Australia

Can Media Research Cope with Glocalization? Reflections on Global Challenges
Cees J. Hamelink, U of Amsterdam, The Netherlands

What in the World is Global Media Studies?
Marwan M. Kraidy, American U, USA

Multiple Television Flows for Multilayered Cultural Identities?
Joseph D. Straubhaar, U of Texas - Austin, USA

Mapping Global Publics in Open Media: Claims and Connections Online
Patricia A. Aufderheide, American U, USA

Comparative Research on Television Foreign News
Akiba A. Cohen, Tel Aviv U, Israel
Ven-Hwei Lo, National Chengchi U, Taiwan

Conceptual Challenges to the Paradigms of Comparative Political Communication
Frank Esser, U of Zurich, Switzerland
Barbara Pfetsch, U of Hohenheim, Germany

Challenges of Comparative Media Research: Report of Two Empirical Studies
Lothar Mikos, Academy of Film & Television, Germany
Claudia Toepper, U of Film and Television, Germany

Methodologies of Comparative Research in a Global Sphere: Global Media in National and Local Contexts
Richard Stanton, U of Sydney, Australia

Researching Citizenship and Global Media
Christina Slade, Macquarie U, Australia

Cross-National Media Research in the Middle East
Justin D. Martin, U of Florida, USA
Longing: The Role of Authenticity in the Diasporic Audience
Andrea Allen Hickerson, U of Washington, USA

Researching Media Politics and Culture in the Arab World: Problems and Ways Forward
Dina Matar, School of Oriental and African Studies, United Kingdom

Diaspora and Dialectic: Maintaining Identity Beyond the Nation-State
Charu Uppal, U of South Pacific, Fiji

Identity Construction Through Multilingual Discourse in a Minority Newspaper: The Case of Arbresh
Eda Derhemi, U of Illinois, USA

Xin Xin, U of Westminster, United Kingdom

Good for Me or For Us All? A Comparative Content Analysis of Manifest Individualism and Collectivism in Global and Local TV Advertising in China
Yuan Zhang, U of Utah, USA

Media and communication studies are in the process of transformation. Global or international communication delivered through satellite and Internet redefine conventional concepts of 'media,' of the 'mass' audience, of 'gatekeeping' and 'agenda setting,' of 'power' and of 'communication' itself. It is timely to address issues of research in this increasingly worldwide context. Given the relevance and impact of comparative research, it is crucial to debate and critically reflect methodologies. This preconference will provide a broad platform for the discussion of new emerging paradigms and approaches relevant to today's globalized research context.

Digital Storytelling: Critical Accounts of a Californian Export

Reserved Sessions
Chair
Nick Couldry, U of London, United Kingdom

Participants
The Story of Digital Storytelling
Joe Lambert, Center for Digital Storytelling, USA
Nancy Thumim, London School of Economics, United Kingdom

Digital Storytelling in Australia and Beyond
Kelly McWilliam, Queensland U of Technology, Australia
Glynda Hull, U of California - Berkeley, USA
Mark Evan Nelson, U of California - Berkeley, USA

Mediatized Stories: Autobiography and Authenticity in Digital Storytelling
Birgit Hertzberg Kaare, U of Oslo, Norway
Knut Lundby, U of Oslo, Norway

The Problems of Expertise and Scalability in Self-Made Media: Lessons From Digital Storytelling in Australia
John Hartley, Queensland U of Technology, Australia

Respondents
Jo Tacchi, Queensland U of Technology, Australia
Larry Friedlander, Stanford U, USA
Kirsten Drotner, U of Southern Denmark, Denmark

Digital Storytelling is evolving as a participatory media practice around the globe. Individuals in a variety of institutional settings tell short, self-representational stories with standard digital equipment. These personal narratives are usually made with self-sourced images and told with the own voice. Although there are many forms of digital storytelling, this pre-conference takes as its point of departure the approach that was developed at the Center for Digital Storytelling in Berkeley from the early 1990s (www.storycenter.org). Their ideas of Digital Storytelling have spread throughout the world. Why has this Californian export become so popular? Which further developing forms of digital storytelling should be observed? What are the broader meanings, the textual characteristics, it's democratic and participatory potential, and future developments of digital storytelling? How could digital storytelling be understood as mediation practices and to which extent could it contribute to media literacy? Such questions deserve critical and constructive scholarly interest. The preconference will trace the roots and the take-up of the Digital Storytelling movement, and raise research questions from three different corners of the world: from the ICA host state of California, from Europe and from Australia. The pre-conference is a joint effort by The Graduate School of Education, UC Berkeley; The international research project 'Mediatized Stories: Mediation perspectives on digital storytelling among youth' www.intermedia.uio.no/mediatized/ based at the U of Oslo; The ARC Centre of Excellence for Creative Industries & Innovation, Queensland University of Technology. Australia www.cci.edu.au; and the two sponsoring ICA divisions.
International Communication Association Annual Board of Directors Meeting

Reserved Sessions

Chair
Ronald E. Rice, U of California - Santa Barbara, USA

Participants
Sonia Livingstone, London School of Economics, United Kingdom
Jon F. Nussbaum, Pennsylvania State U, USA
Wolfgang Donsbach, Technical U of Dresden, Germany
Robert T. Craig, U of Colorado, USA
Patrice M. Buzzanell, Purdue U, USA
Michael L. Haley, International Communication Association, USA
Sherry Lynn Ferguson, U of Ottawa, Canada
Yu-li Liu, National Chengchi U, Taiwan
Elena E. Pernia, U of the Philippines - Diliman, Philippines
Karen Ross, Coventry U, United Kingdom
Ted Zorn, U of Waikato, New Zealand
Rebecca C. Hains, Salem State College, USA
Qi Wang, Villanova U, USA
David R. Roskos-Ewoldsen, U of Alabama, USA
Beth A. Le Poire, California Lutheran U, USA
Holli A. Semetko, Emory U, USA
Cynthia Stohl, U of California - Santa Barbara, USA
Min-Sun Kim, U of Hawaii, USA
Patricia Moy, U of Washington, USA
Amy Nathanson, Ohio State U, USA
Douglas Storey, Johns Hopkins U, USA
Christina Slade, Macquarie U, Australia
Jan A. G. M. Van Dijk, U of Twente, The Netherlands
Lynn Schofield Clark, U of Denver, USA
Hochang Shin, Sogang U, Korea, Republic of
Mariana J. Meyers, Georgia State U, USA
Sharon Strover, U of Texas - Austin, USA
Francois Cooren, U de Montréal, Canada
Dong Hoon Ma, Korea U, Korea, Republic of
John E. Newhagen, U of Maryland, USA
Katherine Sender, U of Pennsylvania, USA
David J. Phillips, U of Toronto, USA
Hiroshi Ota, Aichi Shukutoku U, Japan
Isabel Molina Guzman, U of Illinois, USA
James H. Watt, Rensselaer Polytechnic Institute, USA

Annual Meeting of the Board of Directors. This meeting is open to any member of the association.

Opening Plenary - Communication and Critique: Reflections on the Critical Role of Communication Scholarship

Theme Sessions

Chair
Susan J. Douglas, U of Michigan, USA

Participants
Angela McRobbie, Goldsmiths - U of London, United Kingdom
Robin Mansell, London School of Economics, United Kingdom
Bella Mody, U of Colorado - Boulder, USA
Ellen E. Seiter, U of Southern California, USA
This year's conference theme is 'Creating Communication: Content, Control and Critique'. Within this broad theme, the opening plenary event will explore stimulating and diverse perspectives on the possibilities for critique. An invited panel of speakers will ask what constitutes critique in today's intellectual and political context? Are we all critical scholars, in one way or another, or is critique itself fading from our field? Possibly, we all mean something different by critique. So, what are the most insightful and incisive sources for developing a critical focus in communication scholarship? As societies become more complex, commercialised and globalised, and as traditional political divisions and familiar ethical values are uprooted or challenged, what critical standpoints, if any, would the panel make their priority for future research?

ICA's 57th Annual Conference Opening Welcome Reception

Reserved Sessions

**Thursday**
7:00-9:00 pm
Continental
Ballroom 5
### 3101
**Friday**  
9:00-10:15 am  
Continental Ballroom 1

**News Audiences**

**Political Communication**

**Chair**  
Paul D’Angelo, College of New Jersey, USA

**Participants**

Challenging the Frame: The Influence of Attitude on the Interpretation of News About Asylum  
Baldwin Van Gorp, Radboud U Nijmegen, Belgium

Political Trust and the Implications of Context on Audience Readings of Televised Political Content  
Manuel Alejandro Guerrero Martinez, U Iberoamericana, Mexico  
Sallie L. Hughes, U of Miami, USA

Learning Political Information From the News: A Closer Look at the Role of Motivation  
Clarissa C. David, U of the Philippines, Philippines

Confusion by Conversation: The Negative Impact of Political Talk on the Relationship Between News Use and Knowledge During the 2004 Presidential Campaign  
Bruce William Hardy, U of Pennsylvania, USA

**Respondent**  
Reimar Zeh, U of Erlangen - Nuremberg, Germany

---

### 3102
**Friday**  
9:00-10:15 am  
Continental Ballroom 2

**Movements**

**Political Communication**

**Chair**  
Kaja Tampere, U of Jyvaskyla, Finland

**Participants**

John Drabble, Kadir Has U, Turkey  
Christopher Alan Vaughan, Santa Clara U, USA

Media and Movement: Is Democracy Now What Democracy Looks Like?  
Amoshaun Toft, U of Washington, USA  
Sheryl Cunningham, U of Washington, USA

The Dutch No to the EU Constitution: EU Skepticism, Proxies, and the Campaign  
Andreas Schuck, U of Amsterdam, The Netherlands  
Claes H. De Vreese, U of Amsterdam, The Netherlands

Getting Our Story Out: Narrative Identity and Perceptions of Message Effectiveness in Progressive Social Movements  
Kristin L. Gustafson, U of Washington, USA  
Gina Neff, U of Washington, USA

**Respondent**  
Kate Kenski, U of Arizona, USA

---

### 3103
**Friday**  
9:00-10:15 am  
Continental Ballroom 3

**Expecting and Excepting Work**

**Organizational Communication**

**Chair**  
Kristen Lucas, U of Nebraska-Lincoln, USA

**Participants**

Performing Fatherhood: Masculine and Caregiving Identity(ies) in Work-Family Contexts  
John Duckworth, Purdue U, USA  
Patrice M. Buzzanell, Purdue U, USA

Sainted or Tainted? Stay-at-Home Fathers as Dirty Workers  
Emily Therese Cripe, Arizona State U, USA

Being One with the Organization, Despite Being Home in Pajamas: Factors Influencing Teleworking Employees' Organizational Identification  
Kathryn L Fonner, U of Wisconsin, USA  
Michael E. Roloff, Northwestern U, USA
What I Expect Versus What I Value: The Effects of Expectations and Work Values on Organizational Communication Satisfaction for Part-Time Workers
Amber N.W. Raile, Michigan State U, USA
Eric D. Raile, Michigan State U, USA

Respondent
Michelle T. Violanti, U of Tennessee, USA

3104
Friday
9:00-10:15 am
Continental Ballroom 4

The Third-Person Effect and Behavior: Research and Reviews
Mass Communication

Chair
Stella C. Chia, Nanyang Technological U, Singapore

Participants
Understanding the Third-Person Perception: Evidence From a Meta-Analysis
Ye Sun, U of Wisconsin - Madison, USA
Zhongdang Pan, U of Wisconsin - Madison, USA
Lijiang Shen, U of Georgia, USA
"They Will Help, So I Don't Need To?": Third-Person Effect and Donation Aid Advertising
Hyo Jung Kim, U of Missouri, USA
The First- and Third-Person Effects of Antidrug Ads Among Adolescents
Hyunyi Cho, Purdue U, USA
Franklin J. Boster, Michigan State U, USA
Naive Media Schema or Perceived Personal Differences: An Experiment on Media Framing and Third-Person Perceptions
Hernando Rojas, U of Wisconsin - Madison, USA
Janice L. Liebhart, U of Wisconsin - Madison, USA
Jodi Minzlaff, U of Wisconsin - Madison, USA
Xiaoli Nan, U of Wisconsin - Madison, USA
Does the Perceptual Discrepancy Lead to Action? A Meta-Analysis of the Behavioral Component of Third-Person Effect
Jie Xu, U of Alabama, USA
William Gonzenbach, U of Alabama, USA

3105
Friday
9:00-10:15 am
Continental Ballroom 5

New Member and Graduate Student Orientation to ICA and the Conference
Reserved Sessions

Chair
Qi Wang, Villanova U, USA

Participants
Rebecca C. Hains, Salem State College, USA
Ronald E. Rice, U of California - Santa Barbara, USA
Sonia Livingstone, London School of Economics, United Kingdom
Michael L. Haley, International Communication Association, USA

This session is designed for newcomers to ICA, though all members interested in learning more about the organization are welcome. The session will include: (a) a general overview of ICA as an organization; (b) an overview of the conference; and (c) opportunities for participation in ICA. Questions and discussion are encouraged throughout the session.

3106
Friday
9:00-10:15 am
Continental Ballroom 6

Sports and Media
Mass Communication

Chair
Andrea M. Holt, U of Alabama, USA
Participants
Examining Perceived Violence in and Enjoyment of Televised Rivalry Sports Contests
Arthur A. Raney, Florida State U, USA
William Kimbally, Florida State U, USA
A Multilevel, Longitudinal Model of Entertainment and Affect in a Super Bowl Audience
Prabu David, Ohio State U, USA
Brian W. Horton, Ohio State U, USA
Tom German, Ohio State U, USA
Skill in Black and White: Negotiating Media Images of Race in a Sporting Context
Todd A. Fraley, East Carolina U, USA
Daniel I Bufferington, U of Georgia, USA
The Influence of Gender-Role Socialization, Media Use, and Sports Participation on Perceptions of Sex-Appropriate Sports
Marie Christine Hardin, Pennsylvania State U, USA
Jennifer Greer, U of Nevada, USA
Respondent
Kimberly Bissell, U of Alabama, USA

The Virtual Gaze: Effects of Visuals in Embodied Agents
Communication and Technology
Chair
S. Shyam Sundar, Pennsylvania State U, USA
Participants
The Effects of an Embodied Agent’s Nonverbal Behavior on User's Evaluation and Behavioral Mimicry
Nina Simons, U of Cologne, Germany
Nicole C. Krämer, U of Cologne, Germany
Stefan Kopp, U of Bielefeld, Germany
Troubleshooting With Embodied Conversational Agents: Acceptance and Efficiency of a Virtual Assistant in Different Situations
Nicole C. Krämer, U of Cologne, Germany
Gary Bente, U of Cologne, Germany
Heide Troitzsch, Applied U Nordwestschweiz
Felix Eschenburg, U of Cologne, Germany
To Smile or Not to Smile :) Defining the Effects of Emoticons on Relational Outcomes
Jina H. Yoo, U of Missouri - Saint Louis, USA
Virtual Gaze: A Pilot Study on the Effects of Computer-Simulated Gaze in Avatar-Based Conversations
Felix Eschenburg, U of Cologne, Germany
Gary Bente, U of Cologne, Germany
Nicole C. Krämer, U of Cologne, Germany

Trends in Media Choice and Use
Communication and Technology
Chair
Oscar Peters, U of Twente, The Netherlands
Participants
A Click in Time: How Values Shape Media Choices Within Generations
J. Alison Bryant, Nickelodeon/MTV Networks, USA
Anna Akerman, Adelphi U, USA
Marsha E. Williams, Nickelodeon Research, USA
Media Richness Perceptions as Impressions of Interpersonal Communication Competence Within the Relational Competence Framework
John Christian Feaster, Ohio State U, USA
John Dimmick, Ohio State U, USA
Artemio Ramirez, Jr., Ohio State U, USA
Identification, Parasocial Relationships, and the Media Experience

Mass Communication

Friday
9:00-10:15 am
Continental Ballroom 9

Chair
Katrin Christiane Doveling, Free U Berlin, Germany

Participants
Mediated Involvement With a Celebrity Hero: Responses to the Tragic Death of Steve Irwin
William J. Brown, Regent U, USA
Benson P. Fraser, Regent U, USA
Parasocial Interaction and Identification With Liked, Neutral, and Disliked Characters
Qing Tian, Georgia State U, USA
Cynthia A. Hoffner, Georgia State U, USA
Identification With Media Characters as Temporary Alteration of Media Users' Self-Concept
Christoph Klimmt, Hannover U of Music & Drama, Germany
Dorothee Hefner, Hannover U of Music and Drama, Germany
Peter Vorderer, U of Southern California, USA
Moved by the Unreal: Empathy and Imagination in Identification With Television Characters
Riva Tuskchinsky, U of Haifa, Israel
Expectancy Violations in Relationships With Friends and Media Figures
Elizabeth Leigh Cohen, Georgia State U, USA

The Creative 'Affordances' of Communication Technologies: A Discussion Panel

Friday
9:00-10:15 am
Imperial Ballroom A

Chair
Paddy Scannell, U of Westminster - Communication and Media Research Institute, United Kingdom

Participants
Technology in Motion: An Examination of Social Impetus
Carolyn Marvin, U of Pennsylvania, USA
Derek W. Vaillant, U of Michigan, USA
What Happens When I-or-Anyone Turns on the TV Set?
Paddy Scannell, U of Westminster - Communication and Media Research Institute, United Kingdom
Technological Affordances and the Practices of Talk-in-Interaction
Ian Hutchby, U of Leicester, United Kingdom

This interdisciplinary panel takes up the question of the creative potentiality of new media via an exploration of technologies 'old' and 'new' and their respective communicative affordances—the kinds of usage that they permit and facilitate. We will explore transformations of everyday practices of technologized communication across the last century, focusing on the pragmatics of the design of things-for-use; the histories of innovation and their social uptake; and the sociology of human interaction with communicative technologies.

Quality, Credibility, and Morality in Journalistic Genres Online

Friday
9:00-10:15 am
Imperial Ballroom B

Chair
David Domingo, U Iowa, USA

Participants
The Routines of Blogging
John Latta, U of Alabama, USA
Wilson Hugh Lowrey, U of Alabama, USA
The blog, or Web log has emerged as an important conduit for news and opinion. Two dimensions of the phenomenon make it interesting: First, it did not evolve due to some technological innovation. Rather, it came into being within the existing affordances of Internet hard and software. Second, its practitioners frequently reside right on the edge between "real" journalism and rant and rumor.

### Telling Stories and Changing Minds: Narrative in Health Communication

#### Health Communication

**Chair**
Michael D. Slater, Ohio State U, USA

**Participants**

The Power of Narratives: The Effect of Organ Donation Storylines on the Attitudes, Knowledge, and Behaviors of Donors and Nondonors
Susan E. Morgan, Purdue U, USA
Lauren B. Movius, U of Southern California, USA
Michael J. Cody, U of Southern California, USA

Interrupting the Transportation Experience: Program Placement Effects on Responses to Antismoking Advertising
Sarah Jane Durkin, The Cancer Council Victoria, Australia
Melanie Wakefield, The Cancer Council Victoria, Australia

The Mediating Role of the Message Interpretation Process on the Effects of Exposure to Antialcohol Messages
Rebecca Van de Vord, Washington State U, USA
Erica W. Austin, Washington State U, USA
Bruce Pinkleton, Washington State U, USA

How Antismoking Advertising Contributes to Quitting: Intra- and Interpersonal Processes
Sally Margaret Dunlop, U of Melbourne, USA
Melanie Wakefield, The Cancer Council Victoria, Australia
Yoshihisa Kashima, U of Melbourne, Australia

### Trauma and Popular Culture

#### Popular Communication

**Chair**
Amit Pinchevski, Hebrew U, Israel

**Participants**

The Living Body and the Corpse: Israeli Documentary Cinema and the Intifadah
Raya Morag, The Hebrew U of Jerusalem, Israel

Holocaust Perversions: The Stalags Pulp Fiction in Israel of the 1960's
Amit Pinchevski, Hebrew U, Israel
Roy Brand, Hebrew U of Jerusalem, Israel

Identification with Victimhood
Roy Brand, Hebrew U of Jerusalem, Israel

Localizing Collective Memory: Local and National Radio Broadcasts on Israel's Memorial Day for the Holocaust and the Heroism, 1993-2004
Motti Neiger, Netanya Academic College, Israel
Eyal Zandberg, Netanya Academic College, Israel
Oren Meyers, U of Haifa, Israel

**Respondent**
Barbie Zelizer, U of Pennsylvania, USA
Trauma theory has been at the forefront of cultural research in recent years. The objective of this panel is to extend trauma discourse into the popular realm-examining the ways in which trauma is represented in popular culture, and considering popular culture as a site for performing and working through trauma. The papers in this panel will look into the ways in which popular culture engages trauma—in radio, magazines, and film-addressing issues such as the communication of trauma across generations, witnessing and victimhood, memory, commemoration, and the limits of representation. Participants will approach the discourse of trauma, memory and loss from a critical perspective, examining the ways it percolates and mutates into current political and ideological issues.

3114

A Walk Down the Longest Street in the World: What Research Says About the Impact of International Coproductions of Sesame Street

Friday
9:00-10:15 am
Franciscan Room C

Instructional & Developmental Communication

Chair
Charlotte Cole, Sesame Workshop, USA

Participants
Ulitsa Sezam: Addressing Social Diversity With Children of Russia
Anna Mirney, Wheelock College, USA
Sesame Street U.S.A: Research From Season 37
Jennifer Anne Kotler, Sesame Workshop, USA
David Cohen, Sesame Workshop, USA
Rosemarie T. Truglio, Sesame Workshop, USA
Effects of Alam Simsim on Preschool Children's Literacy, Math Skills, and Gender Attitudes: Findings from Egypt
Rajiv N. Rimal, Johns Hopkins U, USA
Maria Elena Figueroa, Johns Hopkins U, USA
Molly Ann Federowicz, Johns Hopkins U, USA
The Educational Impact of Sisimpur: Results of an Experimental Study of Children's Learning
June Hui Min Lee, Sesame Workshop, USA

Sesame Street, one of the most popular children's programs in the United States, has become a shared experience for children across the globe. Currently, children view locally developed versions of Sesame Street in 29 countries and regions. International coproductions are created using educational objectives and production formats designed to meet the needs of children in the given country. Sesame Workshop's commitment to producing culturally relevant materials for diverse, dynamic populations makes research an essential part of Sesame Street's domestic and international success. Specifically, the Workshop employs two types of research: formative research, which informs material-development for these projects and brings the child's voice into the production process; and summative research, which assesses outcomes such as reach, educational effectiveness and cultural impact after the show has been aired. The proposed panel discusses the methodology and results of two formative studies conducted for productions in Russia (Ulitsa Sezam) and the United States, and two summative studies conducted for the productions in Egypt (Alam Simsim) and Bangladesh (Sisimpur). Taken together, the panel underscores the role of research in informing the production of a television series that has become one of the largest informal educators of children in the world.

3115

Developments in Public Relations Theory Building I

Friday
9:00-10:15 am
Franciscan Room D

Public Relations

Chair
Priscilla Murphy, Temple U, USA

Participants
Creating Legitimacy as a Central Rationale for Public Relations
Jennifer L. Bartlett, Queensland U of Technology, Australia
Creating Public Relations Through Interpersonal Communication: A Review Essay
Elizabeth L. Toth, U of Maryland - College Park, USA
Contingency Theory of Strategic Conflict Management: A Decade of Theory Development, Discovery, and Dialogue
Augustine Pang, U of Missouri, USA
Yan Jin, Virginia Commonwealth U, USA
Glen T. Cameron, U of Missouri, USA
Emerging Cultural Paradigm in Public Relations Strategies for Social Change
Belio Antonio Martinez, Jr., U of Florida, USA
The Situational Theory of Publics in a Different Cultural Setting: The Case of Singapore
Krishnamurthy Sriramesh, Nanyang Technological U, Singapore
Saminathan Moghan, National Institute of Education, Singapore
Kok Wei Daniel Lim, MobileOne Ltd., Singapore

**Respondent**
Priscilla Murphy, Temple U, USA

### 3116
**Friday**
9:00-10:15 am
**Yosemite Room A**

**Popular Music and the Nation**

**Popular Communication**

**Chair**
Lynn Clark, U of Denver, USA

**Participants**
"Us Girls Can Boogie Too": Representations of Gender in the Hip-Hopsploitation Film Beat Street
Aaron D Sachs, U of Iowa, USA

Semiotics of Music: Analysis of Cui Jian's 'Nothing to My Name;' The Anthem for the Chinese Youths in the Post-Cultural Revolution Era
Jonathan Matusitz, University of Central Florida, USA

The Dixie Chicks vs. Toby Keith: Country Music's Contested Ideologies and the Culture War in America
Lori Henson, Indiana U, USA

The Evaluation of Popular Music in Comparative Perspective: American, German, and Dutch Popular Music Reviews
Alex van Vemrooij, Erasmus U Rotterdam, The Netherlands
Vaughn Schmutz, Emory U, USA

### 3117
**Friday**
9:00-10:15 am
**Yosemite Room B**

**In Search of the Right Mind: Left- and Right-Hemisphere Bases of Communication**

**Information Systems**

**Chair**
Ross Buck, U of Connecticut, USA

**Participants**
The Organization of Affective Prosody in the Brain
Elliott D Ross, Oklahoma U Health Sciences Center, USA

Prosociality Versus Selfishness: A New Perspective on Brain Lateralization and Communication.
Ross Buck, U of Connecticut, USA

An fMRI Study of Nonverbal Receiving Ability: Implications for a Neural Model of Empathy
Stacie L. Renfro, U of Connecticut, USA

**Respondent**
Peter A. Andersen, San Diego State U, USA

Communication researchers often seek to measure the socially symbolic aspects of message sending and reception as well as the emotional content and affect. However, it is not always clear how to conceptualize and operationalize these two aspects of communication. The panel investigates the left and right hemisphere bases of symbolic, propositional communication (including language) versus spontaneous, nonpropositional communication; and a related distinction between selfish and prosocial emotions.

### 3118
**Friday**
9:00-10:15 am
**Yosemite Room C**

**Parhesis in the Public: The Ethics and Practice of Truth-Telling in Mass Media**

**Philosophy of Communication**

**Chair**
Matthew Jordan, Pennsylvania State U, USA

**Participants**
The Vanishing Subject of Democracy: Autonomy, Authenticity and Publicly Mediated Self-presentation in Democratic Discourse
John Christman, Pennsylvania State U, USA

Documenting Conspiracy: The "Loose Change" Series and Foucault's Problematization of Parrhesia
Brett Nicholls, U of Otago, New Zealand
Truth Claims in Climate Change: An Inconvenient Truth as Philosophy of Communication
Chris Russill, U of Minnesota, New Zealand
"Truthiness" and Consequence: The Daily Show, The Colbert Report, and Truth as Satire
Matthew Jordan, Pennsylvania State U, USA

This panel originates in a concern with the ways in which the "truth" is constituted and conveyed in the mass media and the extent to which the injunction to "tell the truth" functions as a normative ethic in the public sphere. Inspired by Michel Foucault's work on truth-telling or "parrhesia" as a form of "speech activity," the papers locate, interrogate and problematize parrhesiastic utterances and their commitments in a variety of mass media discourses.

3119
Friday 9:00-10:15 am
Union Square 14

Reserved Sessions

Chat
Klaus Krippendorff, U of Pennsylvania, USA

3120
Friday 9:00-10:15 am
Union Square 15 & 16

Crossing Boundaries in Communication

Intergroup Communication

Chat
Hiroshi Ota, Aichi Shukutoku U, Japan

Participants
Beyond Belief(net): Interreligious Dialogue and Trauma Communication
Ally Ostrowski, U of Colorado, USA
Colombian Efforts for Peace From Within: The Role of Communication Networks of Middle-Level Officials
Matthew D. Matsaganis, U of Southern California, USA
AngeliKI Andrea Kanavou, Chapman U, USA
Organizational Politics Surrounding the Interpretation of "Public Interest": A Case of Korean Public Broadcasting Corporation
Young Min Baek, U of Pennsylvania, USA
User-Centered Interaction Design: Enhancing the External Validity of Communication Support for Health Care Teams
Vikram Sheel Kumar, Boston Medical Center, USA
Linda M. Harris, National Cancer Institute, USA
Jonathan Lee Jackson, Dimagi, USA
Connie Dresser, National Cancer Institute, USA

3121
Friday 9:00-10:15 am
Union Square 17 & 18

Creating Perspective With Words

Language & Social Interaction

Chat
Alena L. Vasilyeva, Rutgers U, USA

Participants
A Comparative Analysis of Comments Used in News Coverage of the Wars in Iraq
Michael D. Todd, Pennsylvania State U, USA
Crystal Yvette Lumpkins, U of Missouri, USA
Persuasive Communication Through Sales Email: The Interplay of Belief, Interaction, and Language
Ming Cheung, City U of Hong Kong, Hong Kong
The Interaction of Consciousness and Language in Talk
David Ritchie, Portland State U, USA

These papers examine how different actors using different genre of communication shape the meaning of the interaction afforded by the medium in which they act.
How Global is the Communication Research Community?

Intercultural & Development Communication/International & Development Communication

Chair
Emile G. McAnany, Santa Clara U, USA

Participants
- Practicing What We Preach: Enhancing Academic Dialogue to Transcend International Barriers
  Kenton T. Wilkinson, Texas Tech U, USA
- Collaboration Across the U.S.-Mexico Border: Studying NAFTA and the Mass Media
  Jose Carlos Lozano, Tecnológico de Monterrey, Campus Monterrey, Mexico
- Sharing Technology Innovation: Collaborating Globally to Solve Problems
  Emile G. McAnany, Santa Clara U, USA
- Communication Research Trends and Promoting International Collaboration
  Paul A. Soukup, Santa Clara U, USA

Many of the theories of globalization assume that with modern digital communication, the world is brought closer together. This would seem to apply to those in the field of communication research and policy. But there are a number of obstacles to making the link between a digital and a more interpersonal community. The papers for the panel are based on the experiences of several universities over the last fifteen years. They propose a model for bringing more communication researchers into direct contact with their international colleagues in a number of ways, including collaborative research projects and research conferences, the use of a rich database of several thousand technology projects applied to solving social problems, a variety of travel and study programs for faculty and students and the editing of an international research journal that brings researchers together. Conclusion: there are ways of crossing the digital divide into more personal networks of interconnectedness.

Communicating Identity and Self-Presentation

Interpersonal Communication

Chair
Vijai Nath Giri, Indian Institute of Technology, India

Participants
- The Blame Game: A First Glimpse at the Socially Acceptable Causes of Female Fatness
  Laura Triplett, California State U, Fullerton, USA
- Relational Identities of Always-Single Japanese Women in Japan
  Eriko Maeda, California State U, Long Beach, USA
- Threat to One's Public Persona and the Motivation to Engage in Compensatory Self-Presentation
  James M. Tyler, Purdue U, USA
- Impressions Formed of Self-Promoters Who Create a Context for Their Boasts
  Nurit Talor, U of Haifa, Israel

Respondent
Vijai Nath Giri, Indian Institute of Technology, India

Representing the Other in Contemporary Cultural Discourses

Ethnicity and Race in Communication
Gay, Lesbian, Bisexual & Transgender Studies
Feminist Scholarship

Chair
Jillian M. Baez, U of Illinois, USA

Participants
- Difference in the Media: Prosocial Television and the Politics of Representation
  Adina A.G. Schneeweis, U of Minnesota, USA
The Princess and the SUV: Brand Images of Native Americans as Commodified Racism
Debra L. Merskin, U of Oregon, USA

Mammy’s Image and Purpose: Applying the Mammy Myth to Contemporary Representations of African American Women
Tamara LaCarol Barnett, U of Washington, USA

Consuming “Trash”: Representations of Poor Whites in U.S. Popular Culture
Laura Portwood-Stacer, U of Southern California, USA

Tongues Unfettered: Critiquing Quareness Inside-Out
Riley Snorton, Annenberg School for Communication, U of Pennsylvania, USA

Two Spirit Men, Then and Now: The Stigmatization of Gay and Bisexual Men in North Dakota
Waylon Baker, U of North Dakota, USA
Loren Schwarzwalter, U of North Dakota, USA

The papers in this panel interrogate discourses of the Other across a range of communities and media practices -- constructions of “quare” identity in the black community; Native Americans in general-market advertising, and representations of black women and working-class white personalities in US popular culture. Together the panelists interrogate racial identities and representations that are gendered and sexualized by positioning them within discourses of difference.

Media Diversity in Small States: Limited Options for Media Regulation?

Communication Law & Policy
Chair
Daniel C. Hallin, U of California, USA

Participants
Introduction: Media Regulation in Small States
Manuel Puppis, U of Zurich, Switzerland

Denmark, Norway, and Sweden: Media Diversity in Scandinavia
Anker Brink Lund, Copenhagen Business School, Denmark

Belgium: Two Communities with Diverging Views on How to Manage Media Diversity
Leen S. J. d’Haenens, Catholic U of Leuven, Belgium

Switzerland: Desire for Diversity Without Regulation - A Paradoxical Case?
Matthias Kuenzler, U of Zurich, Switzerland

Austria: Diversity Through Delay?
Thomas Steinmaurer, U of Salzburg, Austria

One of the most important goals of media regulation is to protect and promote media diversity. However, due to their structural peculiarities, small states may tend to pursue different interests with their media regulation. The retention of a domestic media industry may be more important than diversity. Experiences from different European small states will be examined. This comparative perspective should allow to gain some insights into the connection between state size and media regulation.

Conflict, War, and Visuals (High Density Session)

Visual Studies
Political Communication
Chair
Michael Griffin, Carleton College, Canada

Participants
Dangerous Depictions: A Visual Case Study of Contemporary Cartoon Controversies
Marion Mueller, Jacobs U Bremen, Germany
Esra Ayse Özcan, Jakobs U Bremen, Germany

Frontline War Reports by U.S. Soldiers on the Internet: Perpetrator Photographs and the Changing Perception of War
Kari Anden-Papadopoulos, Stockholm U, Sweden

Sun-A Kim, U of Missouri, USA
C. Zoe Smith, U of Missouri - Columbia, USA

The Photographs Are Us: A Semiological Reflection on Images of Abu Ghraib
Kelly Lynn McKay-Semmler, U of Oklahoma, USA
Of Each and All: Vietnam Memorialization and Pastoral Power
Brent Allen Saindon, U of Pittsburgh, USA

Respondent
Michael Griffin, Carleton College, Canada

Visuals are a corollary of international conflicts. But the role and function of visuals in international conflicts and war is diverse: from trigger to coping, trading, documenting, propagating to memorializing. During the 2006 controversy over political cartoons (Danish Muhammad cartoons, Iranian Holocaust cartoons, Bulgarian Khadafi cartoons), the visuals were actually the trigger of global violent protests. Privately shot atrocity photos during the Iraq war were traded for porn on a website, and the coverage of the Iraq invasion 2003 was not propaganda-free. Another panel contribution provides an in-depth content analysis of the torture images of Abu Ghraib. Another aspect of this session is the usage of visuals in a post-war context, as e.g. for memorializing the Vietnam war. The four papers in this panel shed light on the varied roles that visuals play during and after international conflicts.
Creating Corporate Social Responsibility

Friday  
10:30-11:45 am  
Continental Ballroom 3

Organizational Communication
Public Relations

Chair  
Maria Dixon, Southern Methodist U, USA

Participants  
Semantic Network Analysis of Global Corporate Values Statements  
Anne Zaphiris, Mercyhurst College, USA

A New Generation of Global Corporate Codes of Ethics?  
Cynthia Stohl, U of California - Santa Barbara, USA  
Michael Stohl, U of California - Santa Barbara, USA  
Lucy Popova, U of California - Santa Barbara, USA

External and Internal Communication of Integrity: Discursive Antidote for Abuse, Scandal, and Lies  
Suzy D’Embeau, Purdue U, USA

From Store to Society: An Analysis of the Conflict Between Wal-Mart and Labor Unions  
Jennifer Willyard, Texas A&M U, USA

Respondent  
Steven K. May, U of North Carolina, USA

Advances in Content Analysis Research on Food Marketing to Children

Friday  
10:30-11:45 am  
Continental Ballroom 4

Mass Communication

Chair  
Victoria Rideout, Kaiser Family Foundation, USA

Participants  
Food Advertising Seen by Children: Incorporating Viewing Patterns in Content Analyses of Nonprogramming Content  
Walter Gantz, Indiana U, USA  
Nancy Carol Schwartz, Indiana U, USA

Ready, Set, Play! A Content Analysis of Online Food Advertising to Children  
Elizabeth S Moore, U of Notre Dame, USA  
Victoria Rideout, Kaiser Family Foundation, USA

Food and Beverage Advertising on US Television: Comparing Child Targeted Versus General Audience Commercials  
Ron Warren, U of Arkansas, USA  
Robert H. Wicks, U of Arkansas, USA  
Donghun Chung, U of Arkansas, USA  
Robert H. Wicks, U of Arkansas, USA  
Ignatius Fosu, U of Arkansas, USA

Food and Beverage Advertising to Children on US Television: Did National Food Advertisers Respond?  
Ron Warren, U of Arkansas, USA  
Robert H. Wicks, U of Arkansas, USA  
Donghun Chung, U of Arkansas, USA  
Robert H. Wicks, U of Arkansas, USA  
Ignatius Fosu, U of Arkansas, USA

Respondent  
Dale Kunkel, U of Arizona, USA
In the United States, childhood obesity is a serious and increasingly widespread health issue. In response to this, one of the many areas policy-makers, consumer advocates, and health organizations have turned their attention to has been the prevalence of food advertising seen by children - on television and, increasingly, on the Internet. Content analysis are critically important here, offering the means to document the amount and nature of food advertising seen by children both before and after any voluntary or mandatory policy changes. The purpose of this panel is to examine innovative and inclusive studies on food marketing to children. Each of the studies represents an important advance in methodology, offering solutions to the challenges of content analysis in the 500-channel, online era.
Participants
E-Relationships in Politicians' Blogs in South Korea: Comparing Online and Offline Social Networks
Han Woo Park, YeungNam U, Korea, Republic of
Randy Kluver, Nanyang Technological U, Singapore
Doing the Right Thing Online: A Survey of Bloggers' Ethical Beliefs and Practices
Mark A. Cenite, Nanyang Technological U, Singapore
Benjamin H. Detenber, Nanyang Technological U, Singapore
Koh Woon Kai Andy, Singapore Press Holdings, Singapore
Alvin Lian Hao Lim, Youth.sg, Singapore
Ee Soon Ng, Singapore Ministry of Defence, Singapore
Emergence or Affordance? Blogging Culture and the Question of Technological Effects
Lucas Graves, Columbia U, USA
Are Political Blogs a Different Species?: An Examination of Nonelite Political Blogs
Eunseong Kim, Eastern Illinois U, USA

Seeking and Providing Information Online
Communication and Technology
Chair
Malcolm R. Parks, U of Washington, USA

Participants
Seeking and Providing Information Online: Revisiting the Dynamic-Transactional Approach
Talke Klara Hoppmann, U of Hamburg, Germany
Effect of Web Organization and Prior Knowledge on Online Learning
Yeon Kyoung Joo, Seoul National U, Korea, Republic of
How Do People Really Seek Information About Others?: Information Seeking Across Internet and Traditional Communication Sources
David Keith Westerman, Michigan State U, USA
Brandon Van Der Heide, Michigan State U, USA
Katherine Ann Klein, Michigan State U, USA
Joseph B Walther, Michigan State U, USA
Limitations in "Digital Taylorism": Applying Semiotics to Human-Computer Interaction Research
Carlos Alberto Scolari, U de Vic, Spain

Emotions and Communicative Processing of Media Content
Mass Communication
Chair
Katrin Christiane Doveling, Free U Berlin, Germany

Participants
A Theoretical Framework of Emotions and Media Entertainment
Elly Konijn, Free U, The Netherlands
Talking About Media Content: Characteristics and Emotional Functions
Volker Gehrau, Free U, Germany
Emotions in Negotiation Processes: An Extension of the Appraisal Model
Katrin Christiane Doveling, Free U Berlin, Germany
Emotional Communicative Processing of Television News Among Peers
Denise Sommer, U of Jena, Germany

Respondent
Robin Nabi, U of California - Santa Barbara, USA

Whether in day to day interactions or in media reception processes: emotions play a crucial role in communication. Fortunately, the study of emotional communication incited by the mass media and emotions within media reception processes is gradually attracting greater interest in communication analysis. However, for quite some time, emotions have been approached from a psychological, intrinsically oriented perspective alone. Yet, media reception does not end at the subjective level but is embedded in a larger social context. This panel will elucidate and clarify the role emotions play within communicative processing of media content and vice versa. It connects two relevant lines of research, incorporating the study of social interaction and interpersonal communication about media content in the
analysis of emotional reception processes. Herewith, it presents an integrative approach by looking at media reception as a socially embedded emotional negotiation process which includes collective appraisal mechanisms. Emotions in and as a result of communicative processing are highlighted within reception processes of diverse types of media genres. After providing a theoretical framework explicating the role emotions play in processing media information, a survey study is presented which specifies diverse reception motives and functions connected with conversations about distinct media genres. The shared communicative processing of emotions is examined on the basis of appraisal theories. An experimental study analyzes how peers discuss TV-news emotionally and assess them interactively.

**3210
Surveying, Consent, and Dissent**

**Friday 10:30-11:45 am
Imperial Ballroom A**

**Chair**
Nico Carpentier, Vrije U Brussel, Belgium

**Participants**
Alienation and the Information Economy: Toward a Marxist Critique of Consumer Surveillance
Josh Lauer, U of Pennsylvania, USA

Cascading Networks: Electronic Communication and the Diffusion of Social Instability
Kenneth Farrall, U of Pennsylvania, USA

Civil Defense, Communication, and the Politics of Disaster: An American Case Study
Mikaela L. Marlow, U of California - Santa Barbara, USA
Howard Giles, U of California, USA

Inverted-Panopticism: The Use of Mobile Technologies in Surveillance
Ming Kuok Lim, Pennsylvania State U, USA

**Respondent**
Douglas M. Kellner, U of California, USA

This session looks at the possibilities for surveillance, consent, and dissent offered by media technologies. Drawing on a variety of theoretical perspectives, the papers offer a diverse view on questions such as: How are (new) media technologies used for surveillance of consumers and citizens? What is the relation between individual uses of media technology and surveillance? Can these technologies be used positively to perform a form of bottom-up surveillance? And what does the omnipresence of media and communication and society's dependence on communication technologies for the dissemination of information mean for different societal groups?

**3211
Journalism and Human Rights**

**Friday 10:30-11:45 am
Imperial Ballroom B**

**Chair**
Howard Tumber, City U - London, United Kingdom

**Participants**
The Rights of Journalism and the Universal Right to Know?
David E. Morrison, U of Leeds, United Kingdom

Online Journalism and the Other: Creating New Spaces for Human Rights Issues in India
Prasun Sonwalkar, U of the West of England, Bristol, United Kingdom
Stuart Allan, U of West England, United Kingdom

A Threatening World: The Eclipse of Human Rights in Australian Media and Political Agendas Since 2001
Rodney Evan Tiffen, U of Sydney, Australia

Journalists, War Crimes, and International Justice
Howard Tumber, City U - London, United Kingdom

Human Rights, Global Health, and Journalism
Silvio R. Waisbord, AED, USA

Journalism and Human Rights: Which Humans, Whose Rights?
Barbie Zelizer, U of Pennsylvania, USA

In recent years globalisation and changes in international policy have put issues of global governance, universal principles of human rights and internationalism in trade, social and security policies on the agenda. The human rights dimension has become more prominent as a consideration by news organisations and journalists. Reporting has not only focussed on violations of human rights but also on the institutional apparatus designed to protect and promote human rights. The increase in humanitarian crisis in recent times has also led to news organisations increasing their coverage of human rights. For journalism there are a number of important questions. Human rights is both a news subject as well as a news frame. But how do the news media report human rights issues and how accurate and
consistent is the coverage? What is the role of sources: - governments, intergovernmental organizations, NGOs and other agencies - in the presentation of human rights? What is the role of advocacy by both news sources and journalists? How are the new information technologies changing the way human rights discourse is presented within the public sphere? The papers comprising this panel dealing with: issues surrounding the right to know; the reporting (traditional and online) of war crimes, refugees and asylum seekers, other human rights violations and health related issues; provide, through a variety of perspectives, methodologies and historical comparisons, an examination of how human rights issues and stories relate to journalistic work.

**3212**

Focusing on Exposure as a Central Construct in Health Campaigns Research: Interventions in Africa

**Health Communication**

**Chair**

Rajiv N. Rimal, Johns Hopkins U, USA

**Participants**

- Character Recognition as a Reliable Measure of Exposure to Alam Simsim Among Preschool Children in Egypt
  - Maria Elena Figueroa, Johns Hopkins U, USA
- Development of a Continuous Measure of Exposure to a Television Drama to Help Prevent AIDS in South Africa
  - D. Lawrence Kincaid, Johns Hopkins U, USA
- Measuring Types of Exposure and Their Effects as a Function of Health Competence: The Integrated Communication for Healthy Living Project in Egypt
  - Douglas Storey, Johns Hopkins U, USA
- The Radio Diaries Program in Malawi Designed to Reduce HIV Stigma: Evaluating the Different Measures of Exposure
  - Rajiv N. Rimal, Johns Hopkins U, USA

**Respondent**

Robert Hornik, U of Pennsylvania, USA

Although exposure to campaign messages is critical for intervention success, developing effective, reliable, and valid instruments for measuring exposure is critical for demonstrating success. This panel is organized around the common theme of innovative approaches to the measurement of exposure in national, mass media based campaigns. Illustrations are drawn from experiences in Egypt, South Africa, and Malawi.

**3213**

Impact of Two Types of Advertising on Health Behavior: Direct-to-Consumer and Social Marketing

**Health Communication**

**Chair**

Sheila Teresa Murphy, U of Southern California, USA

**Participants**

- College Students' Exposure to Direct-to-Consumer (DTC) Antidepressants Ads: Impact on Perceived Prevalence, Treatment Options and Drug Inquiry
  - Soontae An, Kansas State U, USA
  - Minsun Shim, U of Pennsylvania, USA
-_effects of Gain vs. Loss Framed Antidrug Ads on Adolescents
  - Hyunyi Cho, Purdue U, USA
- Do Ads Influence How We Set Health Goals?: Effect of Prime Strength and Time Frame on Perception of Behavioral Control
  - Yuliya A. Lutchyn, U of Minnesota, USA

**3214**

Ripped From the Headlines: Sex, News, Spectacle

**Feminist Scholarship**

**Journalism Studies**

**Chair**

Linda C. Steiner, U of Maryland, USA
Developments in Public Relations Theory Building II

Public Relations

Chair
Maureen Taylor, Western Michigan U, USA

Participants
Public Relations Models and Persuasion Ethics: Is Fear of Persuasion an Obstacle to Ethics?
Johanna Fawkes, Leeds Metropolitan U, United Kingdom

Coordination and Control of Global Public Relations to Manage Cross-National Conflict Shifts: A Multidisciplinary Theoretical Perspective for Research and Practice
Juan-Carlos Molleda, U of Florida, USA
Alexander V. Laskin, U of Florida, USA

Maintaining Momentum in the New Millennium? A Descriptive Analysis of Scholarly Public Relations Articles in Selected Communication Journals - 2001-2005
Lynn M. Zoch, U of South Carolina, USA
Erik L. Collins, U of South Carolina, USA
Hilary Kate Fusell Sisco, U of South Carolina, USA

Explicating and Validating Communicant Activeness in Problem Solving (CAPS)
Jeong-Nam Kim, Xavier U, USA
James E. Grunig, U of Maryland, USA

Respondent
Maureen Taylor, Western Michigan U, USA

Branding Experience: Explorations in the Marketization of Cultures and Identities

Popular Communication

Chair
Matthew P. McAllister, Pennsylvania State U, USA

Participants
Variations on the Branded Self: Theme, Invention, Improvisation, and Inventory
Alison Hearn, U of Western Ontario, Canada

The Brand Savvy Child Consumer of Central and Eastern Europe
Katalin Lustyik, Auckland U of Technology, New Zealand

Nations as Brands: Examples from Postcommunist Europe
Nadia Kaneva, U of Colorado, USA

Muslim Religious Lifestyle Branding in the U.S.
Lynn Schofield Clark, U of Denver, USA

Respondent
Matthew P. McAllister, Pennsylvania State U, USA

The 4 papers in this panel see markets and consumption as symptomatic of late modernity. However, they attempt to bring light to the growing infusion of previously "non-commercial" areas of social experience by marketing discourses. The papers examine the marketization of four modes of identification and belonging that have traditionally been understood as relatively independent of markets - namely, selfhood, childhood, nationhood, and religion.
Information Systems: Psychophysiological Measurement of Processing Mediated Messages

Information Systems

**Chair**
David R. Roskos-Ewoldsen, U of Alabama, USA

**Participants**
- Measuring Facial Responses to Media: Promises and Pitfalls
  Arvid Kappas, International U Bremen, Germany
- Motivated Processing of Mediated Messages and the Postauricular Response
  Johnny V. Sparks, U of Alabama, USA
- Individual Differences in Motivated Processing of Highly Arousing, Positive TV Advertisements
  Rachel L. Bailey, U of Missouri, USA
  Kevin Wise, U of Missouri - Columbia, USA
  Glenn M. Leshner, U of Missouri, USA
- Resource Allocation and Motivated Responding: Using Startle Probe Methodology to Assess Cognitive Processing of Television
  Samuel D. Bradley, Texas Tech U, USA
  Wendy Maxian, Texas Tech University, USA
  Wes Wise, Texas Tech U, USA
  Jessica D. Freeman, Texas Tech U, USA

This panel involves the presentation and discussion of papers covering the use and analysis of physiological measures to study cognitive and emotional processing of media content. The panel will allow for discussion of issues and challenges in collecting and interpreting psychophysiological data.

Theorizing Network Cultures

Philosophy of Communication

**Chair**
Andreas Hepp, U of Bremen, Germany

**Participants**
- (Re)creating the Grammar of the New Communication: Hermogenes of Tarsus on the "Networked, Hybrid, and Convergent" Communicative Everpresent
  Mark A. E. Williams, California State U - Sacramento, USA
  Ryan Timothy Gillespie, California State U, USA
- The Uncanny Impulse of Locative Media
  Chad Jason Vollrath, U of Iowa, USA
- Questioning the Neo-Liberal Architecture of "Dromocratic" Regime: A Critique of Governmental Rationality of "Speed"
  Minkyu Sung, U of Iowa, USA
- Reinventing Government & Reinventing TV
  James Hay, U of Illinois, USA
  Laurie Ouellette, U of Minnesota Twin Cities, USA

Culture, Language & Communication

Reserved Sessions

**Chair**
Itesh Sachdev, U of London, United Kingdom

**Participants**
- Language Acculturation, Health, and Well Being in Mexican Americans
  Theodore M. Singelis, California State U - Chico, USA
- The Multicultural Personality Questionnaire and Language Teacher and Learner Effectiveness
  Tony Young, U of Newcastle, United Kingdom
  Itesh Sachdev, U of London, United Kingdom
- Language Teacher Training and the Impact of Culture
  Caroline Priestley, St Giles Language Schools, USA
Social Support, Communication Networks, and Acculturation Among Minorities
Sophie Gaudet, U of Ottawa, Canada
Richard Clement, U of Ottawa, Canada

Respondent
Cindy Gallois, U of Queensland, Australia

This symposium highlights the associations between cultural identity, acculturation, and language and communication. It emphasizes the different conceptual and methodological approaches which can be taken to explore the inextricable link between language, communication and culture within social psychology and intergroup communication. More specifically, the impact of, and contested natures of, culture, cultural identity, acculturation and intercultural communication are explored in the fields of health and well being, general education, language teaching and language learning. Four more specific outcomes will be discussed in this session:

3220
A Closer Look at Violent Video Games: Beyond the Simple Effects Paradigm

Game Studies

Chair
Rene Weber, U of California - Santa Barbara, USA

Participants
Review of Research on the Impact of Violent Computer Games on Young People
Matthew Hibberd, U of Stirling, United Kingdom
Shoot First, Ask Questions Later: Motivations of a Women's Gaming Clan
Mara Hohler, U of Oregon, USA
The Effects of Video Game Violence and Frustration on Aggressive Tendencies: A Test of the Mediating Influences of Affect, Cognition, and Arousal
Chad Mahood, U of California - Santa Barbara, USA
The Other Halo Effect: A Cultural Comparison of Aggression Following Violent Video Play
Robert Shota Tokunaga, U of Hawaii at Manoa, Hawaii

3221
New Directions in Intercultural Communication Research

Intercultural & Development Communication/Intercultural Communication

Chair
Akira Miyahara, Seinan Gakuin U, Japan

Participants
Attributional Style, Motivation, and Competence in Intercultural Communication
Cuihua Shen, U of Southern California, USA
Effects of Message Contextuality and Nationality
Sayaka Sogabe Fourcade, Wake Forest U, USA
Michael David Hazen, Wake Forest U, USA
Phases of Sojourner Adaptation and the Implications for Intercultural Communication Competence
Elizabeth Munz, Purdue U, USA
Understanding Differences in Self Construals Across Cultures: A Social Networks Perspective
Nithya Muthuswamy, George Mason U, USA

Respondent
Akira Miyahara, Seinan Gakuin U, Japan

3222
Global News in Local Context

Intercultural & Development Communication/International & Development Communication

Chair
Xin Xin, U of Westminster, United Kingdom

Participants
Great Britain Against Germany? 60 Years Later: The Bombing of Dresden in Press Coverage
Heike Grossmann, Technical U of Dresden, Germany
Susan Schenk, Technical U of Dresden, Germany
Is the Agenda-Setting Process Different Outside the United States?: A Multinational Agenda-Setting Test  
Ying Roselyn Du, U of North Carolina, USA  
The Origins of Foreign News Are Ever-Present in Japan: A Gebserian Approach  
Takuya Sakurai, U of Oklahoma, USA  
The Other Algeria: Zidane, World Cup Soccer, Globalization, and the Media  
David Winterstein, Ohio U, USA  

Respondent  
Xin Xin, U of Westminster, United Kingdom  

This session embraces studies of the origins of foreign news in a context of national cultural formation, agenda setting processes in different countries, news coverage of international conflicts in war and in sport, and their implications for national identity and visibility.

---

### 3223  
**Well-Being, Anger, and Arguments**

**Friday**  
10:30-11:45 am  
Union Square 21  

**Interpersonal Communication**

**Chair**  
Susanne Jones, U of Minnesota, USA  

**Participants**  
Communication During Serial Arguments: Connections With Individuals' Mental and Physical Well-Being  
Rachel Sarah Malis, Bradley U, USA  
Michael E. Roloff, Northwestern U, USA  
Modeling the Serial Argument Process in Close Relationships  
Jennifer Bevan, U of Southern California, USA  
Andrea Finan, U of Nevada, USA  
Allison Kamiensky, U of Nevada, USA  
The Effects of Arguing Expectations and Predispositions on Perceptions of Argument Quality and Playfulness  
Dale Hample, Western Illinois U, USA  
Benjamin Warner, Western Illinois U, USA  
Holly Norton, Western Illinois U, USA  
The Effects of Anger on Message Production and Message Content in Negotiations: Have You Been Hijacked?  
Julie E. Delaney, Purdue U, USA  
Why Romantic Partners Won't Tell You if They're Upset: The Relationship Between Belief in Mindreading and Type of Grievance Expression  
Courtney Wright, Northwestern U, USA  
Michael E. Roloff, Northwestern U, USA  

**Respondent**  
Susanne Jones, U of Minnesota, USA  

---

### 3224  
**Politics of Communication, Cultural Difference, and Diasporas**

**Friday**  
10:30-11:45 am  
Union Square 22  

**Ethnicity and Race in Communication**

**Participants**  
Transnational Lives, Identity, and Media  
Olga Guedes Bailey, Nottingham Trent U, United Kingdom  
Transnational Crossroads for Media and Diaspora: Three Challenges for Research  
Myria Georgiou, Leeds U, United Kingdom  
Diaspora, Multiculturalism and Transnational Media: The Case of Zee TV  
Shehina Fazal, London Metropolitan U, United Kingdom  
Refugee Communities and the Politics of Cultural Identity  
Ramaswami Harindranath, Melbourne U, Australia  

Diaspora is a useful concept for addressing identity, community, and mediated communication. Diasporic communication has the potential to challenge mainstream media representations of diasporas, ethnic and religious communities as counter-hegemonic space, as well as a platform for identity politics, thereby creating alternative public sphericules, and in the process strength democracy. The panel will argue that the increasing interconnection between diasporic life in transnational symbolic and real spaces and mediation is fundamental to further understand new communicative practices in the media landscape.
Ownership, Advertising, and Market Structure in Media Industries

Communication Law & Policy

Chair
Matt Jackson, Pennsylvania State U, USA

Participants
Economic Growth and Advertising Expenditures in Different Media
Pieter Bakker, U of Amsterdam, The Netherlands
Robert Georges Picard, Jonkoping International Business School, Sweden
Richard van der Wurff, U of Amsterdam, The Netherlands

Getting a Foot in the Door: Broadcast License Auctions and Diversity in Media Ownership, 1995-2006
Philip Howard, U of Washington, USA
Stephanie C Smith, U of Washington, USA

Newspaper/Television Cross-Ownership and Local News and Public Affairs Programming on Television Stations: An Empirical Analysis
Michael Zhaoxu Yan, U of Michigan, USA

Institutional Determinants of the Structure of the Daily Newspaper Industry: A Cross-Country Study
Jun-Seok Kang, Indiana U, USA

Respondent
Matt Jackson, Pennsylvania State U, USA

Viewing/Forming Asia Through Visual Media: From Visual/Cultural Perspective

Visual Studies

Chair
Tae-Jin Yoon, Yonsei U, Korea, Republic of

Participants
Representing North Korea: An Analysis of News-Photos in Korean, U.S., and Japanese Newspapers
Tae-Jin Yoon, Yonsei U, Korea, Republic of
Ji-hyun Ahn, Yonsei U, Korea, Republic of
Mee Ae Ok, Yonsei U, Korea, Republic of

All About CSI: 'CSI Day' and the Formation of New Media Culture in Korea
Young Chan Kim, Nanyang, Korea, Republic of

Remaking East Asian Identity in Intra-Asian Cultural Flows: A Case Study of Young Chinese Consumption of Korean TV Dramas
Misu Na, Chonbuk National U, USA

The Transformation of Film-Viewing Experience: A Qualitative Study on Young Korean Film-Viewers
Sang-gil Lee, Yonsei U, Korea, Republic of
Seolhi Lee, Yonsei U, Korea, Republic of

In Between the Real and the Reed: the Rise of Mobile Media in the Age of Web 2.0
Larissa Hjorth, RMIT U, Australia

Circulating 'The Look', (De)Facing Nationalisms: Young Chinese Women Consuming Korean Wave
Lisa Leung, Lingnan U, Hong Kong, China, People's Republic of

Respondent
Dong Hoon Ma, Korea U, Korea, Republic of

This panel consists of five papers, all of which deal with visual culture in/between Asian countries. Although they share the key words-visual media, visual culture, Asia, etc.-these papers cover a variety of media, topics, and areas. It is obvious that visual media are very effective and powerful tools for communication, especially between people with different languages. The 'Korean Wave,' which denotes the popularity of Korean popular culture among Asian people for last ten years, could not have existed without these visual media delivering 'images.' Films and television dramas, not novels and magazines, have been the engine of the Korean Wave without doubt. In other words, visual media are functioning as a bridge between different countries in Asia, a place for cultural exchanges, and an integral part of 'Asia' in itself. Na's and Leung's papers specifically deal with the Korean Wave. In sum, this panel is about Asia, visual media such as camera, television, and film, and cultural practices such as watching foreign television programs. It will enhance people's understanding of visual culture in this global era, let alone the cultural trends of Asian countries.

Theme Sessions

Chair
Frederick C. Turner, Stanford U, USA

Participants
Howard Rheingold, www.rheingold.com, USA
Henry Jenkins, MIT, USA
Beth Noveck, New York Law School, USA
Tiziana Terranova, U of Essex, United Kingdom

From MySpace and YouTube to collective journalism and open-source software production, online social networks are transforming our lives. This panel will take a critical look at the changes under way. Leading researchers Howard Rheingold, Beth Noveck, Henry Jenkins and Tiziana Terranova will introduce key questions surrounding the mediated social networks they have studied. They will map the social and technological forces driving the rise of these networks, as well as the debates surrounding that rise. They will conclude by assessing how digital social networks interact with offline cultural and political institutions and the roles that scholars might play in shaping that relationship.

The Public Sphere

Political Communication
Philosophy of Communication
Public Relations

Chair
Seungahn Nah, U of Kentucky, USA

Participants
Community Media and the Public Sphere
Kevin Howley, DePauw U, USA
The Quest for a European Public Sphere: News Media and Democratic Legitimacy
Hartmut Wessler, International U - Bremen, Germany
Michael Bruggemann, U of Bremen, Germany
Katharina Kleinen-v.Königslöw, Jacobs U, Germany
Stefanie Siftl, U of Bremen, Germany
The Second Structural Transformation of the Public Sphere
Andreas Koller, New York U, USA
Social Networks and the European Public Sphere
Hannu Veli Nieminen, U of Helsinki, Finland

Respondent
Jaeho Cho, U of California - Davis, USA

War & Peace

Political Communication

Chair
Mehpare Selean Kaynak, Bogazici U, Turkey

Participants
Media and Attitudes Toward Peace: Framing, Associative Networks, and Public Opinion
Tamir Sheafer, Hebrew U, Israel
Shira Dvir, Hebrew U, Israel
Gitit Poran, Hebrew U, Israel
Chasing the Bad News: An Analysis of 2005 Iraq and Afghanistan War Coverage on NBC and Fox News Channel
Sean Aday, George Washington U, USA
News Media and Peace Building in Asymmetrical Conflicts: The Flow of News Between Jordan and Israel
Gadi Wolfsfeld, Hebrew U, Israel
Eitan Alimi, Hebrew U, Israel
Wasfi Kailani, Hebrew U, Israel
The Role of News Coverage in Shaping Public Support for War
Scott L. Althaus, U of Illinois, USA
Kevin Coe, U of Illinois

Respondent
Zhongdang Pan, U of Wisconsin - Madison, USA

Engaging Conversation About Major Works in Organizational Communication
Friday
1:30-2:45 pm
Continental Ballroom 3

Organizational Communication

Chairs
Linda L. Putnam, Texas A&M U, USA
Kathleen J. Krone, U of Nebraska, USA

Participants
Karen Lee Ashcraft, U of Utah, USA
Steven R. Corman, Arizona State U, USA
Gail Fairhurst, U of Cincinnati, USA
Marshall Scott Poole, Texas A&M U, USA
James R. Taylor, U de Montréal, Canada

A group of prominent organizational communication scholars reflect on the contribution of a recently published multi-volume reference designed to showcase a collection of articles that have made a significant difference in the field's development. Panelists will discuss a range of issues concerning how organizational communication research has evolved to address a variety of conceptual dilemmas, as well as how the research might be useful in addressing consequential social and practical concerns of organizational life.

Creating and Controlling our Emotional Environments via Selective Exposure to Entertainment Media
Friday
1:30-2:45 pm
Continental Ballroom 4

Mass Communication

Chair
Dara Natalie Greenwood, U of Michigan, USA

Participants
Mary Beth Oliver, Pennsylvania State U, USA
Silvia Knobloch-Westerwick, Ohio State U, USA
Anne Bartsch, U of Halle, Germany
Melanie C. Green, U of Pennsylvania, USA

Participants
Appreciation vs. Enjoyment: Exploring the Diversity of Audience Response to Entertainment
Mary Beth Oliver, Pennsylvania State U, USA

In the Mood: Experimental and Correlational Support for Mood Congruent Media Preferences
Dara Natalie Greenwood, U of Michigan, USA

Meta-Emotion During Film and Music-Video Reception: A State Measure of Liking/Disliking Emotions
Anne Bartsch, U of Halle, Germany

Emotions Across Media: Transportation Into Written and Filmed Narratives
Melanie C. Green, U of Pennsylvania, USA

The Right Mood vs. the Best Mood: Being Strategic About Selective Media Exposure
Silvia Knobloch-Westerwick, Ohio State U, USA

Respondent
Jennings Bryant, U of Alabama, USA

The conference theme is interpreted by the present scholars as relevant to the emotional uses and gratifications that motivate individuals to create, control and enjoy particular entertainment media environments. Specifically, we will address both situational and dispositional variables that affect selective media consumption, drawing on a variety of theoretical and empirical contributions in the fields of both communications and psychology. We deconstruct "enjoyment" as a basic media use motivation and examine the various psychological motivations and processes that characterize satisfying media consumption experiences.
3405

**Information Systems Interactive High-Density: Systematic Examination of Communication Phenomenom**

**Information Systems**

**Chair**  
Paul David Bolls, U of Missouri, USA

**Participants**

- A True Test of Friendship: Testing the Interpersonal Nature of Parasocial Interactions  
  Mina Tsay, Pennsylvania State U, USA  
  Omotayo Banjo, Pennsylvania State U, USA

- Defining Christian Beliefs and Proselytism to Explore Belief Discrepancy Effects  
  Jeffrey Eric Kotz, U of Connecticut, USA

- Effects of the Information Environment on Group Discussions and Decisions in the Hidden-Profile Paradigm  
  Torsten Reimer, U of Maryland, USA  
  Sascha Kuendig, U of Basel, Switzerland  
  Ulrich Hoffrage, U of Lausanne, Switzerland  
  Ernest Park, Cleveland State U, USA  
  Verlin Hinsz, North Dakota State U, USA

- Explaining Gender-Based Language Use: Effects of Gender Identity Salience and Message Recipient's Sex on References to Emotion and Tentative Language  
  Nicholas A. Palomares, U of California - Davis, USA

- Generating (And Not Just Experiencing) Talk About Science: Perceived Understanding, Active Conversing, and Information Flow  
  Yoori Hwang, U of Minnesota, USA  
  Brian Southwell, U of Minnesota, USA

- Perceptions of Face and Realism in Interpersonal Conflict Scenarios  
  James York Williamson, Cornell U, USA  
  Michael A. Shapiro, Cornell U, USA

- The Effect of Involvement, Behavioral Outcome, and Relationship on the Actor-Observer Bias  
  Shuo Yao, U of Maryland, USA  
  Deborah A. Cai, U of Maryland, USA  
  Edward L. Fink, U of Maryland, USA

- Thinking About Celebrities: Implicit Activation and Pursuit of Helping Behavior  
  Norman Adrian Porticella, Cornell U, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

3406

**Selective Exposure, News, and Politics**

**Mass Communication**

**Political Communication**

**Chair**  
Lindsay H. Hoffman, Ohio State U, USA

**Participants**

- Revisiting the Concept of Selective Exposure  
  Talia Stroud, U of Texas Austin, USA

- Deviance Effects on News Selection and Attention  
  Jong-Hyuk Lee, Central Michigan U, USA

- Why Women Are Not Watching: Gender Differences in Responding to Negative, Positive, and Valence-Ambiguous TV News  
  Rasha Kamhawi, Ain Shams U, Egypt  
  Maria Elizabeth Grabe, Indiana U, USA

- The Effects of Strategic News on Political Cynicism and Vote Choice Among Young Voters  
  Matthijs Elenbaas, U of Amsterdam, The Netherlands  
  Claes H. De Vreese, U of Amsterdam, The Netherlands

**Respondent**  
Francesca Renee Dillman Carpentier, U of North Carolina, USA
Self-Disclosure Online

Communication and Technology

Chair
Ely Konijn, Free U, The Netherlands

Participants
An Experimental Test of Processes Underlying Self-Disclosure in Computer-Mediated Communication
Alexander Peter Schouten, U of Amsterdam, The Netherlands
Patti M. Valkenburg, U of Amsterdam, The Netherlands
Jochen Peter, U of Amsterdam, The Netherlands
Marjolijn Antheunis, U of Amsterdam, The Netherlands
Close Relationships With Interface Agents: The Effects of Self-Disclosure and Attachment Styles on Perceived Closeness
Joo Yeon Park, Yonsei U, Korea, Republic of

Everyone Does It, But Just A Little: Deceptive Self-Presentation in Online Dating Profiles TOP STUDENT PAPER Nr. 2
Catalina Toma, Cornell U, USA
Jeff Hancock, Cornell U, USA
Nicole Ellison, Michigan State U, USA

The Company You Keep and the Image You Project: Putting Your Best Face Forward in Online Social Networks
Christine A. Kleck, Pennsylvania State U, USA
Christen Reese, Pennsylvania State U, USA
Dawn Ziegerer-Behnken, Pennsylvania State U, USA
S. Shyam Sundar, Pennsylvania State U, USA
Anonymity and Self-Disclosure on Weblogs
Hua Qian, U of Texas at Austin, USA
Craig R. Scott, Rutgers U, USA

High-Density Session: Computers and People, Social Networking Sites, and

Communication and Technology

Chair
Jan A. G. M. Van Dijk, U of Twente, The Netherlands

Participants
Computers Are People, Too: A New Perspective of Human-Computer Interaction
Xun Liu, Michigan State U, USA
Robert Larose, Michigan State U, USA
Computers Don't Know What They Don't Know
William L. Kendrick, Educational Data Solutions, USA
Interactivity and Presence of Three eHealth Interventions
Robert P. Hawkins, U of Wisconsin, USA
Jeong Yeob Han, U of Wisconsin, USA
Suzanne Pingree, U of Wisconsin - Madison, USA
Bret Shaw, U of Wisconsin, USA
Tim Baker, U of Wisconsin, USA
Linda Roberts, U of Wisconsin, USA
An Examination of Disposition, Motivation, and Involvement in the New Technology Context
Shaoojing Sun, U of Maryland, College Park, USA
Ying Wang, Kent State U, USA

Needs, Motives, and Behaviors in Computer-Mediated Communication: An Inductive Exploration of Social Networking Websites TOP STUDENT PAPER Nr 3
Mary Beth Ray, Temple U, USA
A Place of Their Own: An Exploratory Study of College Students' Uses of Facebook
Naeemah Clark, U of Tennessee, USA
Lori Boyer, Louisiana State U, USA
Shu-Yueh Lee, U of Tennessee, USA
Will You Be My Friend?: Computer-Mediated Relational Development on Facebook.com
Elizabeth Ann Craig, U of Oklahoma, USA
Magdalena Igiel, U of Oklahoma, USA
Kevin B. Wright, U of Oklahoma, USA
Cory Cunningham, U of Oklahoma
Nicole Ploeger, U of Oklahoma, USA

Social Use of the Internet and its Relationship to Social and Emotional Loneliness
Mu Hu, Ohio State U, USA

Nonverbal Cues in Mobile Phone Text Messages: The Effects of Chronemics and Proxemics
Nicola M. Doering, Ilmenau U of Technology, Germany
Sandra Poeschl, Ilmenau U of Technology, Germany

Presence and Podcasting: The Role of Contextual and Formal Attributes
Gui Qing Koh, Reuters Singapore, Singapore
Mun Pong Lim, Government of Singapore, Singapore
Jaleesudeen Jalal Mohammed, Ministry of Community Development, Youth and Sports, Government of
Singapore, Singapore
Joo Lin Teh, The Straits Times, Singapore Press Holdings
Benjamin H. Detenber, Nanyang Technological U, Singapore
Marko M. Skoric, Nanyang Technological U, Singapore

Mass Communication

Food Marketing on Popular Children's Websites: A Content Analysis
Lisa Marie Alvy, Georgetown U, USA
Sandra L. Calvert, Georgetown U, USA

Media Framing of Alcohol in The O.C.: Does It Influence Adolescents' Attitudes Towards Alcohol?
Nele Simons, U of Antwerp, Belgium
Hildegarde D. Y. Van den Bulck, U of Antwerp, Belgium
Baldwin Van Gorp, Radboud U Nijmegen, Belgium

Blood and Gore on Prime Time: Does It Affect Attitudes Toward Organ Donation?
Mary Bresnahan, Michigan State U, USA
Sandi Smith, Michigan State U, USA
Ki Tae Kim, Michigan State U, USA

Children's Materialism in Urban and Rural China: Media Exposure, Cognitive Development, and Demographics
Jie Xu, U of Alabama, USA

Bourdieu's Fields of Practice in Entertainment-Education Television
Martine Bouman, Center Media and Health, The Netherlands

Health Communication

Creating Commitment, Challenging Establishment: The Surplus Value of an Alternative News Agency in a Digital Society
Stijn Joye, Ghent U, Belgium

Inviting Comment: The Maturity of Technology as a Factor in Public Creation of Content
Juanita Marie Darling, California State U - Monterey Bay, USA

Personal Technology to "We" Technology: A Critique to Neoliberalism Discourses About Contents and Control Behind Web 2.0
Raymond Fei Loi Lai, U of Macao, Macao

Self, Space, Place, and Media: A Social-Embodied Cognition Review of Intra- and/or Interpersonal Communication in Digital-Media Networked World
Lo Ping Wei, Georgia Institute of Technology, USA

Theme Sessions

Content, Technology, and the Self

Friday
1:30-2:45 pm

Imperial Ballroom A

Chair
Benjamin de Cleen, Vrije U Brussel, Belgium

Participants
Creating Commitment, Challenging Establishment: The Surplus Value of an Alternative News Agency in a Digital Society
Stijn Joye, Ghent U, Belgium

Inviting Comment: The Maturity of Technology as a Factor in Public Creation of Content
Juanita Marie Darling, California State U - Monterey Bay, USA

Personal Technology to "We" Technology: A Critique to Neoliberalism Discourses About Contents and Control Behind Web 2.0
Raymond Fei Loi Lai, U of Macao, Macao

Self, Space, Place, and Media: A Social-Embodied Cognition Review of Intra- and/or Interpersonal Communication in Digital-Media Networked World
Lo Ping Wei, Georgia Institute of Technology, USA
Central to this session are questions regarding the relation between media technology, content creation and the Self. The session deals with questions such as: Which potential do new media offer for content creation? And how do dominant forces deal with this potential? Is this potential circumscribed? Has community-based online content creation become a new form of labour power for corporate interest? From a different perspective, questions are asked about the consequences of the growing importance of the Internet for more traditional alternative content creators and about how the Internet has transformed intra- and interpersonal communication.

### What Makes the Way Journalism Tells Stories Special?  
**Journalism Studies**

**Chair**  
D. Charles Whitney, U of California - Riverside, USA

**Participants**  
- A Story of "Us": Negotiating National Identity on Opinion Pages in Times of Crisis  
Mervat A. Raouf Youssef, U of Iowa, USA  
- No Strangers to Fiction: The Journalistic Novel as "New" Variation Upon an "Old" Literary Tradition  
Doug Underwood, U of Washington, USA  
- Soldiers' Stories: Representation of Warfare and the Critique of Empathy - Top Faculty Paper  
James S. Ettema, Northwestern U, USA  
Lawrence Lichty, Northwestern U, USA  
- Negotiating Journalistic Authority in a Saturated Textual Environment: Jessica Lynch, the New York Times, and the Struggle Over the Real - Top Student Paper  
Keren Tenenboim, U of Pennsylvania, USA

**Respondent**  
John Hartley, Queensland U of Technology, Australia

Journalism is, like all communication, storytelling--but does so within a unique ontological and epistemological framework. The papers in this session work to describe why journalism's narrative form is special.

### Intended and Unintended Outcomes of Campaigns to Control Drug Abuse, Skin Cancer, Tobacco, and PTSD  
**Health Communication**

**Chair**  
Leslie Snyder, U of Connecticut, USA

**Participants**  
- The Role of Positive Outcome Expectancies in Boomerang Effects of the National Youth Antidrug Media Campaign  
Lela S. Jacobsohn, U of Pennsylvania, USA  
- Increasing Sun Protection in Outdoor Recreation: A Theory-Based Health Communication Program  
Barbara J. Walkosz, U of Colorado - Denver, USA  
David B. Buller, Klein Buendel, Inc., USA  
Peter A. Andersen, San Diego State U, USA  
Michael D. Scott, California State U - Chico, USA  
Mark B. Dignan, U of Kentucky, USA  
Gary R. Cutter, U of Alabama, USA  
Julie A. Maloy, Klein Buendel, Inc., USA  
- Impact of a Media Campaign on Public Perceptions About Tobacco Use: Hawai'i "Clear the Smoke" Campaign  
Hye-Ryeon Lee, U of Hawaii, USA  
Krystyna S. Aune, U of Hawaii, USA  
- Stress in the Wake of a Natural Disaster: Evaluating a Countermedia Campaign  
Christopher E. Beaudoin, Tulane U, USA

### Making and Using Online News: Reports on the Accelerating Global News Cycle  
**Journalism Studies**

**Chair**  
Thorsten Quandt, U Munich, Germany
Ten years ago, the Brookhaven National Laboratory, one of 11 national laboratories managed by contractors for the U.S. Department of Energy, faced a crisis in community relationships that threatened its survival. After information surfaced that a nuclear reactor had leaked radioactive tritium into the groundwater, community activists opposed the laboratory; and the consortium of Northeast universities that managed the laboratory lost its contract with DOE—the first such management group to lose a contract. The new contractor, Brookhaven Science Associates, a joint venture of Stony Brook University and the Battelle Institute, then developed a model public relations function that has forged excellent relationships with community organizations, activist groups, employees, the DOE, political representatives, and the science media. The Community, Education, Government, and Public Affairs (CEGPA) Branch of the BNL is involved in strategic decision making, uses research continually in its work, and is evaluated annually by a Communication and Trust Advisory Panel, which consists of academic scholars and leading
practitioners. CEGPA has twice won national public relations awards for excellence. This panel of representatives from BNL, an academic scholar who has studied its community and employee relationships, and two members of the Advisory Panel will describe and analyze BNL public relations programs and analyze its implications for the application of the Excellence theory in the professional practice of public relations.

---

### 3416

**Context in Media Ethnography**

**Popular Communication**

**Participants**

- **Realism, Voice, and Experience: The Place of "Context" in Media Ethnography**
  - Patrick D. Murphy, Southern Illinois U - Edwardsville, USA
- **Assessing 'Context' in Media Ethnography: Perspectives from Latin America (theory) and South Africa (fieldwork)**
  - Thomas Tufte, Roskilde U, Denmark
- **Journalistic Field, News Habitus, and Newsroom Capital: Using Reflexive Sociology to Conceptualise Context in Newsroom Ethnography**
  - Ida Schultz, Roskilde U, Denmark
- **Contextualised Media, Dividualised Consumers: An Alternative Approach to the Issue of Media Use**
  - Jo Helle-Valle, Forsker 1, Norway

**Respondent**

- Debra Spitulnik, Emory U, USA

Four papers - drawing on media ethnographical fieldwork having been conducted in Southern Africa, USA, Latin America and the Nordic Countries - constitutes the research background from which this panel emerges. The panel focus is on critically examining how the concept of 'context' can be further understood and theorized within the growing and interdisciplinary field of media ethnography. The panel, with discussant, represents 4 different universities from three countries and is integrated by participants representing the disciplines of communication, cultural sociology, journalism and anthropology.

---

### 3417

**Reconsidering the Media-Society Nexus: The Mediatization of Society - the Mediation of Meaning**

**Philosophy of Communication**

**Chair**

- Knut Lundby, U of Oslo, Norway

**Participants**

- **Interpenetration, Mediation and the Shaping of Ontological Spheres**
  - Ingrid Volkmer, U of Melbourne, Australia
- **Four Phases of Medialization: An Analysis of the Medialization of Politics**
  - Jesper Stromback, Mid Sweden U, Sweden
- **Changing Media, Changing Language**
  - Stig Hjarvard, U of Copenhagen, Denmark
- **What 'Effect' Do Media Have? Mediatization as a Process of Cultural Change**
  - Andreas Hepp, U of Bremen, Germany
  - Friedrich Lothar Krotz, U of Erfurt, Germany

**Respondent**

- Nick Couldry, U of London, United Kingdom

The aim of the panel is to discuss and develop the concepts of "mediatization" and "mediation" in view of both recent developments in media theory and changes in the media sphere itself. Recent theories of the network society, media rituals, and digital media, and studies of current changes in social institutions like politics and religion clearly indicate that the traditional paradigm of considering the effect of media on society and culture need to be revised. Media are no longer "outside" society and producing effects "on" society, but embedded in the very social and cultural fabric of all social and cultural institutions. However, media are not only integral to culture and society, but have also achieved a momentum of their own and gained independence of media in terms of both organisation and language.
### 3418

**Friday** 1:30-2:45 pm  
Yosemite Room C

**Identity Spaces in Communicative Spheres**

**Philosophy of Communication**

**Chair**  
Katherine Sender, U of Pennsylvania, USA

**Participants**

- Religion as the Ontology of the Social: The Muslim Immigrant in (Danish) Public Discourse  
  Ferruh Yilmaz, U of California - San Diego, USA
- Inner Selves, Outer Selves, and the Commercialization of Congruence: An Audience Study of Makeover Shows  
  Katherine Sender, U of Pennsylvania, USA
- Rediscovering Temporality: The Importance of Time in the Mediation of National Identity  
  Eric D. Saranovitz, Denison U, USA
- Neo's Liberal Movement: The Action Film as a Handmaiden to Globalism  
  Matthew Jordan, Pennsylvania State U, USA

### 3419

**Friday** 1:30-2:45 pm  
Union Square 14

**MEA at ICA 2007: Media Ecological Critiques of Power and Control in Communication**

**Reserved Sessions**

**Chair**  
MJ Robinson, New York U, USA

**Participants**

- Blind Spots: Towards a Media Ecological Exploration of Video Surveillance  
  Bilge Yesil, Sabanci U, Turkey
- "Gutenberg's Folly": International Journalist Training Programs & American Press Professionalism in the Cold War  
  Marion Wrenn, New York U, USA
  MJ Robinson, New York U, USA

Media ecology denotes an approach to media studies that is multidisciplinary in its origin, scope and practice. Media ecologists examine the multifaceted roles that communication systems play in the environments in which they operate and which they create. The papers on this panel, based on recent dissertations in media ecology, examine the themes of control and communication in several different media environments and provide critiques of video surveillance, international journalism training programs and municipal broadcasting.

### 3420

**Friday** 1:30-2:45 pm  
Union Square 15 & 16

**The Effects of Teacher Styles and Behaviors on Students**

**Instructional & Developmental Communication**

**Chair**  
Daniel Cochece Davis, Marist College, USA

**Participants**

- Can E-Mail Communication Enhance Professor-Student Relationship and the Evaluation of a Professor?: Some Empirical Evidence  
  Vivian C Sheer, Hong Kong Baptist U, China, People's Republic of
  Timothy K. F. Fung, U of Wisconsin, USA
- Teacher Immediacy Scales: Testing for Validity Across Cultures  
  Qin Zhang, Fairfield U, USA
  John Oetzel, U of New Mexico, USA
  Xiaofang Gao, Central China Normal U, China, People's Republic of
  Richard Wilcox, Nuertingen-Geisingen U, Germany
  Jiro Takai, Nagoya U, Japan
- Learning Characteristics and the Evaluation of Audience Response Technology  
  Erina Lynne MacGeorge, Purdue U, USA
  Graham Douglas Bodie, Purdue U, USA

**Respondent**  
Daniel Cochece Davis, Marist College, USA
3421

Highly Ranked Competitive Papers in Intercultural Communication

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Hee Sun Park, Michigan State U, USA

**Participants**
- Ethnic Identity and Identification with the Majority Group: Relations with National Identity and Self-Esteem
  - Li Gong, Ohio State U, USA
- Intercultural Personhood: Globalization and a Way of Being
  - Young Yun Kim, U of Oklahoma, USA
- Patterns of Backchannel Responses in Canadian-Chinese Conversations
  - Han Z. Li, U of Northern British Columbia, Canada
- Intercultural Communication for Social Change: A Case Study of Communicative Competence Among Public-School Teachers and American Indian Partners
  - Phyllis Bo-yuen Ngai, U of Montana-Missoula, USA

**Respondent**
Hee Sun Park, Michigan State U, USA

3422

Media, Youth, and Education

**Intercultural & Development Communication/International & Development Communication**

**Chair**
Gerald-Mark Breen, U of Texas, USA

**Participants**
- A Participatory Assessment of Ashreat al Amal, An Entertainment-Education Radio Soap Opera in Sudan
  - Karen Greiner, Ohio U, USA
  - Arvind Singhal, Ohio U, USA
  - Sarah Hurlburt, Population Media Center, USA
- Ad-Inspired Social Comparison Behavior and Notions Regarding Physical Attractiveness: A Comparison of Japanese Female and Male Teenagers
  - Catherine A. Luther, U of Tennessee, USA
- By the Rivers of Babylon: Jamaican Identity and Health, Science, and Environmental Reporting
  - Elizabeth Burch, Sonoma State U, USA
- Television Viewing and Its Relationship to Changing Values in Indian Youth
  - Parul Jain, Texas A&M U, USA
  - Michael David Hazen, Wake Forest U, USA
- The Role of Media in Childhood Obesity: What We Learned From the Case of Chinese Children?
  - Ying Roselyn Du, U of North Carolina, USA
  - Xinshu Zhao, U of North Carolina, USA

**Respondent**
Gerald-Mark Breen, U of Texas, USA

This section examines the implications of media in childhood obesity, youth comparison behavior and values, in addition to facilitating contextual factors that enhance the educational potential of both entertainment and informational media.

3423

Top Four Papers in Interpersonal Communication

**Interpersonal Communication**

**Chair**
Pamela J. Kalbfleisch, U of North Dakota, USA

**Participants**
- A Cross-Cultural Investigation of Intrapersonal and Interpersonal Effects of Anger and Compassion on Multistage Negotiation Performance
  - Meina Liu, U of Maryland, USA
  - Steven Wilson, Purdue U, USA
Love Hurts: An Investigation of the Long-Term and Short-Term Impact of Hurtful Messages on Romantic Partners' Commitment to Marriage and Relationship Satisfaction
Jessica Ann Parker-Raley, U of Texas at Austin, USA
Gary A. Beck, U of Texas, USA
Catherine A. Surra, U of Texas at Austin, USA
Anita L. Vangelisti, U of Texas - Austin, USA
Conflict Patterns and Family of Origin Conflict in Newly Initiated Remarriages
Alesia Diane Hanzal, U of Arizona, USA
Chris Segrin, U of Arizona, USA
Idiomatic Communication in Relational Stages: Relationships Between Idioms and Solidarity, Relational Satisfaction, and Affective Orientation
Katie Neary Dunleavy, West Virginia U, USA
Melanie Booth-Butterfield, West Virginia U, USA

Respondent
Pamela J. Kalbfleisch, U of North Dakota, USA

The program contains the top ranked papers submitted to the Interpersonal Communication Division.

3424
Articulating Home and Belonging: Mapping the Diaspora and its Experiences
Ethnicity and Race in Communication
Chair
Kumarini Silva, Northeastern U, USA

Participants
A Bridge Across the Bosphorus: Returned Migrants, Their Internet and Media Use, and Social Capital
Christine L. Ogan, Indiana U, USA
Muzaffer Ozakca, Indiana U, USA
Diaspora, Cultural Tourism, and Formations of Home
Diana Isabel Martinez, U of Texas Austin, USA
Décalage: A Thematic Interpretation of Cultural Differences in the African Diaspora
Juliette Storr, Pennsylvania State U, USA
Framing of the U.S. Immigration Debate, 1996 to 2006
Jeesun Kim, U of Missouri, USA
Being and Becoming Hawaiian on the Continent: Contemporary Mainland Hawaiian Identity and Experiences
Rona Tamiko Halualani, San Jose State U, USA

The papers in this panel focus around a variety of specific empirical questions from the role of technology and call centers to the function of tourism media to think through the concept of diasporas and identity. It brings together scholars focusing on different geographic and diasporic communities (Africa, Ecuador, Hawaii, Netherlands, Turkey, United States) providing a provocative and compelling comparative framework for articulating constructions of home, nation and belonging.

3425
Policy in Practice: Evaluating the Implementation of Communication Legislation
Communication Law & Policy
Chair
Nadine Irene Kozak, U of California, USA

Participants
Another Instance Where Privatization Trumped Liberalization: The Politics of Telecommunications Reform in South Africa - A Ten Year Retrospective
Robert B. Horwitz, U of California, USA
"Binding the Nation Together"? Postal Policy in the Era of Competition
Ryan Nelson Ellis, U of California, USA
The SuperNet is Here: Connecting to the High-Speed Network in Rural Alberta
Nadine Irene Kozak, U of California, USA

Respondent
Patricia A. Aufderheide, American U, USA
While policy often appears to resolve conflicts of interest and reconcile the vagaries of the market with the intent of the public, a focus on the translation of policy to practice tells a decidedly different story. The space between policy and practice is populated by struggles of power that cannot, and should not, be overlooked. This panel explores three cases: telecommunications in South Africa, the United States Postal Service, and Alberta's SuperNet. "Policy in Practice: Evaluating the Implementation of Communication Legislation" views policy as a historical process, creations that exist in time, and therefore the panel is centrally concerned with how policies fit into the time in which they are operating and how communication providers interpret and implement policy.

Top Three Papers in Language and Social Interaction

Language & Social Interaction

Chair

Mark Aakhus, Rutgers U, USA

Participants

Cultural Ideals in Chinese Malaysians' Discourse of Dissatisfaction
Ee Lin Lee, Western Washington U, USA
Bradford J Hall, Utah State U, USA

The Diffusion of Quotative Like: Grammaticalization and Social Usefulness
Jessica S. Robles, U of San Francisco, USA

Drawing on the Words of Others at Public Hearings: Zoning, Wal-Mart, and the Aquifer
Richard Buttny, Syracuse U, USA
Jodi R. Cohen, Ithaca College, USA

Affect in Public Life: Mediating Conflict and Terrorism

Political Communication

Popular Communication

Chairs

Maria Mirca Madianou, U of Cambridge, United Kingdom
Paul Frosh, Hebrew U, Israel

Participants

Rites of the Wall: Art, Affect, and Aura in 9/11 Murals
Carolyn Marvin, U of Pennsylvania, USA

Facing the Enemy: Emotional Positionings of Photojournalistic Images
Tamar Liebes, Hebrew U, Israel
Zohar Kampf, Hebrew U, Israel

The Dispassion of Media: Television, Violence, and Everyday Emotions
Paul Frosh, Hebrew U, Israel

The Politics of Fear and Reassurance
Maria Mirca Madianou, U of Cambridge, United Kingdom

Respondent

Peter Lunt, Brunel U, United Kingdom

Affect is integral to the mediation of conflict and terrorism, yet, it is this aspect of the mediation process that has been left relatively unexplored. However, recent geopolitical developments and public displays of emotion have made clear that if we want to understand the mediation of conflict and terrorism we also need to understand affect. The papers in the panel, drawing on a wide range of theoretical perspectives ranging from moral philosophy and critical theory to the sociology of the emotions, ground the discussion of affect and the media on four distinct empirical studies and trace emotions at the level of both the text and everyday life.

Mapping Code Politics: International Perspectives on Web Campaigning

Political Communication

Chair

Kirsten A. Foot, U of Washington, USA
Participants
The Internet and the Expansion of Political Discussion in Singapore Elections
Randy Kluver, Nanyang Technological U, Singapore
Comparing Web Production Practices Across Electoral Web Spheres
Kirsten A. Foot, U of Washington, USA
Steven M. Schneider, SUNY Institute of Technology, USA
Randy Kluver, Nanyang Technological U, Singapore
Nicholas Warren Jankowski, Radboud U, The Netherlands
Code Politics: The Canadian Blosphere Speaks to the Liberal Leadership Race
Zach Devereaux, Ryerson U, Canada
Ganaele Langlois, York U, Canada
Peter Ryan, Ryerson U, Canada
Joanna Redden, Ryerson U, Canada
Fenwick McKelvey, Ryerson U, Canada
Greg Elmer, Ryerson U, Canada
Zach Devereaux, Ryerson U, Canada
David Skinner, York U, Canada

This panel brings together a number of International research projects that have developed new tools and methods for the study of political campaigns on the Internet. Panelists associated with the web archivist and code politics projects will present their findings of local, national, and supra-national elections, focusing on the rapid expansion of campaigning techniques and tools. Papers focus on the use of hyperlinks, fundraising tools, blogs, and political news coverage. Panelists will also discuss the nature of their international research collaborations and their efforts to develop user-friendly online research tools and resources.

3503
Creating Strategic Organizational Communication
Organizational Communication
Participants
Assembling a Jigsaw Puzzle: Proposing the Strategic Model of Organizational Crisis Communication
Audra Rebecca Diers, United States Air Force Academy, USA
Corporate Giving and Getting: Perspectives From Healthcare
Elizabeth K. Dougall, U of North Carolina, USA
Courtney Kuhl, U of North Carolina, USA
Creating a 'Favourable' Communication Environment: The New Zealand Dairy Industry's Strategic Positioning on Genetic Modification
Alison Mary Henderson, U of Waikato, New Zealand
Managing Cultural Difference in Communication Between Headquarters and Subsidiary/Partners: Practical Approaches and Lessons Learned
Lisbeth Clausen, Copenhagen Business School, Denmark
Missioning in Nonprofits: Assessing Nonprofits' Efforts at Crafting and Electronically Disseminating their Formal Mission Statements
Sarah Elizabeth Ryan, Baruch College, USA

Respondent
Lars Thoger Christensen, U of Southern Denmark, Denmark

3504
Future Directions in Television News Research
Mass Communication
Chair
Akiba A. Cohen, Tel Aviv U, Israel
Participants
Maria Elizabeth Grabe, Indiana U, USA
Doris Graber, U of Illinois, USA
Hans Mathias Keppinger, Johannes Gutenberg U, Germany
Klaus Bruhn Jensen, U of Copenhagen, Denmark
Juliette Walma Van Der Molen, U of Amsterdam, The Netherlands
Participants
A New Interaction: Demographics and Emotion/Cognition
Maria Elizabeth Grabe, Indiana U, USA
Beyond Words: Analyzing the Missing Dimensions of Audovisual News Content
Doris Graber, U of Illinois, USA
Intermedial, Intertextual, and Interactive News
Klaus Bruhn Jensen, U of Copenhagen, Denmark
Examining Reality Before Examining Its Depiction in the News
Hans Mathias Kepplinger, Johannes Gutenberg U, Germany
On Perceived Realism of and Identification With News Events
Juliette Walma Van Der Molen, U of Amsterdam, The Netherlands

Respondent
Elihu Katz, U of Pennsylvania, USA

Despite the declining viewership of television news in many countries around the world and the growing reliance on the Internet in some sectors, TV news still commands the lead in terms of being the main source of information on topical events for most people. Research in the area has focused mainly on the contents of news, cognitive issues involved in the ability of viewers to process the information, micro-level effects of news viewing on certain segments of the population, and on macro-level effects of news as manifested in part by social and political critiques of news and production values. The proposed panel will bring together several renowned scholars who have been at the forefront of research on television news. Each of the panel participants will present their assessment of previous research on television news and more importantly, will suggest which directions future research in this area ought to be taking, both in terms of theoretical perspectives and methodological approaches.

3505

Friday
3:00-4:15 pm
Continental Ballroom 5

Journalism Studies

Chair
Ida Schultz, Roskilde U, Denmark

Participants
How Breaking News on Natural Disasters are (Paradoxically) Used to Increase the Newsworthiness of Climate Change
Jean-Baptiste Comby, U Paris II, France
Journalistic Understanding of Road Safety: From Routine Issue to Prestigious Breaking News.
Matthieu Grossetete, Institut d'Études Politiques de Toulouse, France
Sandra Vera, Institut d'Etudes Politiques de Toulouse, France

Respondent
Rodney D. Benson, New York U, USA

Breaking news has a significant symbolic power in the journalistic field: Breaking news stories are increasingly given priority to all other stories, breaking news stories are more prestigious than routine stories and the reporters working with breaking news holds a higher social position in the journalistic hierarchy than reporters working with routine stories. This panel presents three empirical case studies investigating the symbolic power of breaking news. The panel will also be the forum for a critical discussion on the dominance of breaking news, of the relations between the power of breaking news and an increased commercialisation of the media.

3506
Sexual Media: Content, Use, and Effects

Friday
3:00-4:15 pm
Continental Ballroom 6

Mass Communication

Chair
Emily J. Moyer-Guse, U of California - Santa Barbara, USA

Participants
Aggression and Sexual Behavior in Best-Selling Pornography: A Content Analysis Update
Robert John Wosnitzer, New York U, USA
Ana Bridges, U of Rhode Island, USA
Peer Influences on Sexual Media Use
John J. Davies, U of North Florida, USA
Humanoid robots, meaning robots which take on human-like forms, capabilities, behaviors or other characteristics, have progressed from a science fiction obsession to an increasingly mature anthropomorphic technological reality. Most humanoid robots are engineered to serve social roles, hence, humanoid social robots. Mechanically embodied humanoid robots are deployed as social entities to interact with humans, for example, as a nurse for the elderly, as a tutor of English for children, as a physical exercise agent, and as collaborators with human workers in normal and unusual work settings. Graphically rendered robot characters are already a prevalent type of digital communicators in computer applications, computer games, and other computer-mediated communication environments. Humanoid social robots, being physical or virtual, are posited to have significant impact on human communication and social relations. This panel introduces five perspectives and bodies of research on the innovative and imminent topic of robots in human communication.
### Information Systems: Persuasion by Negative Emotion

#### Information Systems

**Chair**
Francesca Renee Dillman Carpentier, U of North Carolina, USA

#### Participants

- **Communicating Risk: The Effects of Message Appeal and Individual Difference on Risk Message Processing**
  - Yoonhyeung Choi, Michigan State U, USA
  - Ying-Hsuan Lin, Michigan State U, USA

- **Does Message-Induced Anger Facilitate or Debilitate Persuasion? Two Tests of the Anger Activism Model**
  - Monique Mitchell Turner, U of Maryland - College Park, USA
  - Elena Bessarabova, U of Maryland, USA
  - Sanja M. Sipek, U of Maryland College Park, USA
  - Kathryn Hambleton, U of Maryland, USA

- **Physical Threat Versus Social Threat: Effects of Antidrug PSAs on the Viewer's Cognitive and Emotional Responses**
  - Mija Shin, Washington State U, USA
  - Rebecca Van de Vord, Washington State U, USA
  - Yi-Chun "Yvonnes" Chen, Washington State U, USA

- **The Only Thing We Have to Fear Is...Death: Using Terror Management Theory to Predict Attitudinal and Behavioral Responses to Death-Explicit Antitobacco PSAs**
  - Jensen Joann Moore, U of Missouri, USA
  - Esther Thorson, U of Missouri, USA
  - Glenn M. Leshner, U of Missouri, USA

### User Rights in the UGC Era: Media Literacy, Copyright, and Fair Use

#### Theme Sessions

**Chair**
Renee Hobbs, Temple U, USA

#### Participants

- **Media Literacy, Copyright, and Cowardice**
  - Henry Jenkins, Massachusetts Institute of Technology, USA

- **Fair Use and Free Speech: Operationalizing the Best Practices Model Among Documentary Filmmakers**
  - Patricia A. Aufderheide, American U, USA

- **All the Grey Areas: How Media Educators' Beliefs About Copyright and Fair Use Affect Instruction**
  - Renee Hobbs, Temple U, USA

- **Asserting User Rights: "Best Practices" and Fair Use**
  - Peter Jaszi, American U, USA

- **Respondent**
  - Thomas Streeter, U of Vermont, USA

The rise of user-generated content raises important questions about how the concept of copyright and fair use applies to the work of those who create and critique content in university, school and non-school settings. Members of his panel will examine some of the problems faced by media educators and media makers who are involved in creating and critiquing media, popular culture and technology.
3511

Friday
3:00-4:15 pm
Imperial Ballroom B

Building Core Theories About the Culture of Journalism in an Age of Relentless Change

Journalism Studies

Chair
Karin Puehringer, U of Zurich, Switzerland

Participants
Deconstructing Journalism Culture: Towards a Universal Theory
Thomas Hanitzsch, U of Zurich, Switzerland

Journalism and Change: Theoretical Framework and Empirical Research
Bernd Bloebaum, U of Muenster, Germany

Journalistic Professionalism, Knowledge, and Cultural Authority: Towards a Theoretical Framework
Christopher W. Anderson, Columbia U, USA

Towards an Economic Theory of Journalism
Susanne Fengler, U of Zurich, Switzerland
Stephan Russ-Mohl, Deutsche Gesellschaft fur Publizistik, Germany

Respondent
Theodore L. Glasser, Stanford U, USA

This session goes straight to the heart of what Journalism Studies has to accomplish that other venues for information and communication research can not. Journalism Studies' central mission is to conceptually elaborate theoretical frameworks to accommodate the concept of news as a special class of information, and describe the process of its production.

3512

Friday
3:00-4:15 pm
Franciscan Room A

Normative Approaches to the Prevention of Alcohol-Related Problems in Youth

Health Communication

Chair
Steven Michael Giles, Wake Forest U, USA

Participants
The Power of Subjective Norms, University Descriptive and Injunctive Norms, and U.S. Descriptive and Injunctive Norms on Drinking Behavior Intentions
Hee Sun Park, Michigan State U, USA
Katherine Ann Klein, Michigan State U, USA
Sandi Smith, Michigan State U, USA

You Drink, You Drive, Then What? The Effectiveness of Antidrinking and Driving Appeals
Aimee S. Edison, U of Alabama, USA
Nancy Rhodes, U of Alabama, USA

Injunctive and Descriptive Social Alcohol Norms and Drinking Among College Students
Morgan Anne Valley, Colorado State U, USA

The Role of Parasocial Reference Groups in the Formation of Descriptive Norms About Alcohol Consumption
Meghan Moran, U Southern California, USA

3513

Friday
3:00-4:15 pm
Franciscan Room B

News Coverage of Health: Framing, Stigmatization, and Agenda Setting

Health Communication

Chair
Jo Ellen Stryker, Emory U, USA

Participants
Framing of Science News: A Study on the Patterns of News Coverage of Biotechnological Issues
Sang Hee Kweon, SungKyunKwan U, Korea, Republic of

Third-Person Effects of Health News: Exploring the Relationships Among Media Exposure, Presumed Media Influence, and Behavioral Intentions
Ven-Hwei Lo, National Chengchi U, Taiwan
Ran Wei, U of South Carolina, USA
Hung-Yi Lu, National Chung Cheng U, Taiwan

Sexual Health and Stigma in Urban News Coverage of Methamphetamine
Joseph Schwartz, U of Iowa, USA
Julie L. Andsager, U of Iowa, USA
Katherine Hart LaVail, U of Iowa, USA
The Role of the South African Elite Press in Setting the Agenda For Discussion of HIV/AIDS: Biomedical or Traditional Solutions
Maria E. Len-Rios, U of Missouri - Columbia, USA
Uche Titus Onyebadi, U of Missouri, USA
Qi Qiu, U of Missouri, USA
Miranda Phillips, U of Missouri, USA

3514
Feminist Scholarship Division Business Meeting
Feminist Scholarship
Chair
Marian J. Meyers, Georgia State U, USA
Meeting to discuss annual business.

3515
Giving Up Cognitive Control: Public Relations and the Turn to Emotion
Public Relations
Chair
David McKie, Waikato U, New Zealand
Participants
Gender, Emotion and Emotional Labour in Public Relations
Liz Yeomans, Leeds Metropolitan U, United Kingdom
From KISS to INOC: Public Relations, Brain Science, and Consulting Possibilities
David McKie, Waikato U, New Zealand
Debashish Munshi, U of Waikato, New Zealand
Spinning in the Grave: How Postmodernity and PR Shape Death
Richard Stanton, U of Sydney, Australia
"The Misleading "Management" in Communication Management: Organizational Communication as a Holistic Alternative
Mark Eisenegger, U of Zurich, Switzerland
Stefan Wehmeier, U of Greifswald, Germany
Respondent
David M. Dozier, San Diego State U, USA
Since Daniel Goleman initially popularized emotional intelligence and Arlene Hochschild put emotional labour on the map, research on emotions has had an increasing impact on a number of fields and professional practices. Yet they have rarely been addressed, let alone engaged with in public relations. This panel makes a beginning in three different, but interconnecting areas.

3516
Laughing Through Your Tears: Humor and 9/11
Public Relations
Chair
Ted Gournelos, Institute of Communications Research, USA
Participants
A Neo-Con Parade: South Park and the Call to War
Ted Gournelos, Institute of Communications Research, USA
In Truthiness We Trust: "The Colbert Report" as a Postmodern Response to the Post-9/11 World
Marina Levina, U of Illinois - Urbana Champaign, USA
Hummer Rhymes With Dumber: The Political Cartoons of Jeff Danziger After 9/11
David M. Monje, U of Illinois - Urbana-Champaign, USA
When 'Fake' Gets Real: News as Activism and Fandom as Citizenship
Sue Collins, New York U, USA
Respondent
John Nerone, U of Illinois - Urbana-Champaign, USA
Following the deeply divisive and traumatic aftermath of the September 11th attacks and the subsequent Adorno-derived calls for the "end of irony," it seems time to interrogate how rhetoric surrounding the attacks was destabilized
rather than mobilized. Humor, following Freud, is one of the most advanced and intricate rhetorical and aesthetic of social strategies, and as such is an ideal entrance into this discussion. This panel will attempt to interrogate how humor has been used in various ways to engage the September 11th attacks, focusing on the ways in which instability and disruption are productive sociopolitical interventions. From alternative print (Danziger's political cartoons) to animation (South Park) to live-action television (The Colbert Report), humor has been one of the most powerful, and perhaps one of the only, strategies which has successfully challenged dominant media discourse on the topic. Therefore the papers in this panel will demonstrate humor in cultural production not only as a source of entertainment or catharsis, but as an essential component in politics and cultural memory.

### 3517

**Healing the Self to Heal the World: Mind Cure, Politics, and Media Form**

**Popular Communication**

**Philosophy of Communication**

**Chair**

Janice Peck, U Of Colorado, USA

**Participants**

Sisterhood is Powerless: The Meditation Book and the Recovering Female Addict

Trysh Travis, U of Florida, USA

Wealth, Health, Happiness for All: A Feminist Analysis of What the Bleep Do We Know?

Monica Marie Emerich, U of Colorado, USA

"Almost a Religion": Oprah Winfrey, Media Mind Cure and the Enchanted Self

Janice Peck, U Of Colorado, USA

Stopping Time: Life Strategies in Television Narrative Seriality

Milly Buonanno, U of Florence, Italy

**Respondent**

Claire Badaracco, Marquette U, USA

The panel examines contemporary popular media discourses of "self-healing" derived from late 19th century New Thought religions and addressed to middle-class women in the U.S. Employing existing media structures to create new audiences, these therapeutic discourses are typically deemed apolitical and escapist. The panelists propose that these media discourses attempt-in odd and often contradictory ways-to address the complexities of late capitalist and "postfeminist" consumerism, and also speculate about the ramifications of that address for the broader civic culture.

### 3518

**Violent Imagery as Spectacle and Normality: New Theoretical Perspectives**

**Philosophy of Communication**

**Chair**

Nick Couldry, U of London, United Kingdom

**Participants**

Photography, Atrocity, Trauma: Imaging the Global "War on Terror"

Kari Anden-Papadopoulos, Stockholm U, Sweden

Visual Discourses of Global Religious and Social Meaning: An Interpretation of the Post-9/11 Situation

Stewart M. Hoover, U of Colorado, USA

Constituting the Social Through Images of Torture: The Case of Abu Ghraib

Johanna Maaria Sumiala-Seppänen, U of Helsinki, Finland

When Journalism's Images of Violence Act as Contemporary Spectacles of Suffering

Barbie Zelizer, U of Pennsylvania, USA

The shocking images of brutality that have in recent years circulated from the wars in Iraq and elsewhere have shocked both citizens and media researchers alike. What theoretical frameworks are available for understanding the meaning of such images and their everyday circulation? What can ritual analysis, rhetoric and other approaches influenced by media anthropology contribute to such understanding? This panel brings together scholars from the US and Europe to debate these issues.

### 3519

**Korean American Communication Association State-of-the-Art Panel**

**Reserved Sessions**

**Chair**

Hye-Ryeon Lee, U of Hawaii, USA
Participants
Creation of a New Public Sphere: Internet Activism and Democratization of Korea
Jinsun Lee, Rutgers U, USA

Cross-Lagged Analysis of Intermedia Agenda-Setting: An Interplay between Television News and Internet Portals in South Korea.
Doo-Hun Choi, Auburn U, USA
Sei-Hill Kim, Auburn U, USA

Talking about Mundane Topics on the Internet: A Comparison of Political and Nonpolitical Online Discussions in Korea.
Eun-Mee Kim, Yonsei U, Korea, Republic of
Soohye Kim, Yonsei U, Korea, Republic of

Tae-Jin Yoon, Yonsei U, Korea, Republic of
Jae Won Joo, Yonsei U, Korea, Republic of

Corporate Crisis, Media Tonality, and Corporate Performance: A Time-Series Analysis of Spill-Over Effects.
Jeong-Nam Kim, Xavier U, USA
Kai Bossmann, PRIME Research Center Europe, Germany
Virginia Chen, PRIME Research Center Europe, Germany

The Korean American Communication Association continues the tradition of presenting state-of-art research endeavors relating to various Korea-related communication themes.

3520

Communication Associations Networking Meeting

Friday
3:00-4:15 pm
Union Square
15 & 16

Reserved Sessions

Chair
Karen Ross, Coventry U, United Kingdom

A networking meeting for the heads and/or representatives of national/international communication associations to discuss opportunities for joint projects, share ideas for collaborative research and learn more about each other’s national and international research agendas. Participants are encouraged to bring flyers and other information about the work of their associations for the purposes of sharing information and contacts.

3521

Being Public: Bowling, Murder, and Coming Out

Gay, Lesbian, Bisexual & Transgender Studies

Friday
3:00-4:15 pm
Union Square
17 & 18

Chair
David J. Phillips, U of Toronto, Canada

Participants
The Mourning Public: Grief and Identification in an Antigay Murder
Jennifer Petersen, Southwestern U, USA
Fixing Gender: Transgender Discourses Around the Araujo Murder Case
Beradette Barker-Plummer, U of San Francisco, USA
From the Perspective of a Communication Scholar: Toward a Communicative Theory of Coming Out
Jimmie Manning, Northern Kentucky U, USA
Social Capital and Gay Identity
Han N Lee, U of Massachusetts, USA

3522

China’s Olympic Makeover: Shaping China’s Global Image via the 2008 Beijing Olympics

Intercultural & Development Communication/International & Development Communication

Friday
3:00-4:15 pm
Union Square
19 & 20

Chair
Ivan Broadhead, Hong Kong U, China, People’s Republic of

Participants
China and the 2008 Olympics: The Construction of a National Image
Barbara J. Walkosz, U of Colorado - Denver, USA
Sonja K. Foss, U of Colorado, USA
2008 Summer Games: Beijing’s Image Campaign
Briar Rose Smith, U of Pennsylvania, USA
Beijing 2008: Challenging and Reproducing Existing Structures of Power
Heather Jiang, U of Alberta, Canada

The Four Frames of Citizenship: Citizenship Appeals in Promotional Films for the Beijing Olympics
Christopher Jonathan Finlay, U of Pennsylvania, USA

As a global media event, the 2008 Beijing Olympics is an opportunity for China to redefine its national image, domestically and internationally. The rhetorical strategies deployed in 2008-related media products, including promotional films, internet content and the Olympics mascots, are analyzed by panelists for their cultural, social and political content. Crucially, this panel considers how messages in this campaign are shaped by global stakeholders and interpreted by multiple audiences within China and around the world.

---

3523

Business Meeting Interpersonal Communication

Friday
3:00-4:15 pm
Union Square 21

Interpersonal Communication

Chairs
Beth A. Le Poire, California Lutheran U, USA
Pamela J. Kalbfleisch, U of North Dakota, USA

Business Meeting to discuss topics of interest to members of Interpersonal Communication Division, to conduct regular business of division, and to present division awards.

---

3524

Minority Matters: Issues of Race in Work and Education

Friday
3:00-4:15 pm
Union Square 22

Ethnicity and Race in Communication

Chair
Miao Zhang, Mount Union College, USA

Participants

Aaron Castelan Cargile, California State U, USA

HBCUs on the Web: What Messages Are They Sending to Prospective Minority Students?
Lori Boyer, Louisiana State U, USA
Brigitta R. Brunner, Auburn U, USA

Parts of the Scenery, Leaders of the Pack, One of the Gang: Diversity on Children's Programs
Naeemah Clark, U of Tennessee, USA
Stephynie Chapman Perkins, U of North Florida, USA

The Potential of the Internet for Empowering Marginalised Youth
Henry Nsaidzeka Mainsah, U of Oslo, Norway

Marketing the Other for Study Abroad: A Postcolonial Analysis
Kellee Caton, U of Illinois, USA

Communication scholarship rarely focuses on educational texts, programs or institutions, yet the cultural politics of education is at the heart of this panel. Tackling a range of media and educational texts ranging from study abroad curricula to university diversity literature, the panelists examine the ways in which ethnicity, race and ethnic/racial minorities are constructed and politicized through the field of education.

---

3525

Network Neutrality and Broadband Development

Friday
3:00-4:15 pm
Union Square 23 & 24

Communication Law & Policy

Chair
Sandra Braman, U of Wisconsin, USA

Participants

Network Neutrality or Bias?: A Determination of Lawful and Unlawful Internet Discrimination, TOP THREE PAPER
Rob Frieden, Pennsylvania State U, USA

Beyond Network Neutrality: Criteria for a Democratic Internet, TOP STUDENT PAPER
Sascha D. Meinrath, Institute for Communications Research, USA
Victor W. Pickard, U of Illinois, USA

The Rural Conundrum: Examining E-Rate Implementation in Rural America
Eun-A Park, Pennsylvania State U, USA
Krishna Prasad Jayakar, Pennsylvania State U, USA

Broadband Competition: Is It Done or Yet in Progress?
Political Communication Business Meeting

Political Communication

Chair
Patricia Moy, U of Washington, USA

3605


Theme Sessions

Chair
Michael Schudson, U of California - San Diego, USA

Participants
John B. Thompson, Cambridge U, United Kingdom
Jayne Fargnoli, Blackwell Publishing, USA

Respondent
John Willinsky, U of British Columbia, Canada

This panel focuses on the changing structures of the book publishing industry - its structures, institutions and powers. Its starting point is the irony that one of the only media industries in which academics have any direct involvement as active players is the publishing industry, and yet this is the one media industry about which academics know almost nothing. This lack of reflexivity on the part of the academy is regrettable, given the importance of this industry for the future of academic disciplines and of the academy itself and given the difficulties faced by this industry today, and it urgently needs to be redressed. In this panel, a keynote presentation is complemented by the reactions of two respondents who comment on current developments in both book publishing and journal publishing.
Communication and Technology Business Meeting

Communication and Technology

Chair
Jan A. G. M. Van Dijk, U of Twente, The Netherlands

Participants
S. Shyam Sundar, Pennsylvania State U, USA
Lidwien van de Wijngaert, Utrecht U, The Netherlands

Journalism Studies Business Meeting

Journalism Studies

Chair
John E. Newhagen, U of Maryland, USA

Message and Social Features Affecting Information Seeking, Risk Perceptions, and Personal Disclosures About Health

Health Communication

Chair
Seth M. Noar, U of Kentucky, USA

Participants
Heart Versus Head in Health News Selections: Effects of Exemplification and Thinking Styles on Selective Exposure to Health Information
Matthias R. Hastall, U of Erfurt, Germany
Silvia Knobloch-Westerwick, Ohio State U, USA
Do Our Networks Make a Difference? Social Networks, Isolates, and Health Information
Natoshia Marie Askelson, U of Iowa, USA
Michelle "Shelley" Campo, U of Iowa, USA
The Genre-Specific Effects of Informative and Entertainment Media on Personal and Social Risk Perceptions
Jiyeon So, Purdue U, USA
Message Features Influence Reactions to HIV Disclosures
John P. Caughlin, U of Illinois, USA
Jennifer Jo Bute, U of Illinois, USA
Erin Donovan-Kicken, U of Illinois, USA
Kami A. Kosenko, U of Illinois, USA
Mary E. Ramey, U of Illinois at Urbana-Champaign, USA
Dale E. Brashers, U of Illinois, USA

High Density: Online Forums, Conversations, and Blogs

Health Communication

Chair
Joseph B Walther, Michigan State U, USA

Participants
Exploring the Role of Expressing Positive Emotions Within Online Support Groups on Women With Breast Cancer
Jeong Yeob Han, U of Wisconsin, USA
Bret Shaw, U of Wisconsin, USA
Robert P. Hawkins, U of Wisconsin, USA
Suzanne Pingree, U of Wisconsin - Madison, USA
Fiona M. McTavish, U of Wisconsin - Madison, USA
David Gustafson, U of Wisconsin, USA
Social Support Provision Within Online Health-Focused Support Groups
Lorraine R. Buis, Michigan State U, USA
"Screwed For Life": Examining Identification and Division in Addiction Narratives
Denise Jodlowski, Texas A&M U, USA
Barbara F. Sharf, Texas A&M U, USA
Loralee Capistrano Nguyen, Baylor College of Medicine, USA
Paul Haidet, Baylor College of Medicine, USA
LeChauncy Woodard, Baylor College of Medicine, USA

Health-Related Online Forums: What's the Big Attraction
Martin Tanis, Free U of Amsterdam, The Netherlands

Blog Use Among Cancer Patients and Their Companions: Uses, Gratifications, and Predictors of Outcomes
Deborah S. Chung, U of Kentucky, USA
Sujin Kim, U of Kentucky, USA

"Blogging About Jogging": Digital Stories About Physical Activity From Residents in a New Urban Environment
With Implications for Future Content and Media Choices in Population Health Communication
Julie-Anne Carroll, Queensland U of Technology, Australia
Barbara Adkins, Queensland U of Technology, Australia
Elizabeth Parker, Queensland U of Technology, Australia

---

3614
Representing Sexuality, Mediating Power: Twenty-Five Years After the Barnard Conference

Reserved Sessions

Friday 4:30-5:45 pm
Franciscan Room C

Chair
Lynn Comella, U of Massachusetts, USA

Participants
Carla Freccero, U of California, USA
Carol Queen, Good Vibrations and Center for Sex and Culture, USA
Susan Stryker, U of California, Berkeley, USA

Respondent
Lisa Henderson, U of Massachusetts, USA

25 years after the Barnard Conference, "Towards a Politics of Sexuality," this session reflects on the past and present of feminism, queer politics, and sexuality. Co-sponsored by the Feminist Scholarship Division, the GLBT Studies Interest Group, the Philosophy of Communication Division, and the Popular Communication Division, this panel explores feminist and queer critiques of sexual representation, reviews the feminist sex wars to better understand our current political climate, and asks what issues of freedom of expression remain relevant.

---

3615
Public Relations Young Potentials High Density Session

Public Relations

Friday 4:30-5:45 pm
Franciscan Room D

Chair
Chun-ju Flora Hung, Hong Kong Baptist U, China, People's Republic of

Participants
Gatekeeping of News Releases: The Gap Between the Selection and the Prominence of Coverage of News Releases
Soo Yeon Hong, Syracuse U, USA

Integrated Approach to Development Communication: A Public Relations Framework for Social Changes
Baiba Petersone, U of Georgia, USA

Public Diplomacy as International Public Relations: Speculation on National Determinants of World Governments' Web Public Diplomacy Interactivity
Hyung Min Lee, U of Minnesota, USA

The Role of Communication in Transformational Change
Yi Luo, U of Maryland, College Park, USA

Who's Harming Who? A PR Ethical Case Study of PETA's Holocaust on Your Plate Campaign
Carrie Packwood Freeman, U of Oregon, USA

"So Glad to Make You Feel Not So Alone... :)": The Effects of Computer-Mediated Support-Group Communication on Constraint Recognition
Ai Zhang, U of Maryland, USA

Building a Social Movement through Public Relations: A Content Analysis of Christian Right Efforts to Foster Constituent Identification via E-Mail
Erich James Sommerfeldt, Western Michigan U, USA

Publicity and Corporate Market Performance: The Moderating Effect of Corporate Reputation
Kyung-ran Kim, U of Texas, USA
New Directions in Gender and Commercialism

Popular Communication

Chair
Gilbert B. Rodman, U of Minnesota, USA

Participants
Metrosexual Nation or "We're Here, We're Queer, Get Used To It!"
Mary Douglas Vavrus, U of Minnesota, USA
"Your Product is You": America's Next Top Model and the New Labor Economy
Laurie Ouellette, U of Minnesota Twin Cities, USA
"...And Twins": Gender Ideology in Intrusive Commercial Forms
Matthew P. McAllister, Pennsylvania State U, USA
We Don't Need Another Hero: Masks of Masculinity in Nike's "Warriors" Advertising Campaign
Debra L. Merskin, U of Oregon, USA

For media consumers, commercial trends such as product-placement/commodity-based programming, sponsorship, and special-effects-oriented ads are now commonplace. This panel investigates ways in which gender ideologies are produced and commodified in this relatively new "hyper-commercial" media environment. Panelists will argue that these new convergences of commodified gender constructions fulfill needs of multinational corporations to produce a particular kind of worker and consumer as well as perpetuate circumscribed gender roles.

Youth and Digital Storytelling: Connecting Multimodal Composing and Multiliteracies

Theme Sessions

In Oakland where homicides reached near all time highs in 2006 and many of the local schools continue to receive far below the funding necessary to serve the needs of the children they work with, a university-community partnership called DUSTY (Digital Underground Storytelling for Youth) brings together University of California, Berkeley undergraduate and graduate students with African American, Chicano/Latino, and Asian youth from the community. Together they work, learn, and create, using new technologies to make digital stories, or multi-media, multi-modal narratives, as well as digital music, especially hip-hop and rap. This presentation will report ethnographic research done at DUSTY over the past four months, including some of the benefits and challenges of doing this work within the context of the official school day. Following recent literacy theorists, especially those focused on literacy practices in out of school settings, multimodality, and semiotics, the presentation explores how young people craft senses of self that build uniquely off of commercial images of who they are, and develop multiliteracies. Through this presentation and analysis of youth's multimodal compositions - their digital stories, music, poetry, and lyrics - we will explore how youth themselves are a part of and shaping hip hop or the hyphy movement so that it represents their own creativity and vision for their future as opposed to what is reflected in statistics about the plight of urban youth.

(De-)Constructing Communication: Theorizing Mediation

Philosophy of Communication

Chair
Brett Nicholls, U of Otago, New Zealand

Participants
Truth or Derrida?: Différance as Medium Theory
Marc Leverette, Colorado State U, USA
Technology, Language, Media: Toward a Mixed Semiotics Framework
Ganaele Langlois, York U, Canada
Reviving the Picture Theory of Linguistic Communication
Francis F. Steen, U of California - Los Angeles, USA
Mutatis Mutandis: Unbecoming An Other (McLuhan and Derrida at Play) / On Becoming Another (Derrida and McLuhan at Bay)
Marc Leverette, Colorado State U, USA
Korean American Communication Association Business Meeting

**Reserved Sessions**

**Chair**
Hye-Ryeon Lee, U of Hawaii, USA

This is the annual business meeting of the Korean American Communication Association

---

Academic Poster Presentations: How to Get Noticed

**Reserved Sessions**

**Chair**
Katherine J. Hall, U of Washington, USA

---

Intercultural Communication Business Meeting

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Min-Sun Kim, U of Hawaii, USA

We will discuss the issues involving the establishment of a new independent division (Intercultural Communication), including the transition of leadership.

---

Making Sense of Networks

**Organizational Communication**

**Chair**
Tim Kuhn, U of Colorado, USA

**Participants**

Competitive Advantage and Beneficial Cooperation: A Longitudinal Investigation the Emergence of Social Capital in a Communication Network
Robert C. Whitbred, Cleveland State U, USA
Fabio Fonti, U of Illinois, USA
Christian Steglich, U of Groningen, The Netherlands
Correlating Formal and Informal Relations Through Communication Networks
Lidwien van de Wijngaert, Utrecht U, The Netherlands
Cor-Jan Jager, Utrecht U, The Netherlands

Individual-Level and Network-Level Explanations of Organizational Unit Communication Effectiveness
Ronald E. Rice, U of California - Santa Barbara, USA
Jennifer K. Lehr, Fairleigh Dickinson U, USA

Organizational Network Implications of Relating as Communicating: Recommendations for Prudent Uses of the Multitheoretical, Multilevel Framework
Bettina M. Richards Heiss, U of Southern California, USA
Peter Monge, U of Southern California, USA

**Respondent**
Tim Kuhn, U of Colorado, USA

---

Public Relations in Eastern Europe, Russia, and CIS: Six Years Into the New Millennium

**Reserved Sessions**

**Chair**
Katerina Tsetsura, U of Oklahoma, USA

**Participants**

Overview on Public Relations in Eastern Europe
Dean Kruckeberg, U of Northern Iowa, USA
Public Relations in Russia
Sergei Samoilenko, George Mason U, USA
Public Relations in Poland
Katerina Tsutsura, U of Oklahoma, USA
Public Relations in Romania
Sorin Nastasia, U of North Dakota, USA

The panel is dedicated to the latest developments in PR theory and practice in Russia and other Eastern European countries. Panelists will compare and contrast the current state of public relations in Eastern Europe based on both primary and secondary analysis of public relations practices. Panelists will also share the results of their analysis based on materials from professional communication media outlets and personal interviews with Eastern European PR professionals and discuss the ideas of current PR seminars and conferences in Eastern European countries. The goal of this panel is to identify current issues and propose new ideas for research and practical application of the rapidly changing Eastern European PR in the 21st century.

3626
Language & Social Interaction Business Meeting
Friday
4:30-5:45 pm
Union Square 13
Language & Social Interaction
Chair
Francois Cooren, U de Montréal, Canada

3702
Political Communication Division Reception
Friday
6:00-7:00 pm
Continental Ballroom 2
Political Communication
Chair
Patricia Moy, U of Washington, USA

3707
Communication and Technology Division Reception
Friday
6:00-7:00 pm
Continental Ballroom 7
Communication and Technology

3710
Joint Reception: Feminist, Popular, Phil Comm Divisions; GLBT and ERIC Special Interest Groups
Friday
6:00-7:00 pm
Imperial Ballroom A
Feminist Scholarship
Ethnicity and Race in Communication
Gay, Lesbian, Bisexual & Transgender Studies
Philosophy of Communication
Popular Communication

3711
Journalism Studies Reception
Friday
6:00-7:00 pm
Imperial Ballroom B
Journalism Studies
Sponsored by a number of preeminent Journalism programs

3719
Korean American Communication Association Reception
Friday
6:00-7:00 pm
Union Square 14
Reserved Sessions

3721
Intercultural Communication Division Reception
Friday
6:00-7:00 pm
Union Square 17 & 18
Intercultural & Development Communication/Intercultural Communication
3726
Language & Social Interaction Division Reception
Friday
6:00-7:00 pm
Union Square 13

3905
Graduate Student Reception
Friday
9:00-11:00 pm
Off Site

Language & Social Interaction
Reserved Sessions
ICA Fellows Breakfast
Saturday
7:30-9:00 am
Union Square 13

Reserved Sessions

Citizen Participation and Discussion
Political Communication
Interpersonal Communication
Language & Social Interaction
Chair
Michael P. Boyle, West Chester U, USA

Participants
Speaking Out in Public: Citizen Participation in Contentious School Board Meetings
Karen Tracy, U of Colorado, USA
Margaret Durfy, U of Colorado, USA
What Is the Political Conversation in Everyday Life?
Gonen Hacohen, U of Haifa, Israel
Citizens' Argument Repertoire and Media Discourse
Edith Manosevitch, U of Washington, USA
Public Silence and Private Loudness: Effect of Communicative Efficacy on Willingness to Speak
Yoon Jae Jang, Seoul National U, Korea, Republic of
Sung Gwan Park, Seoul National U, Korea, Republic of

Respondents
Jean Grace Jones, Edinboro U of Pennsylvania, USA
Zizi A. Papacharissi, Temple U, USA

The Uses of State Propaganda in Foreign Policy and Domestic Politics
Political Communication
Chair
Gerald Sussman, Portland State U, USA

Participants
Spinning U.S. "Democracy Assistance" Programs
Gerald Sussman, Portland State U, USA
Who Needs Propaganda When the Press Is So Compliant?
W. Lance Bennett, U of Washington, USA
The British Public Relations State
Dominic James Wring, Loughborough U, United Kingdom
New Political Technologies Under "Manageable Democracy": The Russian Case
Susanna Pshizova, Lomonosov Moscow State U, Russia
Propaganda-Facilitated Regime Change in Iran
Michael Barker, Griffith U, Australia

This political communication panel will discuss contemporary state uses of political propaganda. In an era saturated with new and old versions of media and text, propaganda appears to be increasingly an intrinsic aspect of political life. The panel will provide cases and analyses of political propaganda practices in North America and Europe, in both domestic and foreign policy initiatives of governments, media, and other state actors.

Teams: Virtual and Otherwise
Organizational Communication
Chair
Daisy R Lemus, California State U - Northridge, USA
Participants
A Case Study of Boundary and Identity Management in a Virtual Team
Huiyan Zhang, Temple U, USA
Identifying Teamwork Differences Between Public and Private Organizations
Christopher Nelson, Nelson Consulting, LLC, USA
Leading Virtual Teams
Daniel Cochece Davis, Marist College, USA
Nancy Scaffidi, Marist College, USA
Reconceptualizing Virtual Teaming From a Communicative Perspective: Review, Redirection, and Agenda for Future Research
Jennifer Gibbs, Rutgers U, USA
Dina V. Nekrassova, Rutgers U, USA
Sally Abdul Wahab, Rutgers U, USA
Svetlana (Yana) V. Grushina, Rutgers U, USA

4104
Saturday
9:00-10:15 am
Continental Ballroom 4

Constructing News in the New Media Age
Mass Communication
Journalism Studies

Chair
Suda Ishida, Hamline U, USA

Participants
Structural and Derivative Social Determinants of Story Selection and Spin in Media News Presentations
Gregg Alan Payne, Chapman U, USA
Reporting on Fairness in Civic Life: Interviews With Journalistas About Writing on Local Political Leaders
John C. Besley, U of South Carolina, USA
Katherine A. McComas, Cornell U, USA
When More Media Equals Less News
Pablo J. Boczkowski, Northwestern U, USA
Martin de Santos, Yale U, USA
The Endurance of Gatekeeping in an Evolving Newsroom: A Multimethod Study of Web-Generated User Content
E. Jordan Storm, Syracuse U, USA

Respondent
Theodore L. Glasser, Stanford U, USA

4105
Saturday
9:00-10:15 am
Continental Ballroom 5

Gender, Journalism, and Popular Culture: The Female Journalist in Film and Television
Journalism Studies

Chair
Radhika E. Parameswaran, Indiana U, USA

Participants
Journalism and Gender in "The Devil Wears Prada"
Matthew C. Ehrlich, U of Illinois, USA
Tabloid News in the Film "Page Three": Gender, Generation, and the Decline of the Nation
Radhika E. Parameswaran, Indiana U, USA
"Pepper Dennis": A Traditional Female Masquerading as a Modern Feminist Journalist
Berrin Beasley, U of North Florida, USA
The Return of the Sob Sister in "Superman Returns": Lois Lane and the Fight for Truth and Justice
Mary-Lou Galician, Arizona State U, USA

Respondent
Bonnie S. Brennen, Temple U, USA

Analyses of journalism’s numerous forms in popular culture can give us insights into the boundaries of the profession and the meanings of journalism’s relations with justice, democracy, citizenship, and the social construction of gender. This panel aims to bring together scholars, who in their research on gender and media have taken seriously popular culture’s symbolic portrayal of the contemporary female journalist. Throughout its historical development, journalism’s struggles to define success, professional standards, and best practices have been thoroughly entangled
with the cultural meanings of masculinity and femininity. Historical and sociological media research shows that women journalists first faced the challenges of acceptance and then the problems of being perceived as objective, competent, ethical, independent, and entrepreneurial—in short, the model professional. Popular media portrayals of journalism offer a window into a culture's mythic narratives about female journalists' successes and failures in the profession.

### 4106 Framing in the Media: Research and Reflections

**Saturday 9:00-10:15 am**  
**Continental Ballroom**  

**Mass Communication**  

**Chair**  
Jae-Hwa Shin, U of Southern Mississippi, USA

**Participants**  
- **Calling Troops Home: A Content Analysis of the Withdrawal of Troops From Iraq, 2003-2006**  
  Porismita Borah, U of Wisconsin, USA
- **Depicting Adoption as a Family Form in Broadcast News: Adoption Activities and Their News Frames**  
  Susan Lee Kline, Ohio State U, USA  
  Karishma Chatterjee, Ohio State U, USA  
  Amanda I. Karel, Ohio State U, USA
  Joerg Matthes, U of Zurich, Switzerland
- **Another Look at Framing: A Strategic Approach to Developing a Framework of Framing**  
  Hua-Hsin Wan, U of Texas - El Paso, USA

**Respondent**  
Paul D'Angelo, College of New Jersey, USA

### 4107 Networking the Poor for Development: Four Global Case Studies

**Saturday 9:00-10:15 am**  
**Continental Ballroom**  

**Communication and Technology**  

**Chair**  
Jonathan Donner, Microsoft Research India, India

**Participants**  
- **What Have Mobile Phones Wrought?**  
  Araba B. Sey, U of Southern California, USA
- **Too Much Information?: Gatekeeping and Information Dissemination in a Networked World**  
  Amelia Hardee Arsenault, U of Southern California, USA
- **Social Network Influences in Health Interventions: Multimedia Games in Peru**  
  Arul Chib, U of Southern California, USA
- **Social Networks and ICT for Development: Preliminary Findings From Brazilian Rural Communities**  
  Seungyoon Lee, U of Southern California, USA

**Respondent**  
Jonathan Donner, Microsoft Research India, India

This panel explores the potential of information and communication technologies (ICTs) for improving the livelihood of traditionally under-served populations around the world. Empirical findings from West and Southern Africa, and South America illustrate the roles of ICTs in various contexts of health improvement, poverty reduction, and the social connectivity of isolated communities. The panel discussion reflects the theme of the 2007 conference, raising the issue of the growing significance of networked, hybrid and convergent ICTs as shaped by the processes of globalization. The panel debates the importance of these networking processes from several points of arguments.

### 4108 Personalization of Websites

**Saturday 9:00-10:15 am**  
**Continental Ballroom**  

**Communication and Technology**  

**Chair**  
Arun Vishwanath, SUNY - Buffalo, USA

**Participants**  
- **Banking With a Personalized Touch: Impact of Website Customization Types on Users' Commitment**  
  Timothy K. F. Fung, U of Wisconsin, USA
Costco.com or Wine.com? Effects of Specialization in Web Agents, Web Sites and Computers on E-Commerce Trust
Yoon Jeon Koh, Pennsylvania State U, USA
S. Shyam Sundar, Pennsylvania State U, USA

If You Build It, They Will Come - Or Will They? Need for Uniqueness and Need for Control as Psychological
Predictors of Customization
Sampada Sameer Marathe, Pennsylvania State U, USA

The Impact of Unsolicited Commercial E-mail Promoting Stocks on Stock Price
Dave D'Alessio, U of Connecticut, USA

---

4109
New Media
Saturday
9:00-10:15 am
Continental Ballroom

Visual Studies
Political Communication

Chair
Susan O'Donnell, National Research Council, Canada

Participants
Google Earth® and the Omniscient Gaze
Chad V. Harris, U of California, USA
The Form of Blogs: The Cultural Context of a Design Genre's Creation
Merrill C. Morris, Georgia State U, USA
Making Sense of Facilitative Media: A Theoretical Exploration on Digital Storytelling
Ying Li, U of Southern California, USA
Internet Activism, Trans-National Public Sphere, and State Activation Apparatus: A Case Study of Anti-Japanese
Protest
Pui Ha Chow, Chinese U of Hong Kong, China, People’s Republic of

Respondent
Susan O'Donnell, National Research Council, Canada

---

4110
Defining Global Media Studies: Content, Control, and Critique
Saturday
9:00-10:15 am
Imperial Ballroom A

Theme Sessions

Chair
Marwan M. Kraidy, American U, USA

Participants
Sandra Braman, U of Wisconsin, USA
Michael J. Curtin, U of Wisconsin, USA
Toby Miller, U of California - Riverside, USA
Bella Mody, U of Colorado - Boulder, USA
Joseph D. Straubhaar, U of Texas - Austin, USA
Patrick D. Murphy, Southern Illinois U - Edwardsville, USA
Ingrid Volkmer, U of Melbourne, Australia

This roundtable features a debate by leading scholars about the meaning and implications of the emerging area of
"global media studies" for various sub-fields of communication and media studies. It includes representative from the
Intercultural and Development, Communication Technology and Policy, Philosophy of Communication, Political
Communication and other divisions. Participants will discuss the topic focusing on the conference theme issues of
content, control and critique.

---

4111
New Media, New Journalism, New Journalists
Saturday
9:00-10:15 am
Imperial Ballroom B

Journalism Studies

Chair
Bart Cammaerts, London School of Economics, United Kingdom

Participants
Managing Hybridity: How the Online Alternative Media Create Public Sphere in Taiwan
Shuling Huang, U of Maryland, USA
The advent of the Internet has raised awareness of its potential for all kinds of new practices and ideals regarding the public sphere, the role of journalism, and the work of citizens as reporters of the news.

**Message Strategies to Overcome Reactance, Resistance, and Low Self-efficacy**

**Health Communication**

**Chair**
Michael J. Cody, U of Southern California, USA

**Participants**
Examining the Use of Forceful Language When Designing Exercise Persuasive Messages for Adults: A Test of Conceptualizing Reactance Arousal as a Two-Step Process
Brian L. Quick, Ohio U, USA
Jennifer R. Considine, U of Wisconsin, USA

Blind Obedience or Defiant Reactions: Investigating Reactions to Health Directives
Rachel A. Smith, U of Texas - Austin, USA
Scott Anderson, U of Texas, USA
Omri Gainsburg, U of Texas, USA

Overcoming Adolescents' Resistance to Anti-inhalant Appeals
William D. Crano, Claremont Graduate U, USA
Jason T. Siegel, Claremont Graduate U, USA
Eusebio M. Alvaro, Claremont Graduate U, USA
Neil M. Patel, Claremont Graduate U, USA

When "I Can't" Means "I Don't Want to": Motivation and Ability in Low Perceived Self-Efficacy
Abigail Leigh Prestin, U of California, Santa Barbara, USA

**Creating Communicative Opportunity Within and Between Many Languages**

**Language & Social Interaction**

**Chair**
Han Z. Li, U of Northern British Columbia, Canada

**Participants**
Complaint Talk: An Actual Site of Social Organization
Kyung-Eun Yoon, U of Florida, USA

Chinese and English Sales Discourse: A Comparative Study in Hong Kong
Ming Cheung, City U of Hong Kong, Hong Kong

Conversation in the Making: A Study of Self-Repair in Hebrew Talk-in-Interaction
Yael Maschler, U of Haifa, Israel

The Interaction of Interturn Silence and Prosody in American and Japanese Perceptions of Trouble in Interaction
Felicia Roberts, Purdue U, USA
Shoji Takano, Hokusei Gakuen U, Japan

These four papers examine the acts and activities of complaining, persuading, repairing, and disagreeing across a variety of languages, cultural contexts and situations.
On the Screen and Behind the Scenes: Gender, TV, Nation

Saturday
9:00-10:15 am
Franciscan Room C

Feminist Scholarship
Popular Communication

Chair
Miranda J. Banks, U of Southern California, USA

Participants
Blacklisted Women: Television, the Red Scare, and the Production of "Family" Values
Carol A. Stabile, U of Wisconsin, USA

In the Middle of Everywhere: Visualizing Women in Contemporary Chinese Family-Morality Television Dramas
Dawei Guo, U of Westminster, United Kingdom

Neither Hero Nor Antihero: The Contest of Hegemonic Masculinity in U.S. Cable Dramas
Amanda D. Lotz, U of Michigan, USA

The Modern(?) Korean Woman in Prime Time: Analyzing the Representation of Sun on the Television Series Lost
Michaela D. E. Meyer, Christopher Newport U, USA
Danielle M. Stern, Ohio U, USA

Measurement of Relationships in Public Relations

Saturday
9:00-10:15 am
Franciscan Room D

Public Relations

Chair
Maureen Taylor, Western Michigan U, USA

Participants
Constructing Relationship Management in Greater China: Types of OPRs, Cultivation Strategies, and Their Relationship
Chun-ju Flora Hung, Hong Kong Baptist U, China, People's Republic of
Yi-Ru Regina Chen, U of Macao, Macao

Reliable and Valid Relationship Maintenance Strategies Measurement
Eyun-Jung Ki, U of Oregon, USA
Linda Hon, U of Florida, USA

Stakeholder Identification and Resource Capability to Organization-Public Relationships Study
Angela Mak, Nanyang Technological U, Singapore
Jim Van Leuven, U of Oregon, USA

Why Public Health Needs Relationship Management
Kurt A. Wise, DePaul U, USA

Respondent
James E. Grunig, U of Maryland, USA

Where News & Politics Meets Entertainment

Saturday
9:00-10:15 am
Yosemite Room A

Popular Communication
Political Communication

Chair
Louis Bosshart, U of Fribourg, Switzerland

Participants
Beyond the West(minster) Wing: The Depiction of Politicians and Politics in British Soaps
Stephen Coleman, U of Leeds, United Kingdom

Downbreaking News: Toward a Dramaturgical Approach to Popular Media and Public Communication
Peter Csigo, Budapest U of Technology, Hungary

Michael Moore's Muckraking: The Reinvention of TV Newsmagazines in the Age of Spin and Entertainment
Jeffrey P. Jones, Old Dominion U, USA

Trivial Torture
Susana M. Kaiser, U of San Francisco, USA

Respondent
Patricia Moy, U of Washington, USA
Why do people favor entertainment over news programming? In this panel, scholars draw upon survey, focus group, and cultural analytical research to consider how politicians and political themes come to be represented in British soap operas, how news loses out to entertainment in former Soviet countries, how contemporary muckrakers expose the limited ways in which news can monitor and critique power in the U.S., and how some in North and South American advertising and popular music have adopted the disturbing practice of satirizing acts of torture.

**Information Systems Interactive High-Density: Emotion and Motivation Underlying Information Processing**

**Information Systems**

**Chair**
Robert F. Potter, Indiana U, USA

**Participants**

Effect of Emotion in Processing Words Presented in Radio Advertisements
Sungkyoung Lee, Indiana U, USA  
Robert F. Potter, Indiana U, USA

Effects of Directional and Nondirectional Motivations on Information Processing
Sungeun Chung, Western Illinois U, USA  
Leah Waks, U of Maryland - College Park, USA  
Michael F. Meffert, U Mannheim, Germany  
Josh Averbeck, Western Illinois U, USA  
Allie Jones, Western Illinois U, USA

Effects of Goal Incongruency, Causal Attribution, and Emotional Response
Janet R. Meyer, Kent State U, USA

Is Shorter Better? MiniMAM: Developing a Short Version of the Motivation Activation Measure
Satoko Kurita, Indiana U, USA  
Robert F. Potter, Indiana U, USA  
Annie Lang, Indiana U, USA

Kids Motivation Activation in Risky Picture Viewing
Sungkyoung Lee, Indiana U, USA  
Pamela Gayle Nadorff, Indiana U, USA  
Annie Lang, Indiana U, USA

Sad Kids, Sad Media: The Role of Mental Health in Choosing Media to Regulate Affect
Francesca Renee Dillman Carpentier, U of North Carolina, USA  
Jane D. Brown, U of North Carolina, USA  
Amy Shirong Lu, U of North Carolina, USA  
Michele Bertocci, U of Pittsburgh, USA  
Ronald E. Dahl, U of Pittsburgh, USA

Temporal Changes in Mood Repair Through Music Consumption: Effects of Mood, Mood Salience, and Individual Differences
Lei Chen, U of Alabama, USA  
Shuhua Zhou, U of Alabama, USA  
Jennings Bryant, U of Alabama, USA

The Effect of Emotional Context on Recognition for Affectively Valanced Images
Allison L. Eden, Michigan State U, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

**Mapping Epistemological Terrains**

**Philosophy of Communication**

**Chair**
Brett Nicholls, U of Otago, New Zealand

**Participants**

Philosophy of Language in Ancient China: A Brief Look at Laozi's Ideas
Wen-Yu Chao, U of Oklahoma, USA

Oracular Prophecy: Language's Failure Ensuring Success
Serena Dawn Hashimoto, Hawaii Pacific U, Hawaii
Synthesizing Symbolic Interactionism and Black Feminism from the Perspective of Marginalized Groups: Theoretical Implications for Negotiating Identity and Conflict Through Dialogue
Cerise L. Glenn, Howard U, USA
Performance as Cartesian Epistemology and the Challenge of Zainichi Koreans
Douglas M Schules, U of Iowa, USA

ICA Publications Committee

Saturday
9:00-10:15 am
Union Square 14

Reserved Sessions

Chair
Loretta L. Pecchioni, Louisiana State U, USA

Participants
Mohan J. Dutta-Bergman, Purdue U, USA
Krishnamurthy Sriramesh, Nanyang Technological U, Singapore
Michael J. West, International Communication Association, USA

ICA members are invited to share issues and concerns with the publications committee.

Why Do We Play? New Perspectives on Motivations to Play Video Games

Saturday
9:00-10:15 am
Union Square 15 & 16

Game Studies

Chair
John L. Sherry, Michigan State U, USA

Participants
Bridging the Video Game Gap: Relating Games, Players, and Their Motivations
Marije Nije Bijvank, Free U - Amsterdam (VU), The Netherlands
Elly Konijn, Free U, The Netherlands
Brad J Bushman, U of Michigan, USA

Free Online Games: An Exploratory Uses and Gratifications Study of Free Games on the Internet
Juliette Walma Van Der Molen, U of Amsterdam, The Netherlands
Wieteke Jongbloed, U of Amsterdam, The Netherlands

Situational and Gender Comparisons of Digital Game Players’ Preferences for Game Features and Gratifications
CarriLynn Desira Reinhard, Ohio State U, USA
Brenda Dervin, Ohio State U, USA

What Makes MMORPGs fun? An Explication of Enjoyment, Social Interaction, and Types of Gamers
Vivian Hsueh-Hua Chen, Nanyang Technological U, Singapore
Siew Koon Priscilla Phuah, Nanyang Technological U, Singapore
Henry Duh, Nanyang Technological U, Singapore

Playing The Sims2: An Exploratory Survey Among Male and Female Gamers
Jeroen Jansz, U of Amsterdam, The Netherlands
Corinne Avis, PCM Publishers, Germany
Mirjam Vosmeer, U of Amsterdam, The Netherlands

Communication Research in the U.S-Mexican Border Region

Saturday
9:00-10:15 am
Union Square 17 & 18

Reserved Sessions

Chair
Kristin C. Moran, U of San Diego, USA

Participants
Cultural Goods Consumption in a Mexican Northern Border City: The Case of Mexicali, B.C.
Luz Maria Ortega Villa, Autonomous U of Baja California, Mexico
University of California, San Diego “How Do We See Our Neighbors to the North? The Representation of San Diego in the Tijuana Press"
Magali Muria, U of California - San Diego, USA
News Production and Narratives of Family Reunification: 'Departamento 15' and Salvadoran Migration
Cecilia Maribel Rivas, U of California, San Diego, USA

This panel presents research from member institions of the Binational Association of Schools of Communication. Papers explore the nature of communication across borders, and the communication institutions and practices of the U.S./Mexican border region.
Media Effects - According to Those Affected: New Evidence on Third-Person Perceptions

Reserved Sessions

Chair
Leo W. Jeffres, Cleveland State U, USA

Participants
On the Causes of Third-Person Perception: Empirical Tests of Previous Speculations
Oliver Johannes Quiring, U of Muenchen, Germany
Inga Christiane Huck, Ludwig-Maximilians-U Munich, Germany
Hans-Bernd Brosius, Ludwig-Maximilians U, Germany
Second and Third-Person Perceptions of Political Communication in Germany
Patrick Roessler, Deutsche Gesellschaft fur Publizistik, Germany
Social Distance at Close Range: Third-Person Perceptions in Social Networks
Susanne Wolf, Munich U, Germany
Exploring Journalists' Third-Person Perceptions
Yariv Tsfati, U of Haifa, Israel
Oren Livio, U of Pennsylvania, USA

Third-person perceptions have proven to be stable across a large number of empirical studies. Reporting on data from Germany and Israel, this panel challenges the psychological basis of the third-person effect, illustrates its relevance in political communication, and introduces network analysis to improve our understanding of the social distance concept. A focus on third-person perceptions of journalists gives insight into the role of estimated media impact for the emergence of media content.

Communicating in Interpersonal Relationships

Interpersonal Communication

Chair
John W. Howard, III, East Carolina U, USA

Participants
A Qualitative Analysis of On-Again/Off-Again Romantic Relationships: "It's Up and Down, All Around"
Rene M. Dailey, U of Texas, USA
Kelly Rossetto, U of Texas at Austin, USA
Abigail Pfiester, U of Texas at Austin, USA
Catherine A. Surra, U of Texas at Austin, USA

Is Familial Commitment a Choice or an Obligation? Applying the Investment Model to Family Communication Research
Alysa Ann Lucas, Pennsylvania State U, USA

Perceptions of Romantic Relationships in Adult Children of Divorce
Andrea N. Lambert, Northern Kentucky U, USA

Testing a Theoretical Model of Identity Gaps Among Young Adult Grandchildren
Jennifer Andrea Kam, Pennsylvania State U, USA
Michael L. Hecht, Pennsylvania State U, USA
Masaki Matsunaga, Pennsylvania State U, USA

Respondent
John W. Howard, III, East Carolina U, USA

Mediating Culture: Ethnicity, Race, and Cultural Representations in Popular Texts

Ethnicity and Race in Communication

Chair
Benjamin de Cleen, Vrije U Brussel, Belgium

Participants
A Critical Discourse Analysis of Representation of Asian Indian Folktales in U.S. Children's Literature
Sudeshna Roy, Washington State U, USA

Ethnic Boundaries in National Literatures
Pauwke Berkers, Erasmus U, The Netherlands
Machismo in Cultural Criticism: Racializing Postrevolutionary Mexican Masculinities
Hector Amaya, Southwestern U, USA
Spectacle and Style: Blackface and the Jewish Body in La Haine - Top ERIC Paper 2nd Place
David Moscowitz, Butler U, USA
"You Are to Become Geisha": Authenticity and the Politics of Representation in "Memoirs of a Geisha"
Andrea M. Bergstrom, U of Massachusetts, USA
Erin A Meyers, U of Massachusetts - Amherst, USA

The participants in this panel turn their attention to how texts, both fiction and non-fiction, contribute to the production of ethnic and racial identities as they intersect with gender and sexuality. Among the fictional texts analyze are Asian Indian folktales and the literary traditions of the United States, Germany, Netherlands and France. The examination of non-fiction texts focus around post-revolutionary Mexican narratives.

4125

**Competition or Regulation? Telecommunications and Global Knowledge Issues**

**Communication Law & Policy**

**Chair**
Ann Dumas, Pennsylvania State U, USA

**Participants**
Regionalization of Telecommunications Regulatory Policy: A Model to Assess Regional Effects on National Regulations
Annemijn Fleur van Gorp, Pennsylvania State U, USA
Carleen Maitland, Pennsylvania State U, USA
Globalization, the Competition State, and the Rise of the Regulatory State in European Telecommunications
Peter J. Humphreys, U of Manchester, United Kingdom
James (Seamus) Matthew Simpson, Manchester Metropolitan U, United Kingdom
Assessing the Development Model of China Telecommunications
Paul S. N. Lee, Chinese U of Hong Kong, China, People's Republic of
Communications Authority: A Panacea for Hong Kong Communication Law and Policy?
Richard W. S. Wu, U of Hong Kong, China, People's Republic of
Grace L K Leung, The Chinese U of Hong Kong, China, People's Republic of
The Global Knowledge Order: Defining the International Knowledge Race
Shalini Venturelli, American U, USA

4201

**Questions and Questioning: A Focal Practice for Constructing Selves and Social Scenes**

**Language & Social Interaction**

**Chair**
Patricia Covarrubias, U of Washington, USA

**Participants**
"It's Just a Process": Questions, Responses, and Constructing a University Crisis
Theresa R. Castor, U of Wisconsin, USA
Questioning as Opportunities for Transforming Conflict Situations
Linda L. Putnam, Texas A&M U, USA
Questioning Cultural and Individual Memory: Constructing Narrative History Through Interviews with Family Members and Holocaust Survivors
Sheryl Bowen, Villanova U, USA
How Questioning Constructs Moral Reasonableness: A State Court Hearing of a Same-Sex Marriage Appeal
Karen Tracy, U of Colorado, USA

Questioning is a particularly interesting and consequential speech activity. Questions have the ability to make visible speakers' intellectual positions, alliances with others, and personal antipathies. Their form and content are a key part of constructing speakers as professionals or lay persons involved in specific kinds of actions. Questions may exacerbate conflicts or mollify them. The way questions are formulated may yield minimal responses or voluminous answers, and either response type might be sought or avoided. The purpose of this panel is to examine how questioning processes in four institutional settings socially construct participants and the larger discourses of which they are a part. The issues and sites to be examined include: (1) a faculty senate meeting about a budget crisis; (2) interviews with Holocaust survivors and their children and grandchildren, (3) teacher management contract negotiations, and (4) oral arguments during an appeals court hearing about same-sex marriage.
Investigating Referendum Campaigns: Theory and Methodology From an International Perspective

Political Communication

Chair
Shanto Iyengar, Stanford U, USA

Participants
When Referendum Campaigns Matter - And Why
Claes H. De Vreese, U of Amsterdam, The Netherlands
Campaigning Swiss Referenda: Are There Spillover-Effects From Candidate Campaigns?
Maura Zerboni, U of Zurich, Switzerland
Andrea Schrott, U of Zurich, Switzerland
Frank Marcinkowski, U Zurich, Switzerland
Campaigns in the Media: Strategies and Coverage
Urs Dahinden, U of Zurich, Switzerland
Gabriele Siegert, U of Zurich, Switzerland
Karin Puehringer, U of Zurich, Switzerland
Frank Lobigs, U of Zurich, Switzerland
Patrick Horst Josef Rademacher, IPMZ/U of Zurich, Switzerland
Effects of Campaigns - Processes of Knowledge Acquisition and Attitude Formation
Heinz Bonfadelli, U of Zurich, Switzerland
Joerg Matthes, U of Zurich, Switzerland
Werner Wirth, U of Zurich, Switzerland
Mirko Marr, U of Zurich, Switzerland
Christian Schemer, U of Zurich, Switzerland
Thomas N. Friemel, U of Zurich, Switzerland

There is a huge amount of communication research about electoral campaigns. However, little is known about political campaigns that are targeted at referendums. This is an important shortcoming because there is an increase in the number of referendums in Western democracies and a lack of adequate theoretical concepts. The panel will address these questions both from a theoretical and empirical perspective.

Organizational Anticipation Through Detachment

Organizational Communication

Chair
Kathleen M. Golden, Edinboro U, USA

Participants
Anticipatory Socialization in Blue-Collar Families: The Social Mobility-Reproduction Dialectic
Kristen Lucas, U of Nebraska-Lincoln, USA
Obstacles to Organizational Assimilation: Minorities' and Women's Perceptions
Karen Kroman Myers, U California, Santa Barbara, USA
Suchitra Shenoy, Purdue U, USA
Retirement Communication: Exploring Uncertainty and Information Seeking
Daisy R Lemus, California State U - Northridge, USA
Rethinking the "Organizational" in Organizational Socialization Research: From Ontological Agent to Discursive Domain(s)
Daniel J. Lair, U of Denver, USA

Respondent
Tyler R. Harrison, Purdue U, USA

"Judging the Whole by Some of Its Parts": Advances in Exemplification Research

Mass Communication

Chair
Dolf Zillmann, U of Alabama, USA
Participants
Experts and Base-Rates, Laymen and Single Case Information: Can Statistical Knowledge Prevent Exemplification Effects?
Christopher Blake, U of Music & Drama Hannover, Germany
Gregor Daschmann, Johannes Gutenberg U of Mainz, Germany
Out of the Lab Into the World: Field Experiments and Cross-Cultural Findings in Exemplification Research
Gregor Daschmann, Johannes Gutenberg U of Mainz, Germany
Christopher Blake, U of Music & Drama Hannover, Germany
The Implications of Exemplification Theory for Newsroom Diversity Policies
Rhonda Gibson Hester, U of North Carolina, USA
The Impact of Exemplars and CRM Displays on Television Viewers' Perceptions and Judgements
Inga Christiane Huck, Ludwig-Maximilians-U Munich, Germany
Hans-Bernd Brosius, Ludwig-Maximilians-U Munich, Germany
Exemplification Theory in Public Health: Understanding the Impact of Smoking in Movies on Adolescents' Perceptions of Smoking
James B. Weaver, III, Emory U, USA
James Weaver, Emory U, USA

Respondent
Dolf Zillmann, U of Alabama, USA

Exemplification research has shown that the number and type of examples in media coverage have a strong influence on recipients' judgements, whereas general information (e.g. statistics) usually is ignored. In 2006, in the US as well as in Europe new research activities concerning exemplification have started. It is the aim of the panel to bundle these activities and to bring exemplification researchers together to discuss the theoretical implications of the new findings.

4205
Parents, Children, Television: The Role of Parental Mediation
Instructional & Developmental Communication
Chair
Marina Krcmar, Wake Forest U, USA

Participants
Parent vs. Child Reports of Parental Advertising Mediation: Exploring the Meaning of Disagreement
Esther Rozendaal, U of Amsterdam, The Netherlands
Moniek Buijzen, U of Amsterdam, The Netherlands
Do Children Follow Their Parents' Guidelines for Television Use?
Sarah Rosaen, U of Michigan-Flint, USA
John L. Sherry, Michigan State U, USA
The Effects of Moral Mediation on Children's Responses to Violent Television
Mong-Shan Yang, U of Connecticut, USA
The Influence of Early Adolescents' Television Viewing on Perceived Reality: The Roles of Parental Mediation and Peer Interaction
Seok Kang, Arkansas Tech U, USA

Respondent
Marina Krcmar, Wake Forest U, USA

4206
Measuring Media Exposure
Mass Communication
Chair
Rena Rudy, U of California - Santa Barbara, USA

Participants
The Reliability and Stability of General Media Exposure Measures
Chul-joo Lee, U of Pennsylvania, USA
Robert Hornik, U of Pennsylvania, USA
Impact of Alam Simsims Among Egyptian Preschoolers: Introducing a New Measure of Exposure
Rajiv N. Rimal, Johns Hopkins U, USA
Maria Elena Figueroa, Johns Hopkins U, USA
Molly Ann Federowicz, Johns Hopkins U, USA
Douglas Storey, Johns Hopkins U, USA
**Open or Closed - This is the Question: The Influence of Question Format on the Cultivation Effect**
Amir Hetsroni, Cornell U, USA

**Trans-Media Use-Styles: Empirical Evidence of a New Concept**
Wolfgang Schweiger, U of Munich, Germany

**Respondent**
Rick W. Busselle, Washington State U, USA

---

**4207**

**Online Communities and Organizations: New Theoretical Directions**

**Communication and Technology**

**Chair**
Wim J. L. Elving, U of Amsterdam, The Netherlands

**Participants**

Online Communities: Understanding Organizational Processes
- Jessica Janine Gould, U of Southern California, USA
- Janet Fulk, U of Southern California, USA

Commons or Gated Community? A Theoretical Explication of Virtual Community and the Example of Craigslist
- Daniel Schackman, Syracuse U, USA

Community Intermediary Organizations, Community Media and Networking, and the Internet
- Susan O'Donnell, National Research Council, Canada

Use and Nonuse of New Communication Technologies in an Interorganizational Network: A Longitudinal Case Study in a Community of Health and Human Service Providers
- Craig R. Scott, Rutgers U, USA
- Laurie K Lewis, Rutgers U, USA
- Scott C. D'Urso, Marquette U, USA
- Jennifer Deering Davis, U of Texas, USA

Virtual Knowledge-Building Community & Users' Incentives: The Wikipedia Case
- Sheizaf Rafaeli, U of Haifa, Israel
- Yaron Ariel, U of Haifa, Israel
- Tsahi Hayat, U of Haifa, Israel

---

**4208**

**Freedom and Control on the Internet of East Asia**

**Communication and Technology**

**Chair**
Mark Latonero, California State U, USA

**Participants**

Information Exchanges in the Internet and Likelihood of Expressing Deviant Views on Current Affairs in Public
- Xigen Li, Southern Illinois U - Carbondale, USA

Information Control in Time of Crisis: The Framing of SARS in China-Based Newspapers and Internet Sources
- Traci Hong, Tulane U, USA

Democratic Deliberation in Online Consultation Forums: A Study of the Casino Debate in Singapore
- Kevin Ying-Kai Wang, U of Minnesota, USA

Networked Mobility in Urban China: Hukou, Working-Class ICTs, and the Case of Sun Zhigang
- Linchuan Jack Qiu, Chinese U of Hong Kong, China, People’s Republic of
- Carolyn Cartier, U of Southern California, USA

---

**4209**

**Ads and Advocacy: A Visual Perspective**

**Visual Studies**

**Chair**
Paul Frosh, Hebrew U, Israel

**Participants**

He's a Rebel: A Discourse Analysis of Bode Miller's Olympic Advertising Campaign
- Kathleen Marie Ryan, U of Oregon, USA

The Clustering of the Visual Brand: A Case Study of the Apple Computer's Advertising Campaign of "Think Different"
- Holly Yunhe Yunhe Shi, Temple U, USA
A Rating Scale for Visual-Verbal Redundancy in Antismoking Video Ads: Reliability and Validity
Joseph N. Cappella, U of Pennsylvania, USA
Amy Leader, U of Pennsylvania, USA
Yahui Kang, U of Pennsylvania, USA
Kelly White, U of Pennsylvania, USA

The Guilt in "Mom, We're Home!": The Content, Control, and Critique of Modern War Protest Posters
Jacqueline A Irwin, California State U, USA

Respondent
Paul Frosh, Hebrew U, Israel

4210
Creating Communication: Media, Citizenship, and North American Young People

Saturday
10:30-11:45 am
Imperial Ballroom A

Theme Sessions

Participants
Media, Citizenship, and Political Engagement in the Lives of Young American Adults
Debra Spitulnik, Emory U, USA
Creating a Networked Public: High School Journalists and Ideals of Journalism, Citizenship, and the Public
Lynn Schofield Clark, U of Denver, USA
Rachel Monserrate, U of Denver, USA
Representing Self: Black Youth and Complex Online Identities
Kirby Moss, U of Colorado - Boulder, USA
MySpace, MyPublic, MyVoice: Political Engagement in Social Network Sites
Danah Boyd, U of California, USA
Satire and the Appeal of Truthiness: New Forms of (Skeptical) Citizenship
Megan Boler, U of Toronto, Canada

Recent studies have demonstrated that young people are more likely than their older counterparts to both read and write blogs, to contribute to online discussions, and to communicate via social networking software. Are news, politics, and citizenship part of what they're creating online? In this interdisciplinary panel, researchers report on in-depth studies that examine how politics, citizenship, and identity emerge among young people both off and online.

4211
Taking Visual Representation in the News Seriously

Saturday
10:30-11:45 am
Imperial Ballroom B

Journalism Studies
Visual Studies

Participants
Visual Cultures of Journalism
Karin Becker, Stockholm U, Sweden
The Effects of Visual Literacy and the Perception of Digital Alteration in Photojournalism
Mi Rosie Jahng, U of Texas, USA
The Effect of Social Language and a Reporter Photograph on Social Presence in Online News
Brian Matthew Hamman, U of Missouri, USA
Kevin Wise, U of Missouri - Columbia, USA
"No Emotion, No Sympathy": The Visual Construction of a Murder Trial in the Press
Phil J Jones, Leeds U, United Kingdom
Claire Wardle, Cardiff U, United Kingdom

Respondent
Doris Graber, U of Illinois - Chicago, USA

Despite the centrality of visual images in the construction and processing of news information, the body of scholarship on journalism leans in favor of work on the spoken or printed word. Even those who study audiovisual media, often neglect the visual component. This paper session offers scholarship that takes the communicative potential of visual images seriously.
4212

**Saturday**

10:30-11:45 am

**Franciscan Room A**

**Metaphor, Identity, and Stigma in Health Communication**

**Health Communication**

**Chair**

Dale E. Brashers, U of Illinois, USA

**Participants**

Lay Perceptions of Metaphor Use in Cancer Messages  
Janice Lee Krieger, Pennsylvania State U, USA  
Roxanne Parrott, Pennsylvania State U, USA  
Jon F. Nussbaum, Pennsylvania State U, USA

Metaphor and Prevention of Drinking and Driving: A Field Test  
Pradeep Sopory, U of Memphis, USA  
William Maze, Arkansas Tech U, USA

Phantom Smokers: The Unidentified Who Do Not Identify With Smokers  
Youjin Choi, U of Florida, USA  
Sejung Marina Choi, U of Texas, USA  
Nora Rifon, Michigan State U, USA

Male Patient Perceptions of HIV Stigma in Healthcare Contexts  
Lance S. Rintamaki, U of Illinois - Urbana-Champaign, USA  
Allison Marie Scott, U of Illinois, Urbana-Champaign

4213

**Saturday**

10:30-11:45 am

**Franciscan Room B**

**History, Conflict, Contradictions, and Power in Health Communication**

**Health Communication**

**Chair**

R Warwick Blood, U of Canberra, Australia

**Participants**

A Look at the Role of Health Information in Medicine's "Golden Age" of Paternalism  
Nancy S. Lee, U of California, USA

The Status of Conflict Research in Health: Analysis of Published Articles Between 1970 and 2006 for Further Research  
Jae-Hwa Shin, U of Southern Mississippi, USA

Point Counterpoint: A Dialectical Examination of the Function of Contradictions on an Interdisciplinary Health Care Team  
Donald Richard Martin, DePaul U, USA  
Jill Louise O'Brien, DePaul U, USA

Changing Realities and Entrenched Norms in Dialysis: A Case Study of Power, Knowledge, and Communication in Health Care Delivery  
Laura Ellingson, Santa Clara U, USA

4214

**Saturday**

10:30-11:45 am

**Franciscan Room C**

**Starving Girls, Mean Girls, Trafficking Girls, Blogging Girls: Gendered Deviance & Media in the Digital Age**

**Feminist Scholarship**

**Popular Communication**

**Chair**

Paula M Gardner, Ontario College of Art and Design, USA

**Participants**

Digitalization of Adolescent Transitional Objects: From Diaries to Blogs  
Mariana Goya, U of Illinois at Chicago, USA

Gendered Narratives of Young Female Aggression  
Maria Mastronardi, U of Illinois - Urbana, USA

Ambivalent "Ana": Neoconsumptive Society and the Media Backlash Against "Pro-Anorexic" Girls  
Paula M Gardner, Ontario College of Art and Design, USA

Exposing Teens: Investigating and Framing Underage Web Cam Sites  
Gretchen Soderlund, U of Chicago, USA
New media provide exponential new possibilities for girls to create independent and unique identities and the power to challenge traditional gender roles, by providing a communities of support and circulating diverse representations of femininity and girlhood. Yet, the panelists also articulate a trend of mainstream media lashing out against resistive identity construction by girls, deeming alternative girls' representations -as pornographers, pro-anorexic, and "mean"- as not only deviant, but responsible for social harm.

Respondent
Mary Douglas Vavrus, U of Minnesota, USA

Public Relations and Digital Media

Public Relations

Chair
Gerald-Mark Breen, U of Texas, USA

Participants
Corporate Blogs as a Public Relations Tool: A Content Analysis Applying the Relational Maintenance Framework
Soyoen Cho, U of Minnesota, USA
Jisu Huh, U of Minnesota, USA

Effects of Discussions in Online News Forum on Corporate Reputation
Namkee Park, U of Southern California, USA
Kwan Min Lee, U of Southern California, USA

Effects of Message Sidedness, Corporate Goodwill, and Trustworthiness in Weblogs: An Experimental Test of Alternative Public Relations Message Strategies
Jangyul Robert Kim, Colorado State U, USA

Relationship Building and the Use of Web Sites: How Fortune 500 Corporations Use Their Web Sites to Build Relationships
Hyojung Park, U of Georgia, USA
Bryan H. Reber, U of Georgia, USA

Relationship Maintenance with Financial Publics: An Analysis of Investor Relations on Small Companies' Web Sites
Youngshin Hong, U of South Carolina, USA
Spiro K. Kiousis, U of Florida, USA

Respondent
Gerald-Mark Breen, U of Texas, USA

From the Politics of the Popular to Popular Politics: Political Communication in the Realm of Popular Culture

Popular Communication

Political Communication

Chair
Cornel Sandvoss, U of Surrey, United Kingdom

Participants
News Junkies and Political Fandom
Jonathan Alan Gray, Fordham U, USA

Get a Real Job: Authenticity and the Performance, Reception, and Study of Celebrity Politicians
Andy Ruddock, Monash U, United Kingdom

Talking Politics on Russian TV and Internet
Vera Zvereva, Institute for General History, Russia

Reading Political Parties as Mediated Texts: The Disappearance of Meaning in Audience Democracies
Cornel Sandvoss, U of Surrey, United Kingdom

With the rise of mass mediation in the 20th century, the realms of popular entertainment and political discourse have shifted towards the same channels of communication: newspapers, magazines, broadcast media and more recently the internet. In sharing such media - which are no neutral means of communication, but distinct socio-cultural forms that have informed and shaped their content - politics and entertainment have become increasingly inseparable. Concepts and notions such as citizenship and the public sphere, which were previously the domain of political communication research, have thus informed recent popular communication scholarship. In turn, traditional concerns in the study of popular culture such as celebrity and fan cultures are now common currency in political communication research. This panel aims to contribute to the study of the emergence of popular politics by offering distinct empirical and conceptual perspectives.
4217

"Publish or Perish? A Dialogue With Journal Editors in Chinese Communication"

Reserved Sessions

Saturday
10:30-11:45 am
Yosemite Room B

Chair
Xiaoming Hao, Nanyang Technological U, Singapore

Participants
Joseph Man Chan, Chinese U of Hong Kong, China, People's Republic of
Wayne L.W. Kuo, National Chiaotung U, Taiwan
Jingjing Edmondson, Zhejiang U, China, People's Republic of
Eddie Kuo, Nanyang Technological U, Singapore

Editors of five major journals in Asia with a focus on Chinese communication are invited to make a status report of their respective journals and to share their experience as journal editors. Among the issues to be discussed include the following: journal history, composition of the editorial team, editorial policy, major sources of manuscripts and authors, the review process, pool of reviewers, and the dynamics between the editor, the author, the reviewer and the reader. This session will serve as a forum for a dialogue between the editors and the audience and to discuss questions and issues concerning journal publication in this part of the world.

4218

Information and Meaning: A Dialogue

Saturday
10:30-11:45 am
Yosemite Room C

Philosophy of Communication

Chair
W. Russell Neuman, U of Michigan, USA

Participants
Information
Klaus Krippendorff, U of Pennsylvania, USA

Meaning
Klaus Bruhn Jensen, U of Copenhagen, Denmark

Respondent
W. Russell Neuman, U of Michigan, USA

What is the nature of the messages that are exchanged in communication? Traditionally, this question has divided scholars into camps researching and writing in terms of either 'information' or 'meaning.' Building on the growing interchange between different paradigms of communication research, the panel revisits these two foundational concepts. The papers present preliminary versions of the articles on information and meaning in the 10-volume International Encyclopedia of Communication currently in preparation, facilitating dialogue in further research.

4219

Uniting the Americas: Content, Control, Critique, and Collaboration

Saturday
10:30-11:45 am
Union Square 14

Reserved Sessions

Chair
Peter DeCaro, California State U, USA

Participants
E-Learning in the Americas: Preparing the Third Force
Peter DeCaro, California State U, USA
Aldo Vasquez, U de San Martin de Porres, Peru
Alejandro Acuna Limon, Tecnologico de Monterrey, Campus Ciudad de Mexico, Mexico
The Third Force: The Internet and the Locus of Power
Ty Adams, U of Louisiana, USA
Rita Kirk, Southern Methodist U, USA
Weapon of Mass Instruction: Mediating the Identity of the Americas as a Third Force
Jesus Meza Lueza, Tecnologico de Monterrey, Campus Ciudad de Mexico, Mexico
Ann Rosenthal, EWO, LLC, USA
Achieving Universal Service, Access, and Membership Across the Western Hemisphere: Realizing the Third Force
James A. Anderson, U of Utah, USA
Amybel Sanchez, U de San Martin de Porres, Peru
In August 2006, these faculty joined others from ICA, NCA, ACA and the Universidad de San Martin de Porres in Peru for the first Congress of the Americas. This research is the result of initial conversations about common interests, obstacles, and goals. In presenting findings, researchers assess the current climate, identify the communication barriers, and establish a framework for future collaborative action. The promise of that collaboration is an expression and extension of the Third Force that technological connectivity is bringing to collective action.

### 4220
**Saturday**
10:30-11:45 am
Union Square 15 & 16

**Queer Navigations of Pop Cultural Norms**

**Gay, Lesbian, Bisexual & Transgender Studies**

**Ethnicity and Race in Communication**

**Chair**
Katherine Sender, U of Pennsylvania, USA

**Participants**
Mainstreaming Gay Marriage: Gay Rights Activist Discourses and the Same-Sex Marriage Debate
Leigh Moscowitz, Indiana U, USA

Recreating Canon? Fan Music Videos of a Soap Opera Lesbian Couple
Eve C Ng, U of Massachusetts, Amherst, USA

Same Sex - Different City: The Depiction of Women in "The L-Word" and "Sex and the City" and Its Impact on the Perception of Homosexuality in Germany
Constanze Felicitas Rossmann, Ludwig-Maximilians-U Munich, Germany

Hannah Helene Frueh, Ludwig-Maximilians-U Munich, Germany

Alexandra Kris, U of Munich, Germany

Two Snaps and a Twist: Controlling Images of Black Male Homosexuality on Television
Jasmine Nichole Cobb, U of Pennsylvania, USA

Robin R. Means Coleman, U of Michigan, USA

### 4221
**Saturday**
10:30-11:45 am
Union Square 17 & 18

**ICA Internationalization Committee Meeting**

**Reserved Sessions**

**Chair**
Karen Ross, Coventry U, United Kingdom

### 4222
**Saturday**
10:30-11:45 am
Union Square 19 & 20

**From Importation to Independence in Film and Television Flows**

Intercultural & Development Communication/International & Development Communication

**Chair**
Viviana C. Rojas, U of Texas - San Antonio, USA

**Participants**
Integrating South African Broadcasting: Program Imports, Scheduling, and Channel Identity at Bophuthatswana-TV
Tim Havens, U of Iowa, USA

Sustainability of the Eastern Hollywood
Xiaofei Wang, Indiana U, USA

The Birth of East Asia: Cultural Regionalization Through Coproduction Strategies
Dal Yong Jin, Simon Fraser U, Canada

Dong-hoo Lee, Incheon U, Korea, Republic of

Why Do People Watch What They Watch? Explaining Film Import Choices of Individual Countries Among the Production Sources
Wayne Fu, Nanyang Technological U, Singapore

Clarice Sim, Nanyang Technological U, Singapore

**Respondent**
Geetika Jain, Foothill College, USA

This session considers the opportunities for and implications of autonomous development of media in East Asia and Southern Africa.
Uncertainty in Communication and Uncertainty in Relationships

Saturday  
10:30-11:45 am  
Union Square 21

Interpersonal Communication

Chair  
Ascan F. Koerner, U of Minnesota, USA

Participants

Relational Uncertainty, Perceived Fairness, and the Division of Household Labor  
Yen-Chi Lam Le, U of Hawaii, USA  
Krystyna S. Aune, U of Hawaii, USA

Relational Uncertainty and Message Processing in Marriage  
Leanne K. Knobloch, U of Illinois, USA  
Laura E. Miller, U of Illinois at Urbana-Champaign, USA  
Bradley James Bond, U of Illinois, USA  
Sarah E. Mannone, U of Illinois, USA

The Effect of Direct Communication About Uncertainty on Subsequent Perceptions of Relational Uncertainty and Relational Intimacy  
Jennifer A. Theiss, Rutgers U, USA  
Denise H. Solomon, Pennsylvania State U, USA

Understanding the Association Between Communication Efficacy and Avoidance in Situations That Increase Uncertainty in Close Relationships  
Su Ahn Jang, U of Missouri, USA

Relational Uncertainty, Partner Interference, and Infertility: A Qualitative Study of Discourse Within Online Forums  
Keli Ryan Steuber, Pennsylvania State U, USA  
Denise H. Solomon, Pennsylvania State U, USA

Respondent  
Ascan F. Koerner, U of Minnesota, USA

Ripped From the Headlines: Press Coverage of Race and Race-Related Issues

Saturday  
10:30-11:45 am  
Union Square 22

Ethnicity and Race in Communication  
Journalism Studies

Chair  
Mercedes R. Diaz, Rider U, USA

Participants

A Moral Panic on the Plains? Press Culpability and the Massacre at Wounded Knee  
Brian R. Gabriel, Concordia U, Canada

Interpreting Angela Davis for the American Middle Class: Race, Radicalism, Passion, and News Magazines  
Madhavi Murty, U of Washington, USA

Media and Ethnic Diversity Within a North European Context  
Anna Camilla Haavisto, U of Helsinki, Finland

Mirror, Mirror: Hegemonic Framing of Malcolm X and Martin Luther King, Jr., in the New York Times  
Josh Grimm, U of Iowa, USA

Resurrecting Racism: The Strategic Use of News Icons in Ethnic Media  
Robin Stanback Stevens, U of Pennsylvania, USA

The news media plays a central role in mediating public understanding about race and racial conflict. Papers in this panel span a diversity of historical periods and geographic areas in order to analyze how the news media contributes to constructions of racial knowledge. Taking a historical approach several participants analyze news coverage of the Wounded Knee Massacre, Angela Davis, Martin Luther King and Malcolm X. Engaging in a study of contemporary news practices are papers that examine the black news media's use of cultural icons and two Northern European newspapers construction of Islam and the West.

Broadband as the Basis for an Evolved Universal Service: The Benton Universal Service Project

Saturday  
10:30-11:45 am  
Union Square 23 & 24

Communication Law & Policy

Chair  
Joseph D. Straubhaar, U of Texas - Austin, USA
In the 21st century, broadband contributes to the vision of the information society as a democratic society. Now that a generation of new information technologies has precipitated a transformation in social, economic, and political life, a new concept of universal service is necessary if democracy is to deliver its promise in a new century. The purpose of this panel is to present papers focusing on the dynamics of Universal Service delivered via a broadband infrastructure.

Methodological Challenges in the Study of Hybrid Political-Entertainment Television

Participants

Political-Entertainment Television as Object of Study: The Challenge of Inscribing Hybridity
Geoffrey D. Baym, U of North Carolina, USA

How Many Quantitative Researchers Does it Take to Figure Out if Entertainment Media Has Political Consequences?
Michael X. Delli Carpini, U of Pennsylvania, USA

How Does "Newstainment" Actually Work?: Ethnographic Research Methods and Contemporary Popular News
Stephen Harrington, Queensland U of Technology, Australia

From "Effects" to "Culture" in the Study of Political-Entertainment Television
Jeffrey P. Jones, Old Dominion U, USA

Respondent

David M. Ryfe, U of Nevada - Reno, USA

Alternatively labeled infotainment, soft, or fake news, hybrid television genres that blur distinctions between news and entertainment, public affairs and popular culture, and rational discourse and aesthetic spectacle, are playing an increasingly important role in democratic political processes. Their very hybrid nature, however, complicates efforts to examine their empirical effects and cultural implications. This panel takes up the question of methodology in the study of hybrid political television. From a range of theoretical, methodological, and national perspectives, its contributors consider the problems and possibilities in conceptualizing, analyzing, and evaluating the impact of emergent television genres on both individual-level political engagement and political culture more broadly conceived.

Framing Europe in the News and in Public Opinion

Participants

Framing Effects of Television News on Public Understanding of European Issues
Claes H. De Vreese, U of Amsterdam, The Netherlands

Chair
Holli A. Semetko, Emory U, USA
The importance of the news media as a force in politics can be seen in the literature on framing and framing effects: The ways in which issues, institutions and individuals are framed in the news can exert a strong influence on public perceptions and opinions, and may have important consequences for the perceived importance of an issue, the perceived legitimacy of a political institution, and the perceived credibility of politicians and political leaders. These consequences may also extend to policymaking, since parties and leaders pay attention to the news and to developments in public opinion. With the enlargement of the EU from fifteen to twenty-five countries in 2004, the role of national news and information media in framing the issues confronting Europe becomes even more important for the future trajectory of integration. While there has been a great deal of scholarly research in recent years on the way in which the media frame issues in the news and framing effects on public opinion, we know little about the role of the media in framing perceptions of a Europe that continues to widen while also deepening its political and economic integration.
Causes and Consequences of Video Game Play

Mass Communication

Game Studies

Chair
Mike Z. Yao, City U of Hong Kong, China, People's Republic of

Participants
Perception and Addiction of Online Games as a Function of Personality Traits
Searle Huh, Michigan State U, USA
Nicholas David Bowman, Michigan State U, USA

All Work, No Play? The Effects of Mood Management Processes on Subsequent Cognitive Performance
Leonard Reinecke, Hamburg Media School, Germany
Sabine Trepte, U of Hamburg, Germany

The Effect of the Amount of Blood in a Violent Video Game on Aggression, Hostility, and Arousal
Christopher Paul Barlett, Kansas State U, USA
Callie Bruey, Kansas State U, USA
Richard J Harris, Kansas State U, USA

The Effect of Video Game Realism on Aggression
Marina Krcmar, Wake Forest U, USA
Kirstie Farrar, U of Connecticut, USA

Respondent
Chad Mahood, U of California - Santa Barbara, USA

Health, Risk, and Crisis Communication Education

Instructional & Developmental Communication

Chair
Gary L. Kreps, George Mason U, USA

Participants
Risk Communication Activities of the Breast Cancer and Environment Research Center: Two Community Outreach Exemplars
Kami J. Silk, Michigan State U, USA
Charles Atkin, Michigan State U, USA
Sandi Smith, Michigan State U, USA
Janice Barlow, Zero Breast Cancer, USA

Examining the Perceived Efficacy of Public Meetings Held During Local Cancer Cluster Investigations
Katherine A. McComas, Cornell U, USA
Craig Trumbo, U of Vermont, USA
John C. Besley, U of South Carolina, USA

Citizens Advisory Councils: A Nexus in the Risk Communication Infrastructure
Robert L. Heath, U of Houston, USA
Damion Waymer, U of Houston, USA
Michelle Wernett, U of Houston, USA

Attending to Your Audience
Robert J. Griffin, Marquette U, USA
Sharon Dunwoody, U of Wisconsin, USA

Improving Health Web Sites for Low Health Literacy Users
Sandra Williams Hilfiker, Office of Disease Prevention and Health Promotion, U. S. Dept. Health and Human Services, USA
Jennifer Bevan, U of Southern California, USA

Health News: Is There a More Effective Way to Communicate It Online?
Ronald A. Yaros, U of Utah, USA

The "CAUSE" Model: An Evidence-Based Aid for Health Risk Education
Katherine E. Rowan, George Mason U, USA
Lisa Sparks, George Mason U, USA
Loretta L. Pecchioni, Louisiana State U, USA
Melinda Morris Villagran, U of Texas, USA
Who is Responsible for Local Emergency Preparedness? Formative Research With U. S. Emergency Management Directors
Hyunyi Cho, Purdue U, USA
Shari Veil, U of Oklahoma, USA
Steven James Venette, U of Southern Mississippi, USA
Katherine E. Rowan, George Mason U, USA
Carl H. Botan, George Mason U, USA
Timothy Sellnow, North Dakota State U, USA
Robert Littlefield, North Dakota State U, USA
Sergei Samoilenko, George Mason U, USA
Paul Penchalapadu, George Mason U, USA
Karen Farnsworth, George Mason U, USA

Health advocates, emergency directors, federal officials, and many other professionals attempt to persuade the public to take steps to protect their health and avoid unnecessary risks. Often, however, advocates and officials are trained in fields such as science, engineering, and law enforcement, rather than communication. Consequently, there is a substantial need for effective health and risk communication education in many contexts around the world. This panel showcases efforts by health and risk communication scholars to support advocates and officials attempting to increase funding for cancer research; deepen understanding of health and risk complexities, and assess and improve preparedness for disasters.

4306
Current Issues in Advertising Research

Mass Communication

Chair
Sheila Lodge, UHI Millenium Institute, United Kingdom

Participants
The Future of TV Commercials
M. Bjorn von Rimscha, U of Zurich, Switzerland
Patrick Horst Josef Rademacher, IPMZ/U of Zurich, Switzerland
Nathan Thomas, U of Zurich, Switzerland
Gabriele Siegert, U of Zurich, Switzerland

Does "Being There" Increase Message Effectiveness? The Role of Presence in Online Advertisments
Nora Lynn Anderson, Ohio State U, USA
Nicole Huelskamp, Ohio State U, USA

Effectiveness of Product Placement: The Role of Plot Connection, Product Involvement, and Prior Brand Evaluation
Seoyoon Choi, U of South Carolina, USA

Does Synergy Work?: An Experiment on Television and Print Cross-Media Promotion Effects
Tang Tang, Ohio U, USA
Xiaopeng Wang, Ohio U, USA
Gregory D. Newton, Ohio U, USA

Respondent
Marjolein Moorman, U of Amsterdam, The Netherlands

4307
Weblogs: Users and Their Motivations

Communication and Technology

Chair
David J. Schaefer, Franciscan U - Steubenville, USA

Participants
Why Do You Blog: A Uses-and-Gratifications Inquiry Into Bloggers' Motivations
Dan Li, Northwestern U, USA

Cluster Analysis of Cancer Blog Users
Sujin Kim, U of Kentucky, USA
Deborah S. Chung, U of Kentucky, USA

Motivation and Consequences of Blogging in Social Life
Younbo Jung, U of Southern California, USA
Peter Vorderer, U of Southern California, USA
Hayeun Song, U of Southern California, USA
Writing for Friends and Family: The Interpersonal Nature of Blogs
Michael A. Stefanone, SUNY - Buffalo, USA
Chyng-Yang Jang, U of Texas, USA

Broadband Adoption and the Significance of Infrastructure
Communication and Technology
Saturday 12:00-1:15 pm
Continental Ballroom 8

Chair
Charlene N. Simmons, U of Tennessee at Chattanooga, USA

Participants
A Longitudinal Study Into the Reasons and Thresholds for Residential Users to Switch to Broadband (2001 to 2005)
Karianne Vermaas, Utrecht U, The Netherlands
Lidwien van de Wijngaert, Utrecht U, The Netherlands
Exploring Adoption Dynamics Of Multimedia on Demand Services
Ya-Ching Lee, National Sun Yat-Sen U, Taiwan
Health at High Speed: The Digital Divide, Broadband Internet Access, and Health Communication
Steve Rains, U of Arizona, USA
Testing the Leap-Frog Hypothesis: Assessing the Impact of Existing Infrastructure and Telecommunications Policy on the Global Digital Divide
Philip Howard, U of Washington, USA

Issues in Agenda Setting
Saturday 12:00-1:15 pm
Continental Ballroom 9

Chair
Christopher D. Karadjov, California State U, USA

Participants
Chance Encounters vs. User Control: How Print and Online Newspapers Affect the Perceived Public Agenda
Ester de Waal, U of Amsterdam, The Netherlands
Klaus Schoenbach, U of Amsterdam, The Netherlands
Personal News Agenda, Interpersonal Networks, and News Access: What the TRA Can Explain
Wendy Maxian, Texas Tech University, USA
The Gay Marriage Debate: Did the Media Agenda Drive the Policy Agenda or Vice Versa?
Rebecca Jean LaVally, U of Texas, USA
Second-Level Agenda-Setting and Affective Intelligence: Fluctuations of Public Perceptions of Foreign Nations
Sang Y. Bai, U of Texas, USA
Maxwell McCombs, U of Texas - Austin, USA
The Role of Mass Media in Achieving Social Consensus: An Agenda-Melding Study
Ying Roselyn Du, U of North Carolina, USA

Creating Communication in the Journalistic Field: New Developments and New Ways of Thinking About Them
Saturday 12:00-1:15 pm
Imperial Ballroom A

Theme Sessions
Chair
Pablo J. Boczkowski, Northwestern U, USA

Participants
When the Phenomenon Outpaces the Research: On Creating Greater Consonance Between Journalism and Its Study
Barbie Zelizer, U of Pennsylvania, USA
Toward a Social Phenomenology of News Journalism in the Era of Digital Information
Dominic Boyer, Cornell U, USA
Media Multivocality and the Form of News
Rodney D. Benson, New York U, USA
The Production of Hard and Soft Online News: From Differences of Degree to Differences of Kind
Pablo J. Boczkowski, Northwestern U, USA
This panel examines the twin issues of (a) the significant transformations in the creation of content in the journalistic field that have emerged during the past couple of decades and (b) how these transformations afford conceptual innovation in the scholarly enterprise. The papers in this panel address these issues by identifying critical components of phenomenon changes and making sense of them in ways that build upon but also extend classic modes of understanding the news.

4311
Saturday
12:00-1:15 pm
Imperial Ballroom B

Critiquing Iraq War Coverage: Four Years Out

Journalism Studies

Chair
Don Heider, U of Maryland, USA

Participants
Disciplining the Virtual Home Front: Mainstream News and the Web During the War in Iraq
John Jordan, U of Wisconsin, USA
Embedded Photojournalism and Identification With U.S. Soldiers
Nicole Gillespie, U of New Mexico, USA
Framing Bush and Blair: The Iraq War in U.S. and U.K. Newspaper Editorials
Kristen Dawn Landreville, Ohio State U, USA
Abby Gail LeGrange, U of Florida, USA
Matthew A. Carlson, U of Pennsylvania, USA

Respondent
Lars W. Nord, Mid-Sweden U, Sweden

The conflict in Iraq has gained the dubious honor of being one of the longest wars in U.S. history. So long, in fact, that it has given Journalism Studies time to take a critical look at how the profession has fared in its coverage. The papers in this session analyze and compare online and offline mainstream news coverage of the war. The effects of "embedding" photographers with American troops on the construction of meaning is examined. Editorials in U.S. and British newspapers assessing blame for the increasingly unpopular war are compared. Finally, the New York Times' mea culpa for lapses in its prewar coverage is considered in the context of journalist values.

4312
Saturday
12:00-1:15 pm
Franciscan Room A

Biases and Frames for Health Risks

Health Communication

Chair
Susan E. Morgan, Purdue U, USA

Participants
I'm Healthier Than They Are: College Students' Optimistic Bias for the Healthiness of Their Lifestyles
Tamara Makana Chock, Syracuse U, USA
Newspaper Coverage of Intimate Partner Violence: Skewing Representations of Risk
Kellie E. Carlyle, Ohio State U, USA
Michael D. Slater, Ohio State U, USA
Jennifer L. Chakroff, Ohio State U, USA
Affective and Behavioral Reactions to "Accident" vs. "Terrorist" Framing of Disaster
Michael J. Cody, U of Southern California, USA
Sheila Teresa Murphy, U of Southern California, USA
Deborah Glik, U of California, USA
Effects of Benefit-Target Framing on Intentions to get Vaccinated for Avian Influenza
Bridget J. Kelly, U of Pennsylvania, USA
Robert Hornik, U of Pennsylvania, USA

4313
Saturday
12:00-1:15 pm
Franciscan Room B

Health Communication Experiences in Four Countries

Health Communication

Chair
Nancy Grant Harrington, U of Kentucky, USA
Participants
Faith-Based Initiatives in HIV/AIDS Communication: The Jamaican Situation
Nancy W. Maturi, Kansas State U, USA

Keepers of the Secret: Desires to Conceal a Family Member's HIV+ Status in Namibia, Africa
Angela J. Niedermyer, U of Texas - Austin, USA
Rachel A. Smith, U of Texas - Austin, USA

Radio Madness: Voices of Mental Illness and the Presentation of Self on Australian Talkback Radio
R Warwick Blood, U of Canberra, Australia
Kate Holland, U of Canberra, Australia
Jane Pirkis, U of Melbourne, Australia

Semiotic Analysis of Communicative Health Signs in International AIDS Campaigns: Reconsideration of Public Understanding of the Red Ribbon Logo and AIDS Prevention Slogans
Do Kyun Kim, Ohio U, USA
Sung Chul Oh, Ohio U, USA

Feminine Contradictions and the Politics of Mediated Ambivalence
Feminist Scholarship
Saturday
12:00-1:15 pm
Franciscan Room C

Participants
Televising the Unruly Female Athlete: Melodrama and Gender in A&E's Rollergirls
Mary Celeste Kearney, U of Texas, USA

A Diamond of One's Own: The Right-Hand Ring Advertising Campaign and Relationship-Status Incongruity
Sarah B. Crymble, U of Michigan, USA

The Descent: Feminism and the Final Girl in Horror Cinema
Nina K. Martin, Connecticut College, USA

How Dull the Con of Man: Knowledge, Power, and Femininity in The DaVinci Code
Megan Biddinger, U of Michigan, USA

This panel seeks to examine how the contradictions which frame female gender identity within the mass media result in important consequences ranging from postfeminist backlash and psychological anxiety to audience pleasure(s). Analysis of advertising, reality television, novels, and film will used in order to evaluate the ways in which mediated ambivalence can contribute to our understanding of how women and American society at large make sense of the experience of feminine contradictions and multiple identities.

Public Relations Top Papers Session
Public Relations
Saturday
12:00-1:15 pm
Franciscan Room D

Participants
Ethical Decision Making in Issues Management Within a Nonprofit Activist Coalition
Shannon Bowen, U of Maryland, USA
Hua Jiang, U of Maryland, USA

License to Critique: Corporate Communication as Polyphony
Lars Thoger Christensen, U of Southern Denmark, Denmark
Mette Morsing, The Copenhagen Business School, Denmark

The Ethical Counselor Role: Strategic Decision Making in Communication Management
Shannon Bowen, U of Maryland, USA

Toward the Model of University Image
MinJung Sung, Chung-Ang U, Korea, Republic of
Sung-Un Yang, Syracuse U, USA

Respondent
Bonita Dostal Neff, Valparaiso U, USA
Popular Communication Business Meeting

Popular Communication

Chair
Lynn Schofield Clark, U of Denver, USA

Best of Information Systems Division

Information Systems

Chair
Paul David Bolls, U of Missouri, USA

Participants
Cooperation at First Move: Computer-Mediated Prisoner's Dilemma Study
Christian Rauh, U of Connecticut, USA
Maxim Polonsky, U of Connecticut, USA
Ross Buck, U of Connecticut, USA
Do Pop-Ups Enhance Processing of Online News? A Test of Attentional Spotlight, Cognitive Load, and Affect-as-Information Theories
Corina Daniela Constantin, Pennsylvania State U, USA
S. Shyam Sundar, Pennsylvania State U, USA
Does Psychological Reactance to Loss-Framed Messages Dissipate the Negativity Bias? An Investigation of the Message Framing Effect
Xiaoli Nan, U of Wisconsin - Madison, USA
The Persuasiveness of Online Safety Cues
Guda van Noort, Vrije U - Amsterdam, The Netherlands
Peter Kerkhof, Vrije U - Amsterdam, The Netherlands
Bob M. Fennis, U of Twente, The Netherlands

This panel features presentation of the best papers (faculty and student) submitted to the Information Systems Division.

Discourse, Power, and Society

Philosophy of Communication

Chair
Paula U. Chakravartty, U of Massachusetts, USA

Participants
Critical Theory Revisited: Herbert Marcuse's Analysis of Advanced Industrial Society and the Study of Media Audiences
Cornel Sandvoss, U of Surrey, United Kingdom
Habermas on Communication Failure and Repair
Thomas Hove, U of Wisconsin, USA
Courtney E. Cole, Ohio U, USA
The Death of Cultural Imperialism -- And Power Too?
Christof Demont-Heinrich, U of Denver, USA

Investigating Norms and Practices in Instruction

Instructional & Developmental Communication

Chair
Lynda Lee McCroskey, California State U - Long Beach, USA

Participants
Selling the Classroom: Commercialism in Texas Public High Schools
Brett Caraway, U of Texas, USA
The Status of Instruction in Introductory Research Methods in Mass Communication Doctoral Programs
Amy Shirong Lu, U of North Carolina, USA
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Time</th>
<th>Location</th>
<th>Chairs/Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>4320</td>
<td>Gay, Lesbian, Bisexual &amp; Transgender Studies Interest Group Business Meeting</td>
<td>Saturday 12:00-1:15 pm</td>
<td>Union Square 15 &amp; 16</td>
<td>Katherine Sender, U of Pennsylvania, USA; David J. Phillips, U of Toronto, Canada</td>
</tr>
<tr>
<td>4321</td>
<td>Top Three Papers in Intercultural Communication</td>
<td>Saturday 12:00-1:15 pm</td>
<td>Union Square 17 &amp; 18</td>
<td>Min-Sun Kim, U of Hawaii, USA; Hee Sun Park, Michigan State U, USA; Xiaowen Guan, Michigan State U, USA; Rungrat Chaisamrej, U of the Thai Chamber of Commerce, Thailand; Rick S. Zimmerman, U of Kentucky, USA; Mary Bresnahan, Michigan State U, USA; Hye Eun Lee, Michigan State U, USA; Ki Tae Kim, Michigan State U, USA; James W. Neuliep, St Norbert College, USA</td>
</tr>
<tr>
<td>4322</td>
<td>Media, Technology, and Development</td>
<td>Saturday 12:00-1:15 pm</td>
<td>Union Square 19 &amp; 20</td>
<td>Karin Gwinn Wilkins, U of Texas - Austin, USA; Patrick Burkart, Texas A&amp;M U, USA; Young Min Baek, U of Pennsylvania, USA; Arul Chib, U of Southern California, USA; May Lwin, Nanyang Technological U, Singapore; Annemijn Fleur van Gorp, Pennsylvania State U, USA; Chris Morris, Meraka Institute, CSIR, South Africa; Wei Ching Wang, U of Texas - Austin, USA; Chisato Ishii, Keio University, Japan; S. F. M. Mohd. Ali, Universiti Teknologi Malaysia, Malaysia</td>
</tr>
</tbody>
</table>

**Why Are You Giggling? An Investigation of Effective Teaching Strategies Toward International Students at the College Level**
Cong Li, U of North Carolina, USA

**Students’ Evaluation of Online Discussion: An Ethnographic Construction of Learning Contexts**
Yun Xia, Rider U, USA

**Respondent**
Lynda Lee McCroskey, California State U - Long Beach, USA
This session considers a variety of studies of development communication and the application of new media to development contexts.

**Towards a Concept of Mediated Interpersonal Communication: Regarding the Cell Phone as a Hybrid Medium**

**Saturday 12:00-1:15 pm**  
**Union Square 21**  
**Interpersonal Communication**  
**Chair**  
Joachim R. Höflich, U of Erfurt, Germany

**Participants**
- Relational Aspects of Mediated Interpersonal Communication  
  Christine Dietmar, U of Erfurt, Germany  
- Group-Specific Aspects of Mediated Interpersonal Communication  
  Iren Schulz, Thüringische Landesmedienanstalt (TLM), Germany  
- Frame Analysis of Mediated Interpersonal Communication  
  Isabel Schloter, U of Erfurt, Germany  
- Scientific Field Observation of Mediated Interpersonal Communication  
  Georg Florian Kircher, U of Erfurt, Germany

**Respondent**  
Joachim R. Höflich, U of Erfurt, Germany

The panel session proposal aims at examining mediated interpersonal communication processes with special regard on mobile communication. The impetus for addressing this topic is that interpersonal communication between people in everyday life is in a growing part mediated via communication technologies. The focus of the panel is to enhance systematically an elaborated theoretical concept of mediated interpersonal communication with empirical findings related to forms of usage and adoption, especially of communication via cell phones.

**Connected Lives, Contested Identities: Delimiting Ethnic Communities Through Global Media**

**Saturday 12:00-1:15 pm**  
**Union Square 22**  
**Ethnicity and Race in Communication**  
**Intercultural & Development Communication/International & Development Communication**  
**Chair**  
Janet Wasko, U of Oregon, USA

**Participants**
- "I Am A Gypsy": The Anxieties of Identity in Czech Popular Music Production  
  Charles Michael Elavsky, Pennsylvania State U, USA  
- Cosmopolitan Contestation of the Local/Global Divide  
  Myria Georgiou, Leeds U, United Kingdom  
- Blogging Your Way to Citizenship: New(er) Technologies and the Immigrant Experience  
  Kumarini Silva, Northeastern U, USA  
- Is the Local Really Connecting to the Global?: The Discourse of 'Otherness' Surrounding ICTs in Africa  
  Christobel Asiedu, U of Illinois, USA

This panel brings together a group of scholars examining the conference theme of 'creating communication: content, control and critique' by looking at several cultural (co)texts and/or instances which serve to illuminate the strained intersection of ethnic, racial, and cultural realities, transnational formations of power, traditional media, contemporary media technologies, and notions of corporate and community protocol, as all of these inform/hinder the construction of specific conceptions of subjectivity and agency, as well as inter- and intra-cultural dialogues. The panel focuses on various global locations, including Africa, Europe and South Asia; and a variety of technologies, including music, visual media, and the internet.
### Civil Society in the Nation and Beyond

**Communication Law & Policy**

**Chair**
Stephen D. McDowell, Florida State U, USA

**Participants**
- Democratizing Global Communication? Global Civil Society and the Campaign for Communication Rights in the Information Society, TOP THREE PAPER
  - Milton L. Mueller, Syracuse U, USA
  - Brenden Kuerbis, Syracuse U, USA
  - Christiane M. Pagé, Syracuse U, USA
- National Media Regulation in the Era of Free Trade: The Role of Global Media Governance
  - Manuel Puppis, U of Zurich, Switzerland
- Creating Global Internet Regulation: The Role of Technological Imageries
  - Mikkel Flyverbom, U of Southern Denmark, Denmark
- Regulating Markets in the Consumer Interest: The Changing Regime of Governance in the U.K. Financial Service and Communications Sectors
  - Peter Lunt, Brunel U, United Kingdom
  - Sonia Livingstone, London School of Economics, United Kingdom

**Respondent**
Stephen D. McDowell, Florida State U, USA

### Agenda Setting & Framing

**Agenda Setting & Framing**

**Political Communication**

**Mass Communication**

**Public Relations**

**Chair**
Wayne Wanta, U of Missouri, USA

**Participants**
- Agenda-Setting and Framing by Topic Proximity: A New Technique for the Computerized Content Analysis of Network TV News Presidential Campaign Coverage
  - Dennis Thomas Lowry, Southern Illinois U - Carbondale, USA
  - Lei Xie, Southern Illinois U - Carbondale, USA
- The Less Said the Better: Framing Through the Absence of Elite Sources
  - Kate Dunsmore, U of Washington, USA
- The Voice of the National Press on European Integration: A Comparative Analysis of Agenda-Setting and Framing in Western Europe
  - Barbara Pfetsch, U of Hohenheim, Germany
  - Silke Adam, U of Hohenheim, Germany
  - Barbara Berkel, U of Hohenheim, Germany
- Mapping the Globalization Frame Contest: Social Actors, Mass Media, and Public Opinion
  - Erik C. Nisbet, Cornell U, USA

**Respondent**
David Tewksbury, U of Illinois - Urbana-Champaign, USA

### Campaign Communication

**Campaign Communication**

**Political Communication**

**Chair**
Jerry L. Allen, U of New Haven, USA

**Participants**
- A Functional Analysis of German Chancellor Debates
  - William L. Benoit, U of Missouri, USA
  - Katharina Hemmer, U of Zurich, Switzerland
- Informative, But Not Engaging: Italian Parties' Online Communication in the 2006 Elections
  - Cristian Vaccari, U of Bologna, Italy
Constrained Opinion Leader Influence in an Electoral Campaign Season: Revisiting the Two-Step Flow Theory with Multiagent Simulation
Frank C.S Liu, National Sun Yat-Sen U, Taiwan

Cognitive and Affective Processing of Political Campaign Messages
Wonjun Chung, U of Louisiana, USA

**Respondent**
Vincent M. Fitzgerald, College of Mount Saint Vincent, USA

---

**4403**

*The Challenges of Collective Action*  
**Organizational Communication**  
**Chair**  
Shiv Ganesh, U of Waikato, New Zealand

**Participants**  
Connective Collective Action Online: An Examination of the Network Structure of the English Speaking Islamic Resistance Movement  
Justin Lipp, U of California, Santa Barbara, USA
Michelle D. Shumate, U of Illinois, USA

New Challenges for Transnational Social Movement Networks: Studying Framing in the U.S.-Led Response to Sex Trafficking  
Bettina M. Richards Heiss, U of Southern California, USA

NGO Networks in the Global Sphere  
Janet Fulk, U of Southern California, USA
Kimberlie Joy Stephens, U of Southern California, USA

The Communication of Community Collaboration: A Fantasy Theme Analysis of a Community Coalition  
Cheryl Kyle, California State U, USA
Susan Avanzino, California State U, USA

**Respondent**  
Andrew Flanagin, U of California, USA

---

**4404**

*Public Spaces and Public Spheres in the Open Environment: Public Media Beyond Broadcast*  
**Mass Communication**  
**Chair**  
Lewis A. Friedland, U of Wisconsin, USA

**Participants**  
YouTube Moves On: Public Practices Around User-Generated Video  
Patricia A. Aufderheide, American U, USA

American Youth Engagement in Networked Publics: Sociality in MySpace  
Danah Boyd, U of California, USA

The Networked Public Sphere: Social Networks of Association in Bogota and Madison  
Hernando Rojas, U of Wisconsin - Madison, USA
Thomas Hove, U of Wisconsin, USA

Technology-Enhanced Social Networks: Threat or Opportunity to U.S. Public Broadcasting?  
Ernest Wilson III, U of Maryland - College Park, USA

Public media, including public broadcasting, could be transformed with the possibilities the Internet provides. The public as a body formed by communication about shared issues and problems—a conceptualization at the heart of Habermas’ work and a core argument of John Dewey—could become an online reality. But will it? What kinds of publics in fact are being generated in open media environments today? How have the possibilities of Internet media changed what public broadcasters do? Where do old and new public media meet? How do young people build networks in new public spaces, and how do they understand what they are doing? Recent research with public broadcasters, on youth social networking, on user-generated video, and on local community networking explores these questions.
Little Words, Big Results: How Single Words Accomplish Action in Conversation

Language & Social Interaction

Chair
Curtis D. Lebaron, Brigham Young U, USA

Participants
EXACTLY: Exercising Entitlement in Next Turn
Ingrid Li, U of California, Santa Barbara, USA
Both: A Device for Individualizing Reference to Two-Person Collectivities
Gene Lerner, U of California, USA
Celia Kitzinger, York U, Canada
'I Saw This Person': Use and Suppression of Gendered Pronouns in Talk About Drag Queens
N. L. Klein, U of California, USA
The Stand-Alone "See?: Claiming Evidential Vindication in Conversation
Kobin H. Kendrick, U of California, USA

Action in conversation is accomplished through the composition and placement of turns at talk in courses of action. Turns at talk are composed of specific linguistic features: syntactic, prosodic and lexical. In analyzing the action or actions a turn at talk accomplishes it is necessary to examine the selection of words used to compose each utterance. In this panel, each paper focuses on the deployment of a single word to determine what that item - in its turn and sequence-organizational environments - accomplishes. This moves the study of words from the realm of meaning alone to the realm of situated use. It is in this way that specific speaking practices can be understood as interactional practices at the level of word composition. Each paper in this panel demonstrates how a single word can be subjected conversation analytic investigation and what can be learned about the organization of talk-in-interaction, about "culture in action" as well as about the use of the words themselves from examining action at the level of word selection.
Threats to personal health and safety lurk in our homes, our supermarkets, the environment, and in our computers. Safety interventions can be targeted cost-effectively to people seeking information about specific safety topics, people who are both motivated to receive the messages and capable of acting on them. The interactive capabilities of new media make it possible to dynamically alter the message to tailor them to personal characteristics and to build upon individual levels of prior knowledge and motivation. Unlike conventional mass media, online safety information is available instantly and ubiquitously, wherever and whenever it is needed and most likely to have an impact and can be updated regularly. Interactive media also provide researchers and practitioners with a high level of control over implementation and monitoring. However, new media also have important limitations and drawbacks. Online sources may not be perceived to be as credible as real world ones. Target messaging is also a double-edged sword: through the use of search engines the ordinary user may reach information that is inappropriate, misleading, or even dangerous for the uninformed or uninitiated.
Information-Seeking, Knowledge Gain, and Media Influence

Mass Communication

**Chair**
Xiaoli Nan, U of Wisconsin - Madison, USA

**Participants**

- The Influence of the Mass Media on Information-Seeking Behavior
  - Philip Solomon Hart, Cornell U, USA
  - Anthony A Leiserowitz, Decision Research, USA
- Testing the Knowledge Gap Hypothesis in South Korea: Traditional News Media, the Internet, and Political Learning
  - Sei-Hill Kim, Auburn U, USA
- Media Use and the Perceived Justice of Local Science Authorities
  - John C. Besley, U of South Carolina, USA
  - Katherine A. McComas, Cornell U, USA
  - Leah Waks, U of Maryland - College Park, USA
- Values, Information, and Mass Media: Examining Routes of Influence on Public Opinion About Stem Cell Research
  - Shirley Soo-Yee Ho, U of Wisconsin, USA
  - Dominique Brossard, U of Wisconsin, USA
  - Dietram A. Scheufele, U of Wisconsin - Madison, USA

**Respondent**
Xigen Li, Southern Illinois U - Carbondale, USA

Journalism Educators and Their Students: Missions and Values

Journalism Studies

**Chair**
Karen Sanders, U of San Pablo - CEU Madrid, Spain

**Participants**

- The Future of Journalism Education: Perspectives From Media Professionals and Educators in the U.S. and Germany
  - Michael Harnischmacher, Katholische U Eichstaett, Germany
- Cultivating a Journalistic Ethos? Equilibrium in British Journalism Education
  - John Steel, U of Sheffield, United Kingdom
- Did the Educators Make a Difference? Journalism Students and News Media Roles and Ethics
  - Mark Hanna, U of Sheffield, United Kingdom
  - Karen Sanders, U of San Pablo - CEU Madrid, Spain
- The Nordic Journalism Student: A Comparative Survey of 19 Nordic Journalism Schools
  - Jan Fredrik Hovden, Volda U College, Norway
  - Rune Ottosen, Oslo U College, Norway

This panel presents research exploring key issues in journalism education in a cross-cultural context. Based on survey and interview data of journalism students, educators and professionals from Britain, Germany, Swede, Norway, Finland and the United States, it examines first, the expectations and views of journalism professionals and educators concerning the development of journalism education at a time when the media industry is undergoing rapid change; these findings are discussed in the context of research asking profound questions about understandings of journalism's underlying mission and values. Second, the panel explores the missions and values of journalism students themselves. It presents findings related to the salience of culture, gender and the prevalence (or not) of specific journalistic ideals, including fourth estate understandings of news media roles. It examines whether these changes in the course of their university career, providing evidence as to whether journalism educators make a difference in the development of journalism's mission and values.

Journalistic Titillation: Sensationalism and Scandal

Journalism Studies

**Mass Communication**

**Chair**
Shuhua Zhou, U of Alabama, USA
The news media are accused of focusing on sensational content as well as employing sensational packaging of such content. This concern is perhaps as old as journalism itself. And it stands in stark contrast to traditional views that journalism should provide a platform for substantive debate about social issues.
Influence of Traditional and New Media on Adolescents' Health Behavior

**Health Communication**

**Chair**
Pradeep Sopory, U of Memphis, USA

**Participants**
The Internet as a Social Resource for Taiwanese Teenagers: A Study of the Relationship Between Depressive Mood and Internet-Mediated Communication
Jennie M. Hwang, SUNY - Buffalo, USA
Boris J. J. M. Brummans, U de Montréal, Canada
News, Music Videos, and Action-Movie Exposure and Adolescents' Intentions to Take Risks in Traffic
Kathleen Beullens, Katholieke U Leuven, Belgium
Jan Van den Bulck, Katholieke U - Leuven, Belgium
Teen Movies as Sex Education Material? A Content Analysis of Popular Teen Movies in Four Decades
Amy Hsu-Chung Chu, Hsuan Chuang U, Taiwan
Are Couch Potatoes Really Just Vegetables?
Shailendra Ramineni Rao, Stanford U, USA

Communicating Within and Between Groups for Maximum Understanding

**Intergroup Communication**

**Chair**
Margaret Jane Pitts, Old Dominion U, USA

**Participants**
Exploring Communication Between Scientists and Nonscientists: Intergroup and Institutional Relationships as Constraints on Dialogic Potential
Charlotte J. Schell, Portland State U, USA
Involving Marginalized Groups in Community Development: A Model for Building Long-Term Intergroup Relationships
Marcella LaFever, California State U, USA
The Inductive-Deductive Dialectic of Group Differentiation
Mirit Devorah Shoham, U of California - Santa Barbara, USA
Toward an Interdisciplinary Model of Social Relations: A General, Conceptual Model
Gadi Shai Kenny, American U, USA

Public Relations Division Chair's Panel: Creating Public Relations Management, Postmodernism, Chaos, Complexity, and Change

**Public Relations**

**Chair**
Hochang Shin, Sogang U, Korea, Republic of

**Participants**
The Postmodern Turn in Organizational Theory
Derina R. Holtzhausen, U of South Florida, USA
Relationship Building From a Postmodern Perspective
Ursula Marie Stroh, U of Technology, Australia
Controlling Illusions: Complexity Theory, Organisational Identities, and Phased Surrender
David McKie, Waikato U, New Zealand
Coping with an Uncertain World: Complexity Theory's Role in Public Relations Theory-Building
Priscilla Murphy, Temple U, USA
Public Relations During the Chaos and Change of Transformational Societies
Larissa A. Grunig, U of Maryland, USA

**Respondent**
Elizabeth L. Toth, U of Maryland - College Park, USA
The postmodern turn in organizational theory has provided new theories on creating effective public relations and communication management. Panelists will present papers on postmodern conceptualizations of power, structure, strategy formation, and organization discourse and public relations; postmodern relationship building using networking, looser controls, participation and artificial intelligence; how complexity theory can inform interventions and strategies in such public relations areas as organizational identity and technology implementation; implications of complexity theory and chaos theory as a model for public relations; and the use of change and chaos theories for helping with societal transformation.

**4416**

**Making an Audience: Hip, Hype, Circuits, and Slam**

**Popular Communication**

**Chair**

Nick Couldry, U of London, United Kingdom

**Participants**

- Television Pre-Viewing and the Meaning of Hype
  Jonathan Alan Gray, Fordham U, USA
- Consuming and Contesting Americanos: Audience Research and Cultural Capital
  Esteban Del Rio, U of San Diego, USA
- Horizontal Power, Vertical Weakness: Enhancing the 'Circuit of Culture'
  Joe Champ, Colorado State U, USA
- The Phenomenal Text of "Will & Grace": Revisiting the Text/Audience Divide in Popular Culture Criticism
  Edward Schiappa, U of Minnesota, USA
- Personal Becomes Political Becomes Personal: A Po-Et-hnography of Slam Poets, Poetry Slams, and Slam Poems
  Elaine Baumgartel, U of New Mexico, USA

**Respondent**

Nick Couldry, U of London, United Kingdom

In several innovative papers on how popular communication comes to construct audiences (and how we as scholars can employ creativity in studying them ethnographically), this panel explores the role of media critics and promoters, as well as scholarly writers and autoethnographic creator/performers. It includes one of the Top Papers of the division and scholars from a range of backgrounds and areas of interest.

**4417**

**Information Systems Division Business Meeting**

**Information Systems**

**Chair**

David R. Roskos-Ewoldsen, U of Alabama, USA

This is the annual business meeting for the Information Systems Division.

**4418**

**Public Reasoning, "Truth," and Power**

**Philosophy of Communication**

**Political Communication**

**Chair**

Ansgard Heinrich, U of Otago, New Zealand

**Participants**

- Uneasy Bedfellows: Critical Reflections on Public Opinion and Truth
  Keren Tenenboim, U of Pennsylvania, USA
- The 1864 Union Soldier Vote: Historical-Critical Perspectives on Public Space and the Public Sphere
  Jennifer Horner, U of Pennsylvania, USA
- The Public Sphere, the Field of Power, and Comparative-Historical Research: The Intermediary Sphere of Society
  Andreas Kolier, New York U, USA
- Reconstructing Environmental Risk Communication: Toward a Critical, Constitutive Framework
  William J. Kinsella, North Carolina State U, USA
**Top Papers: Game Studies Interest Group**

**Saturday**

**1:30-2:45 pm**

**Union Square 14**

**Game Studies**

**Chair**

John L. Sherry, Michigan State U, USA

**Participants**

Games That Sell: Determining Factors That Explain the Success of Video Games in the U.S. Market
Sven Joeckel, Ilmenau U of Technology, Germany

Mapping the Road to Fun: Natural Video Game Controllers, Presence, and Game Enjoyment
Paul Skalski, U of Minnesota - Duluth, USA
Ryan L. Lange, Michigan State U, USA
Ron Tamborini, Michigan State U, USA
Ashleigh K. Shelton, U of Minnesota – Duluth, USA

The Realities of Virtual Play: Understanding Video Games and the Industry in China
Yong Cao, Southern Illinois U, USA
John Downing, Southern Illinois U, USA

Video Game Vixens: Shaping Men's Perceptions of Beauty?
Amy Tilley Rask, U of Alabama, USA

**Visual Studies Top Paper Session**

**Saturday**

**1:30-2:45 pm**

**Union Square 15 & 16**

**Visual Studies**

**Chair**

Robert L. Craig, U of St. Thomas, USA

**Participants**

Conceptualizing the Use of Imagery and Visual Representational Practices in Scientific Discourses
Luc Pauwels, U of Antwerp, Belgium

The Power of Gaze in the Media: Visual Representations in For Him Magazine (FHM) Singapore
Kavita Karan, Nanyang Technological U, Singapore
Michele Cheng Hoon Khoo, Nanyang Technological U, Singapore

Visual Framing and the Photographic Coverage of the Kwangju and Tiananmen Square Prodemocracy Movements: A Partial Replication
Yung Soo Kim, Southern Illinois U, USA
James David Kelly, Southern Illinois U, USA

The Liberal-Bias Accusation Against Journalism: Contradictory Evidence from a Visual Perspective
Maria Elizabeth Grabe, Indiana U, USA
Marion Mueller, Jacobs U Bremen, Germany

**Mediated Conflict: The Dimensions of Intercultural Tension in the New Arab Mediasphere**

**Saturday**

**1:30-2:45 pm**

**Union Square 17 & 18**

**Intercultural & Development Communication/Intercultural Communication**

**Chair**

Yahya R. Kamalipour, Purdue U, USA

**Participants**

Beyond Orient(aliz)ed Mediaspheres: Al-Jazeera as "Other" and the Myth of the "Arab Street"
Adel F. Iskander, American U, USA

Media Arguments About United States Credibility in Arab News Outlets
Craig Hayden, U of Southern California, USA

"I watch CNN - Nobody Gets Killed. I Watch Al-Jazeera - It's Like Tragedy."
Shahira S. Fahmy, Southern Illinois U, USA

The Danish Cartoon Affair: A Caricature of Media Diplomacy
Shawn Powers, U of Southern California, USA

Al Jazeera and the Power of Political Scandal in Arab Democratization Process
Ahmed Mohamed El Gody, Orebro U, Sweden
Respondent
Marwan M. Kraidy, American U, USA

The Arab mediasphere has emerged as a critical space for political discourse about and of the Arab citizenry. Arguments deployed in Arab media shape the meaning of national and regional identity, the ways in which Arabs see global events, and increasingly, Western perceptions of events that take place in the region. This panel investigates further the role of Arab media in the democratization of development of a democratic discourse in the region, as well as the ways in which arguments and events in the media have shaped cross-cultural perceptions and tensions. Through an examination of both the ways in which media have framed events, as well as to how new and emerging media establish credibility with their Arab audiences, this panel hopes to elaborate the specific ways and methods that media are influencing public perceptions, cross-cultural tensions, and political efficacy in the region.
Race Across the Airwaves: Mapping and Locating Identity in a Transnational Context

Ethnicity and Race in Communication

Chair
Isabel Molina Guzman, U of Illinois, USA

Participants
"We Will Export Voices": Globalization and the Training of the Voice in Call Centers
Cecilia Maribel Rivas, U of California, San Diego, USA
Culture-Specific Features as Determinants of News Media Use
Hasibe Gezduci, U of Leuven, USA
Leen S. J. d'Haenens, Catholic U of Leuven, Belgium
Fundamentalism and the Airwaves: The Case of Al-Manar Television
Assem Nasr, Assem, U of Texas Austin, USA
Republican Diasporas: Beur FM and the Suburban Riots in France
Nabil Echchaibi, U of Louisville, USA
Transnational Broadcasting and Local Radio: Case Study of Iranian Radio in Los Angeles
Kate Coyer, U of Pennsylvania, USA

The papers in this panel are empirically grounded explorations of the tensions surrounding transnational identities, communities and media practices. Participants examine France's Beur FM radio, an Iranian radio station in Los Angeles, call centers in El Salvador, Turkish media practices in Belgium, and Al-Manar television in the Middle East. Each paper theorizes through notions of ethnicity and race in a transnational and global context.

Chronicling the Past: Memory, Maps, Marconi, and Money

Communication Law & Policy

Chair
Sharon Strover, U of Texas - Austin, USA

Participants
Law & Memory
Sandra Braman, U of Wisconsin, USA
Cartography of the Electromagnetic Spectrum: A Review of Wireless Visualization and its Policy Consequences
Christian E. Sandvig, U of Illinois - Urbana-Champaign, USA
Necessary Knowledge for Communications Policy: Information Asymmetries and Commercial Data Access and Usage in the Policymaking Process, TOP THREE PAPER
Philip M. Napoli, Fordham U, USA
Michelle Seaton, Fordham U, USA
The Origins of Licensing: The Navy's 1905 Bill
Rita Zajacz, U of Iowa, USA

Respondent
Sharon Strover, U of Texas - Austin, USA

These papers reflect on how we acquire the information and form the shared memories that lead to political decisions, whether for the purpose of passing laws, adjudicating spectrum demands, licensing a new technology.
4501

Agenda Setting
Political Communication
Mass Communication
Chair
H. Denis Wu, Louisiana State U, USA

Participants
Third-Person Perceptions in the Agenda-Setting Process: Towards an Integration of Two Key Concepts
Inga Christiane Huck, Ludwig-Maximilians-U Munich, Germany
Oliver Johannes Quiring, U of Muenchen, Germany
Hans-Bernd Brosius, Ludwig-Maximilians U, Germany

Mass Media or Recipient - Who Sets the Agenda? The Interplay of Political Schemata and the Media Agenda in Political Information Processing
Annekaryn Tiele, IJK Hannover, Germany
Helmut Scherer, Hanover U of Music and Drama, Germany

The Second-Level Agenda-Setting Effects Between President and The News Media: A Longitudinal Analysis of Attributes of North Korea
Hyun-jin Seo, U of Missouri-Columbia, USA
Jeongsub Lim, U of Missouri - Columbia, USA

Agenda-Setting Effects on Vote Choice: Evidence From the 2006 Mexican Election
Sebastian Valenzuela, U of Texas at Austin, USA
Maxwell McCombs, U of Texas - Austin, USA

Respondent
David Tewksbury, U of Illinois - Urbana-Champaign, USA

4502

National Case Studies
Political Communication
Chair
Salma Ghanem, U of Texas, USA

Participants
Press Coverage of Political Corruption in Nigeria: Framework for Intranational Comparative Research
Muhammad Jameel Yusha'u, Bayero U, Nigeria

Raphael Cohen-Almagor, U of Haifa, Israel

Breaking the News: Concentration of Ownership, the Fall of Unions, and Government Legislation in Turkey
Christian Christensen, Karlstad U, Sweden

Political Consulting and Democracy: The Case of Switzerland
Adrian Steiner, U of Zurich, Switzerland

Respondent
Kimberly A. Gross, George Washington U, USA

4503

Explaining Technologies
Organizational Communication
Chair
Vijai Nath Giri, Indian Institute of Technology, India

Participants
A Burkean Analysis of Stability and Change: Structure and Symbol in the Use of the Term Platform
Larry D. Browning, U of Texas, USA
Jan-Oddvar Soernes, U of Bodo, Norway
Keri Keilberg Stephens, Texas State U, USA
Ail Steinar Sætre, Norwegian U of Science and Technology, USA
Jennifer Deering Davis, U of Texas, USA
Jaime L. Doyle, U of Texas, USA
Communication Issues and Communicative Self-Efficacy for Sustainable Telework: An Empirical Study
Neville Meyers, Queensland U of Technology, Australia
Greg Hearn, Queensland U of Technology, Australia
Explaining Negative E-Mail Effects: The Role of Customization
Bart J. van den Hooff, Free U Amsterdam, The Netherlands
Thomas W. Jackson, Loughborough U, United Kingdom
Wolter van der Knaap, Feidon Consultants, The Netherlands
Arjan Hebbink, Feidon Consultants, The Netherlands
Organizational Media Combinations: Identifying Practices in the Intersection Between the Individual and the Collective
Keith David Munkejord, Norwegian U of Science & Technology (NTNU), Norway

Respondent
Kumi Ishii, Western Kentucky U, USA

4504
Top 4 Student Papers in Mass Communication
Saturday
3:00-4:15 pm
Continental Ballroom 4

Mass Communication
Chair
Dana Mastro, U of Arizona, USA

Participants
The Watchdog's Bite: Viewer Reactions to Uncivil News Interviews
Eran N. Ben-Porath, U of Pennsylvania, USA
Fantasy Theme Analysis of the Rhetorical Visions Embedded in the Blogs of Expatriates in Taiwan
Yea-Wen Chen, U of New Mexico, USA
The Effect of Late-Night TV Comedy Viewing on Adolescents' Civic Participation: Political Efficacy as a Mediating Mechanism
Lindsay H. Hoffman, Ohio State U, USA
Tiffany Lynn Thomson, Ohio State U, USA
Unintended Construct Activation: A Cognitive Developmental Explanation for the Boomerang Effect in Response to Strategic Messages
Sahara Byrne, U of California, USA

Respondent
David R. Roskos-Ewoldsen, U of Alabama, USA

4505
Celebrating the Scholarship of George Gerbner
Saturday
3:00-4:15 pm
Continental Ballroom 5

Reserved Sessions
Chair
Linda K. Fuller, Worcester State College, USA

Participants
Patricia A. Auferheide, American U, USA
Bernadette Barker-Plummer, U of San Francisco, USA
Brenda Dervin, Ohio State U, USA
Rose Dyson, Canadians Concerned About Violence In Entertainment, Canada
Stewart M. Hoover, U of Colorado, USA
Klaus Krippendorff, U of Pennsylvania, USA
Kathryn C. Montgomery, American U, USA
Nancy Signorielli, U of Delaware, USA
Joseph Turow, U of Pennsylvania, USA

Respondent
Larry Gross, U of Southern California, USA

Colleagues, friends, and fellow community activists will review both the theoretical and practical works of former ICA fellow George Gerbner (1919-2005), who was executive editor of the Journal of Communication, Dean of the Annenberg School of The Annenberg School for Communication at the University of Pennsylvania, and Bell Telecommunications Professor at Temple University. Best known for his “cultivation theory,” Gerbner authored numerous books and articles on mass communication research, his most recent co-edited publications being Beyond
Concerned about the effects of the constant bombardment of media messages and images, Gerbner established an international citizen-based nonprofit educational coalition called The Cultural Environment Movement (CEM).

### 4506

**Emerging Issues in Chinese Media**

**Mass Communication**

**Chair**
Zhongdang Pan, U of Wisconsin - Madison, USA

**Participants**
- Power Relations in Chinese News Production: An Exploration of Rent-Seeking Model
  - Xinren Li, Simon Fraser U, Canada
  - Yinjuan Yang, City U of Hong Kong, China, People's Republic of
- The State and Market Dynamism in the Chinese Press: A Comparative Study of Framing the Internet in China in the People's Daily and Beijing Youth Daily
  - Xiang Zhou, Shantou U, China, People's Republic of
- Globalized Chinese Cinema and Localized Western Theory
  - Pi-Chun Chang, SUNY - Buffalo, USA
- Incorporating the Resistance? A Case Study on the Appropriation of the Promise (Wu Ji)
  - Jia Dai, U of Texas, USA
- When the Alternative Goes Mainstream: The Competition Between Ethnic TV and the Internet in a Chinese Community of Los Angeles
  - Wan-Ying Lin, City U of Hong Kong, China, People's Republic of

### 4507

**Social Support on the Word-Wide Web**

**Communication and Technology**

**Chair**
Nicole Ellison, Michigan State U, USA

**Participants**
- Computer-Mediated Communication in Relationship Maintenance: An Examination of Self-Disclosure in Long-Distance Friendships
  - Hua Wang, U of Southern California, USA
  - Peter A. Andersen, San Diego State U, USA
- Computer-Mediated Social Support for International Migrants
  - Wenli Chen, Nanyang Technological U, Singapore
- National Social Movement Organizations and the World Wide Web: A Survey of Web-Based Activities and Attributes
  - Laura Stein, U of Texas - Austin, USA
- Nationalism and Transnationalism in Online Communities: Processes of Negotiation Using New Media
  - Laura Robinson, U of Southern California, USA
- Resolving One Internet Paradox While Revealing Another: Understanding Online Social Support in Rural America
  - Jennifer L. Gregg, U of Louisville, USA
  - Robert Larose, Michigan State U, USA
  - Joseph D. Straubhaar, U of Texas - Austin, USA
  - Sharon Strover, U of Texas - Austin, USA

### 4508

**The Rise of Remix Culture: Identity, Power, and Imagination**

**Communication and Technology**

**Chair**
Cory Doctorow, U of Southern California, USA
Participants
Remix Culture: Competing Visions and Realities
Mark Latonero, California State U, USA
Copy, Paste, Remix: Profile Codes on MySpace
Danah Boyd, U of California, USA
Dan Perkel, U of California-Berkeley, USA
Niche is the New Mainstream: Measuring the Growth and Impact of Configurable Culture
Aram A. Sinnreich, U of Southern California, USA
Marissa Gluck, Radar Research, USA

Respondent
Cory Doctorow, U of Southern California, USA

This panel brings together scholars at the forefront of research on remix culture. Individuals are employing emerging
digital and networked technologies to appropriate cultural artifacts in ways that seem to radically depart from past
creative practices and challenge status quo mechanisms of cultural production. In this panel, we discuss and critique
the theories surrounding remix by examining the innovative technologies and practices of remix culture.

Self-Representations, Identities, and Mediatized Stories
Saturday
3:00-4:15 pm
Continental Ballroom 9
Popular Communication
Communication and Technology
Chair
Lynn Schofield Clark, U of Denver, USA
Participants
Self-Representation, Self-Work, and the Personal Weblog
David Brake, London School of Economics, United Kingdom
Mediating Self-Representation in Public Sector Projects
Nancy Thumim, London School of Economics, United Kingdom
Animation, Aesthetics, and Interactive Narration
Kirsten Drotner, U of Southern Denmark, Denmark
Lotte Nyboe, U of Southern Denmark, Denmark
Representing Identity: Findings From a Study Using Visual Metaphors
David Gauntlett, U of Westminster, United Kingdom

Respondent
Lynn Schofield Clark, U of Denver, USA

This panel presents four studies of individuals and groups creating communication - about themselves. Individuals
and communities can use online and digital technologies to share stories, and present themselves in creative ways.
This has become both the object of academic study, and a tool which researchers can use - inviting participants to
create new forms of self-expression in order to explore identities and storytelling. These papers explore how people
use self-representation to shape and share their lives.

Is Reality a Scarcе or Abundant Resource?
Saturday
3:00-4:15 pm
Imperial Ballroom A
Theme Sessions
Chair
Eric W. Rothenbuhler, Texas A&M U, USA
Participants
Choosing Among Abundant Realities
Michael Schudson, U of California - San Diego, USA
The Excess of Meaning and the Value of Influence
Eric W. Rothenbuhler, Texas A&M U, USA
Charting the Reality of 'Reality' Construction - Or Why Carey Had It Right
Nick Couldry, U of London, United Kingdom
Reality As a Fragile Resource
Joli Jensen, U of Tulsa, USA
Carey (1988) said reality is a scarce resource, so making it, justifying it, and repairing it are important social powers. Appadurai (1981) said the past is culturally regulated, therefore finite, thus a scarce resource. Schudson (1995) said "today, however, the past may be increasingly a superabundant resource." While Lévi-Strauss (1949/1963) said humans are always in possession of excess meaning in a world without enough. How can we most usefully rectify these divergent statements?

---

**European News and European Politics: Universalism Versus Difference**

**Journalism Studies**

**Political Communication**

**Chair**

Karin Wahl-Jorgensen, Cardiff U, United Kingdom

**Participants**

Journalisms in Europe: Comparing Reporting Styles and Levels of Europeanization in Eastern and Western Europe

Hartmut Wessler, International U - Bremen, Germany

Malgorzata Skorek, International U Bremen, Germany

Manuel Adolphsen, London School of Economics, United Kingdom

Mihaela Dobreva, International U Bremen, Germany

Maximilian Held, International U Bremen, Germany

Le Monde, French Secular Republicanism, and the Mohammad Cartoons Affair: Journalistic "Re-Presentation" of the Sacred Right to Offend

Lyombe S. Eko, U of Iowa, USA

Daniel A. Berkowitz, U of Iowa, USA

Nordic Newspapers on the EU: European Political Communication After Non and Nee

Vanni S. Tjernstrom, Kalmar U, Sweden

EU Membership and the Press: An Analysis of the Brussels Correspondents From the New Member States - Top Student Paper

Sophie Katharina Lecheler, U of Amsterdam, USA

**Respondent**

Claes H. De Vreese, U of Amsterdam, The Netherlands

---

**Strategic Communication Response to Avian Influenza in Diverse Settings: An Overview**

**Health Communication**

**Chair**

Jane Bertrand, Johns Hopkins U, USA

**Participants**

Strategic Communication Planning for Avian Flu Campaigns in Diverse Settings: Developing a Web-Based Toolkit

Douglas Storey, Johns Hopkins U, USA

Michael Bailey, Johns Hopkins U, USA

The Strategic Preparedness and Impact of the Avian Influenza Communication Campaign in Egypt

Basil Safi, John Hopkins U, USA

Formative Research Informs Development of Indonesian AI Communication Plan and Message Strategy

Jose Rimon, II, Johns Hopkins U, USA

Use of Communication Strategy and the Health Belief Model to Measure and Respond to the Avian Flu Outbreak in Azerbaijan

Carol R. Underwood, Johns Hopkins U, USA

Avian and pandemic influenza (API) represents an unprecedented public health challenge, and strategic communication is vital to an effective response. In contrast to many interventions that rely on a medical model (e.g., service delivery, medical treatment), the keys to stemming a global pandemic are creating realistic public concern, promoting viable actions that will reduce the spread of the virus, and motivating audiences to change/maintain key behaviors. These unique characteristics create special problems for communicators. First is the tension between needing to "act quickly" versus taking a more deliberate and systematic approach to designing and implementing a communication program. Second, the urgency of the problem and the number of countries affected requires the development of a prototype set of materials ahead of time; yet communicators pride themselves on tailoring interventions to the unique characteristics of each setting. Third, in line with Extended Parallel Processing theory, fear appeals must be balanced with efficacy messages; the proper combination will be unique to each setting.
Intervening for Organ Donation, Safe Sexual Practices, and Childhood Obesity Reduction

Health Communication

Chair
Rachel A. Smith, U of Texas - Austin, USA

Participants
The University Worksite Organ Donation Campaign: An Evaluation of the Impact of Communication Modalities on the Willingness to Donate
Susan E. Morgan, Purdue U, USA
Michael T. Stephenson, Texas A&M U, USA
Tyler R. Harrison, Purdue U, USA
Walid Afifi, U of California, USA
Shawn Long, U of North Carolina - Charlotte, USA
Lisa V. Chewning, Rutgers U, USA
Tom Reichert, U of Georgia, USA

A Culturally Competent Approach to Exploring Barriers in Organ Donation Consent Among Haitian Immigrants: Focus Group Findings and Implications
Victoria Orrego Dunleavy, U of Miami, USA

Negative Affective Reactions to an HIV Prevention Intervention: Impact on Subsequent Sexual Risk Taking Among Young MSM
John L. Christensen, U of Southern California, USA
Lynn Carol Miller, U of Southern California, USA
Charisse L Corsbie-Massay, U of Southern California, USA
Carlos Gustavo Godoy, U of Southern California, USA
Paul Robert Appleby, U of Southern California, USA
Stephen J. Read, U of Southern California, USA

The 4:3:2:1 Healthy Kids Project Part I: A Pilot Intervention to Reduce Childhood Obesity in Elementary Students
Nichole Egbert, Kent State U, USA
Thomas D. Gore, Kent State U, USA
Natalie Caine-Bish, Kent State U, USA
R. Scott Olds, Kent State U, USA
Angela DeJulius, Eastern Ohio U College of Medicine, USA
Steve Mitchell, Kent State U, USA
Judi Juvancic-Heltzel, Kent State U, USA
Katie Pierce, Kent State U, USA

Claiming a Voice and Voicing Claims: Feminist Activism

Feminist Scholarship

Political Communication

Chair
Regina M. Marchi, Rutgers U, USA

Participants
'Tool of Empowerment': The Rhetorical Vision of Title Nine
Aimee Celeste Edmondson, U of Missouri, USA

All-China Women's Federation: A Party Representative or Feminist Organization? (Top Paper)
Hongmei Shen, U of Maryland, USA

Seeing Sexual Education Through New Eyes: Rachelle Yarros's Representation of Rhetoric, Other, and Self
Robin E. Jensen, U of Illinois, USA

The Call for Women's Activism in Frederick Douglass's "What to the Slave is the Fourth of July?"
Andrea Terry, California State U, Sacramento, USA

Public Relations Business Meeting

Public Relations

Chair
Hochang Shin, Sogang U, Korea, Republic of
Reflecting on Girls' Studies: Current Trends and Future Directions

**Saturday**
3:00-4:15 pm
Yosemite Room A

**Popular Communication**

**Feminist Scholarship**

**Chair**
Sharon R. Mazzarella, Clemson U, USA

**Participants**

Looking Back: The Evolution of Girls' Studies
Sharon R. Mazzarella, Clemson U, USA

From "Sugar and Spice" to 'Not So Nice': Re-Covering Girlhood
Dawn H. Currie, U of British Columbia, Canada

Girl Culture Capital
Catherine Driscoll, U of Sydney, Australia

Media Controversy Around Girls' Sexuality
Meenakshi Gigi Durham, U of Iowa, USA

Reception Studies of Girls
Maya Goetz, IZI International Central Institute, Germany

New Directions: Girl-Centered Communication Studies for the 21st Century
Mary Celeste Kearney, U of Texas, USA

"Smart Girls Apply Within": Girls as the New Global Currency
Divya C. McMillin, U of Washington - Tacoma, USA

The State of Research on Girls as Internet Users, Producers, and Consumers
Susannah R. Stern, U of San Diego, USA

What Do We Know About Latina Girls and the Media?
Angharad N. Valdivia, U of Illinois, USA

The purpose of this roundtable is to bring together an international, interdisciplinary group of leading scholars in the field of Girls' Studies to reflect on where we've been, where we are, and where we should be going in studying the complex relationship between girls and culture. To achieve that, this "panel" is being proposed as a roundtable discussion. Participants will not be presenting formal papers, but rather will be making short opening remarks followed by a moderated discussion.

Information Systems Interactive High-Density: Information Technology and Information Processing

**Information Systems**

**Chair**
Kevin Wise, U of Missouri - Columbia, USA

**Participants**

"Where am I?" Impact of Display and Content Variables on Spatial Presence and Comprehension in Virtual Environments
Bimal Balakrishnan, Pennsylvania State U, USA
Dragana Nikolic, Pennsylvania State U, USA
Nevena Zikic, Pennsylvania State U, USA

Maria Elizabeth Grabe, Indiana U, USA
Rasha Kamhawi, Ain Shams U, Egypt
Narine S. Yegiyan, Indiana U, USA

The Distribution of Entropy-Based Centralization in Sparse, Directed Networks
Frank Tutzauer, SUNY - Buffalo, USA
Benjamin S. Elbirt, SUNY - Buffalo, USA

The Stickiness Determinants of Blogging: From the Perspective of User Acceptance of Information Technology
Jianbin Jin, Tsinghua U, China, People's Republic of

Uses and Gratifications and Wireless Portable Internet: Is Wireless Portable Internet Reinforced by Unrealized Gratifications?
Dong Hee Shin, Pennsylvania State U, USA
Won-Yong Kim, Ewha Womans U, Korea, Republic of

Dong Hee Shin, Pennsylvania State U, USA
Won-Yong Kim, Ewha Womans U, Korea, Republic of
Using Semantic Web Techniques for Media Analysis
Wouter van Atteveldt, Free U - Amsterdam, The Netherlands
Nel Ruigrok, U of Amsterdam, The Netherlands
Web Site Usability Drives Credibility
Sara Steffes Hansen, U of Wisconsin, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

4518

Mediatic Turn: Concepts and Consequences

Philosophy of Communication

Participants

Philosophical Writing and Reading After the Mediatic Turn
Jos de Mul, Erasmus U Rotterdam, The Netherlands
Reasoning and the Mediatic Turn
Christina Slade, Macquarie U, Australia
Media Dynamics: How Many Mediatic Turns!?
Gebhard Rusch, Siegen U, Germany
Transcoding After the Mediatic Turn: From the Community Metaphor to Web 2.0
Marianne van den Boomen, Utrecht U, The Netherlands
Media Education Under the Auspices of the Mediatic Turn
Theo Hug, U of Innsbruck, Austria

During the last decades, quite a few turns such as the linguistic turn, the cognitive turn, the semiotic turn, the iconic turn or the pictorial turn have been asserted. Since the late nineties, another paradigmatic shift has been claimed using terms like „media turn“, „medial turn“ and „mediatic turn“. Various authors introduced different ideas and concepts referring to medialization and globalization of lifeworlds, aspects of cultural semiotics, practices of embodiment, or historical constellations of interacting media in the sense of a new a priori. According to these considerations, mediated forms of communication are more than just another sphere among other forms and types of communication. In this session, the basic concepts and consequences of a "mediatic turn" are explored and discussed in terms of empirical evidence and philosophical arguments.

4519

Game Studies Business Meeting

Game Studies

Chair
James H. Watt, Rensselaer Polytechnic Institute, USA

4520

Visual Studies Business Meeting

Visual Studies

Chair
Michael Griffin, Carleton College, Canada

4521

Adolescents and the Media

Instructional & Developmental Communication

Chair
Kristen Harrison, U of Illinois, USA

Participants

Adolescents' Identity Experiments on the Internet: Consequences for Social Competence and Self-Concept Unity
Patti M. Valkenburg, U of Amsterdam, The Netherlands
Jochen Peter, U of Amsterdam, The Netherlands
Adolescents' Exposure to Sexually Explicit Online Material, Sexual Uncertainty, and Attitudes toward Uncommitted Sexual Exploration: Is There a Link?
Jochen Peter, U of Amsterdam, The Netherlands
Patti M. Valkenburg, U of Amsterdam, The Netherlands
Understanding Adolescents' Exposure to and Involvement with Sexually Oriented Television Contents
Steven Eggermont, Catholic U - Leuven, Belgium
4522

**Internationalizing Media Studies**

**Saturday**
3:00-4:15 pm
Union Square 19 & 20

**Intercultural & Development Communication/International & Development Communication**

**Chair**
Daya Thussu, U of Westminster, United Kingdom

**Participants**
Why Internationalize Media Studies and How?
Daya Thussu, U of Westminster, United Kingdom

Teaching Media Studies in the U.S.
John Downing, Southern Illinois U, USA

Comparing the Three-Quarters World in U.S. and Canadian Doctoral Dissertations in Media and Communication
Bella Mody, U of Colorado - Boulder, USA

Who Is Afraid of the "Big Bad Wolf"?: Can Communist and Postcommunist Media Be Compared?
Terhi Rantanen, London School of Economics and Political Science, United Kingdom

**Respondent**
Terhi Rantanen, London School of Economics and Political Science, United Kingdom

This panel aims to stimulate a debate about the imperatives for internationalizing media studies - by broadening its remit, including innovative research methodologies, taking account of regional and national specificities and pedagogic necessities warranted by the changing profile of students and researchers and unprecedented growth of media in major countries such as India and China. With 4 leading scholars in the field of global media studies, the panel will provide a critical analysis of the dynamics of the internationalization of media studies. It will argue that in an era of multivocal, multidirectional, and multimedia flows, the need is for an innovative, more inclusive and cosmopolitan research agenda, one that cuts across disciplinary, ethnic, national and religious boundaries to encompass the landscape of global communication.

4523

**Deception and Interviewing: Creating Communication Among Scholars, Law Enforcement, and the Public**

**Saturday**
3:00-4:15 pm
Union Square 21

**Interpersonal Communication**

**Chair**
Mark G. Frank, SUNY - Buffalo, USA

**Participants**
Dawn M. Sweet, Rutgers U, USA
Melissa Menasco, SUNY - Buffalo, USA
Sinuk Kang, SUNY - Buffalo, USA
Ryan Kozy, SUNY - Buffalo, USA
David Aragona, SUNY - Buffalo, USA
Carolyn Hurley, SUNY - Buffalo, USA
Maggie Pazian, Rutgers U, USA

**Respondents**
Paul Ekman, U of California, USA
Dawn Sweet, Rutgers U, USA

Creating communication between practitioners, scholars, and the public is indispensable to the success of public safety in an age of terrorism. This panel attempts to make a contribution to this discussion by examining some of the public and professional beliefs about interviewing and detecting deception within an interview, and to bring law enforcement and scholars together with the public in an attempt to understand communication within the law enforcement interview context. The panel presents 4 research projects that examine issues involved in rapport, body movements, eye contact, and specific verbal responses to particular statements that either the public, law enforcement, or both believe to be true, but for which the research evidence is either non existent or equivocal.
**Mediated Whiteness: Disrupting and Consolidating Power and Privilege in Contemporary Television and Film**

*Ethnicity and Race in Communication*

**Chair**
Catherine R. Squires, U of Michigan, USA

**Participants**
Race in the Floodwaters: [De]Constructing Whiteness and Television News Coverage of Hurricane Katrina
Debra Burns Melican, U of Michigan, USA

White Like Me: Hollywood Comedies and the New Politics of Race
Todd A. Fraley, East Carolina U, USA

Quentin Tarantino: A Case Study in Whiteness
Sean M. Tierney, Chinese U of Hong Kong, Hong Kong

From "Jackasses" to "Wildboyz": Neverending Adolescence and (De)stabilizing White Masculine Power on MTV
Emily Chivers Yochim, U of Michigan, USA

**Respondent**
Catherine R. Squires, U of Michigan, USA

Recognizing the multiplicity of whiteness, this panel critiques representations of white people in broadcast news, youth "reality" television, Quentin Tarantino's oeuvre, and comedic films featuring white appropriation of hip hop culture to interrogate how whiteness operates in relation to "Othered" races, age, and class. This panel also considers how medium (television and film) and genre (non-fiction news, narrative cinema, and reality television) contribute to particular modes of whiteness.

---

**Approaches to Intergroup Bias**

*Intergroup Communication*

**Chair**
Bernadette Maria Watson, U of Queensland, Australia

**Participants**
A Self-Categorization Explanation for the Hostile Media Effect
Scott A. Reid, U of California - Santa Barbara, USA

An Intergroup Perspective on Coordination Between Social Service Agencies: Linguistic Category Analysis of Collaboration Accounts
Poppy L. McLeod, Cornell U, USA
Mega A. DiDario, Cornell U, USA

Intergroup Bias in Mass Media: From Semantic to Pragmatic Dimensions - A Research Agenda
Georg Ruhrmann, U of Jena, Germany
Denise Sommer, U of Jena, Germany
Kai Sassenberg, U of Jena, Germany

Web of Perceptions: An Automated Approach to Measuring Perceived Sociocultural Differences on the Web
Ivar Erik Vermeulen, Free U, The Netherlands

---

**International Communication Association Annual Members' Meeting, Annual Awards, and Presidential Address Plenary Session**

**Reserved Sessions**

**Chair**
Ronald E. Rice, U of California - Santa Barbara, USA

Presidential Address "Unusual Routines: Organizational NonSensemaking." Unusual routines involve contradictory and frustrating subprocesses that inherently generate negative outcomes for some organizations, system users, organizational representatives, and their customers and clients, while generating completely sensible and even effective outcomes for others. They are "unusual" because the negative outcomes are generally unintended, may be infrequent, and are often dysfunctional and unexpected. They are "routines" because they persist until they seem routine aspects of organizational life, and indeed are generated through and become embedded in ongoing routines and processes.
Coalition for Health Communication: Update and Plans

**Health Communication**

**Chair**
Nancy Grant Harrington, U of Kentucky, USA

The Coalition for Health Communication brings together representatives from academic, governmental, and business organizations to address health communication research, instruction, and practice. Interested members of the Health Communication Division are invited to review the progress and discuss plans for future activities of the Coalition in an informal after hours gathering.

Celebrating The Life Of A Rich, Wise Man: A Special Memorial Tribute To Richard Wiseman

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Peter S. Lee, California State U, USA

**Participants**
Celebrating Rich: An Enduring Teacher, Mentor, Colleague, and Scholar  
Stella Ting-Toomey, California State U - Fullerton, USA
Appreciating Rich: Richard Wiseman's Gift: An Inspired Life of Service  
Young Yun Kim, U of Oklahoma, USA
Connecting With Rich: His Collegial Immediacy and Animation  
Leeva Chung, U of San Diego, USA
Reflecting on Rich: His Contributions to the Field of Intercultural Communication  
Min-Sun Kim, U of Hawaii, USA
Extending Rich's Legacy: His Contribution to the Intercultural Communication Competence Scholarship  
Jiro Takai, Nagoya U, Japan
Missing Rich: His Engaging Teaching Style and Mentorship  
Shari Selnick, California State U-Fullerton, USA
Open Mike  
Peter S. Lee, California State U, USA

Remembering an "Internationalist": Bob Stevenson

**Reserved Sessions**

**Chair**
Wolfgang Donsbach, Technical U of Dresden, Germany

**Participants**
Bill F. Chamberlin, U of Florida, USA  
Richard Cole, U of North Carolina, USA  
Frank Esser, U of Zurich, Switzerland  
Oliver Johannes Quiring, U of Muenchen, Germany  
Patrick Roessler, Deutsche Gesellschaft fur Publizistik, Germany  
Donald L. Shaw, U of North Carolina, USA  
Wolfgang Donsbach, Technical U of Dresden, Germany

Friends, colleagues, and students are invited to share memories of Robert L. Stevenson, former Kenan Professor of Journalism and Mass Communication at the University of North Carolina, Chapel Hill, who died on November 25, 2006. Bob Stevenson was a good friend of German communication research and came many times as a visiting scholar to this country. His last visit to Germany was for the Dresden ICA conference in June 2006. Stevenson had many research interests, among the international communication, journalism, and research methods. Besides for his scholarly contributions, particularly to international communication, he was widely respected for his open-mindedness towards other culture sand as host for dozens of foreign students and young scholars who came to study in Chapel Hill. We will commemorate Bob with anecdotes from the past and just talking about the man and his work.

Public Relations Division Reception

**Public Relations**

**Saturday**
6:00-7:00 pm  
Franciscan Room D
Local Policy and Grassroots Discussion Panel: A Dialogue About Mobility - Wi-Fi Rollout and the San Francisco Model

Saturday
6:30-8:00 pm
Yosemite Room A

Theme Sessions

Chair
Gary Gumpert, Urban Communication Foundation, USA

Participants
John King, San Francisco Chronicle, USA
Arlene Krebs, California State U, Monterey Bay, USA
Sterling Pratz, Autonet Mobile, USA
Heather E. Hudson, U of San Francisco, USA
Vince Vasquez, Pacific Research Institute, USA
Sterling Pratz, Autonet Mobile, USA
Harvey Jassem, U of Hartford, USA
Susan Drucker, Hofstra U, USA

In an effort to be forward thinking or at least to keep up, municipalities large and small are undertaking wireless initiatives as Wi-Fi and wi-max gains momentum. While wi-fi hotspots have been growing in availability for a number of years, the recent trend has been to deploy citywide or regional networks. Municipalities are looking to wireless internet access to enhance public services, boost economic development and provide internet access to citizens. Muni-wireless systems are being introduced in over 150 municipalities throughout the United States, in cities like San Francisco. Our host city, San Francisco, is being looked at as a model for using Wi-Fi in creative ways in order to meet the needs of global business and education while promoting the city as a hub of technology.

Public/private partnerships are being explored such as the Google–EarthLink proposal. The mayor has discussed broadband and Wi-Fi rollout in terms of communication "rights." This panel will bring together representatives of local government, community and academic worlds who will discuss the challenges and forward thinking policies of Wi-Fi today. This panel organized by the Urban Communication Foundation is an attempt to link activities of communication scholars with the current activities of the host city, an endeavor introduced at the 2006 ICA conference in Dresden.

Grassroots Discussion Panel: Participatory Models and Alternative Content Production

Saturday
6:30-8:00 pm
Yosemite Room B

Theme Sessions

Chair
Benjamin de Cleen, Vrije U Brussel, Belgium

Participants
Ryan Junell, Webzine, USA
Ronda Hauben, Columbia U, USA
Sterling Pratz, Autonet Mobile, USA
John King, San Francisco Chronicle, USA
Jey Dedham, OurMedia, Canada
Ilyse Hogue, MoveOn.org, USA

Whether concerned with social movements, civic engagement, aesthetic production or personal expression, alternative content production embraces participation as core value as well as a structural possibility. This theme event examines attempts to develop, use, augment and promote structures for participation in production processes. Discussion will compare content creators' strategies for social inclusion, democratic involvement and technological literacy, by looking not only at technological or political imperatives but institutional ones as well. Key practitioners also address what is meant by participation, who participates and how, and what alternative content producers gain and lose from participatory design.

Public Relations Division Dinner (Offsite)

Saturday
7:00-8:00 pm
Franciscan Room D

Public Relations
ICA Past Presidents Breakfast

Reserved Sessions

Sunday
7:30-9:00 am
Union Square 13

Emotion

Political Communication

Chair
Niranjala D. Weerakkody, Deakin U, Australia

Participants
Can Attention to International News Predict Feelings Toward Foreign Countries?
Hai Tran, U of North Carolina, Chapel Hill, USA
Issue Responsiveness and Negative Affect in the Framing of Poverty: An Experiment of Gains Versus Losses
Xiaoli Nan, U of Wisconsin - Madison, USA
Eulalia Puig Abril, U of Wisconsin-Madison, USA
Andrew R. Binder, U of Wisconsin, USA
Pamela M Nevar, U of Wisconsin-Madison, USA
Hernando Rojas, U of Wisconsin - Madison, USA
Assessing the Difference Critique of Deliberation: Gender, Emotion, and the Jury Experience
Andrea Allen Hickerson, U of Washington, USA
John Gastil, U of Washington, USA
Kimberly A. Gross, George Washington U, USA

Respondent
Wayne Wanta, U of Missouri, USA

Advertising

Political Communication
Mass Communication

Chair
Michael P. Boyle, West Chester U, USA

Participants
Political Advertising in Poland: What Has Changed and Why?
Ewa Musialowska, Technical U of Dresden, Germany
Political Ads and Citizen Communication
Jaeho Cho, U of California - Davis, USA
Entertaining Washington DC: The Effectiveness of Celebrity Endorsements of Political Candidates
Kelli E. Lammie, U of Pennsylvania, USA
Political Ads, Communication Mediation, and Participation: Modeling Campaign Effects Across Generational Groups
Dhavan Shah, U of Wisconsin - Madison, USA
Douglas M. McLeod, U of Wisconsin - Madison, USA
Jaeho Cho, U of California - Davis, USA
Rosanne M. Scholl, U of Wisconsin - Madison, USA
Melissa Gotlieb, U of Wisconsin, USA

Respondent
Geoffrey D. Baym, U of North Carolina, USA

Examining the Old, Creating the New

Organizational Communication

Chair
James Olumide Olufowote, Boston College, USA
Toward a New Agenda for Research on Media Use and Adolescents' Sexual Socialization

Sunday
9:00-10:15 am
Continental Ballroom 4

Mass Communication

Chair
Steven Eggermont, Catholic U - Leuven, Belgium

Participants
The Teen Media Study: Overview of Findings and Implications for Further Research on Teens, Sex, and the Media
Jane D. Brown, U of North Carolina, USA

Cognitive-Affective Mediators of the Link Between Adolescents' Exposure to Sexually Explicit Online Material and Their Attitudes Toward Uncommitted Sexual Exploration
Jochen Peter, U of Amsterdam, The Netherlands
Patti M. Valkenburg, U of Amsterdam, The Netherlands

Creating Positive Sexual Media Effects Using a Video Game
Kirstie Farrar, U of Connecticut, USA
William Barta, U of Connecticut, USA
Carolyn A. Lin, U of Connecticut, USA

Motivations for Selecting Sexual Media Content
Laramie D. Taylor, U of California - Davis, USA

Early- and Late-Maturing 12- to 15-Year-Olds' Involvement With Sexual Media Contents
Steven Eggermont, Catholic U - Leuven, Belgium

The research on media and sexual socialization is at a turning point. While the field has been a disjointed compilation of individual studies, it now appears to be developing into a more coherent body of work acquiring its own (implicit) agenda for research. The presentations in this panel will help establish that a number of core questions have been identified that build on a set of key previous studies and on an emerging set of new theoretical perspectives and methods. The researchers' primary aim is no longer to report coefficients that may be indicative of simple direct effects but to understand why and how effects may occur. In their contributions to this panel, for instance, the participants have tried to gain insight into the effects process by exploring from various theoretical perspectives both the selection of and involvement with sexual media contents. The panel further illustrates the variety in methods and designs that tend to be employed. As a result of both the gradual organization of the field and the diversification of its scope, the study of media and sexual socialization finds itself at a moment when it seems right to articulate key questions and to identify the most promising directions and challenges for future research. These are the principal purposes of the proposed panel session. The papers that will be presented in the panel session offer an excellent sample of the current state of the art and represent the implicit organization as well as the diversification of the field.
Creating Others With Language: Refugees, Linguacultures, Hate, and Racial Common Sense

Language & Social Interaction
Political Communication

Chair
Kathleen C. Haspel, Fairleigh Dickinson U, USA

Participants
Explicating Racial Logics: The Management of Racial Commonsense in Interaction
Kevin Whitehead, U of California - Santa Barbara, USA

Hate Speech and Identity: An Analysis of Neo Racism and the Indexing of Identity
Christopher Steven Josey, U of Illinois, USA

Scripting Global Discourse: The Commodification of Local Linguacultures in Tourist Guidebooks
Crispin Thurlow, U of Washington, USA
Adam Jaworski, Cardiff U, United Kingdom

The Politics of Naming: Hurricane Katrina and the Metadiscursive Construction of ‘Refugees’.
Louisa Edgerly, U of Washington, USA

These four studies all examine the uses of language in creating others and how race is played out in global, mediated, and interpersonal contexts. Each study is unique in what it explores and how it explores but combined the four studies provide an update on how race is formulated.

Exploring Perceived Media Influence

Mass Communication

Chair
Laura M. Arpan, Florida State U, USA

Participants
The Influence of Mass Media on Individuals' Opinion Formation
Nakwon Jung, U of Texas, USA

The Hostile Media Effect in the 2004 U.S. Presidential Election
Cynthia A. Hoffner, Georgia State U, USA
Raiza A. Toohey, Georgia State U, USA

Perceptions of Foreign Media Influence in Asia: Cultural Self-Construal and the Third-Person Effect
Lars Willnat, George Washington U, USA
Ezhar Tamam, U of Putra, Malaysia
Annette Aw, U of Maryland, USA

Who's Afraid of Reality Shows? Exploring the Perceived Influence of Reality Shows and the Concern Over Their Social Effects
Jonathan Cohen, U of Haifa, Israel
Gabriel Weimann, U of Haifa, Israel

Respondent
Tien-Tsung Lee, U of Kansas, USA

The Practice of Virtual Teams

Communication and Technology

Chair
Joseph B Walther, Michigan State U, USA

Participants
A Multiple Case Study of Media Use in Workplace Virtual Teams
Huiyan Zhang, Temple U, USA
Marshall Scott Poole, Texas A&M U, USA

Mimicry, Facial Similarity, and Persuasion in a Collaborative Virtual Environment
Rabindra (Robby) A Ratan, U of Southern California, USA
Jeremy N. Bailenson, Stanford U, USA
New Work Paradigms? Implication for Communication and Coordination in Cross-Cultural Virtual Teams
Yasmin Gopal, Consultant, Canada
Srinivas R. Melkote, Bowling Green State U, USA

Minority Influence in Distributed Groups: A Comparison of Four Theories of Minority Influence
Natalya N. Bazarova, Cornell U, USA
Joseph B Walther, Michigan State U, USA
Poppy L. McLeod, Cornell U, USA
Nazmus Sadat Shami, Cornell U, USA

5108

Mobile Communication Adoption
Communication and Technology
Chair
Robert Larose, Michigan State U, USA

Participants
An Integrative Model of Mobile Phone Appropriation
Werner Wirth, U of Zurich, Switzerland
Thilo von Pape, U Munich, Germany
Veronika Karnowski, Ludwig-Maximilians U, Germany

When Outcome Expectations Become Habitual: Explaining vs. Predicting New Media Technology Use From a Social Cognitive Perspective
Oscar Peters, U of Twente, The Netherlands

From Belief-Importance to Intention: The Impact of Framing on Technology Adoption
Arun Vishwanath, SUNY - Buffalo, USA

Social Connectivity, Multitasking, and Social Control: U.S./Norwegian College Students' Use of Internet and Mobile Phones
Ronald E. Rice, U of California - Santa Barbara, USA
Ingunn Hagen, Norwegian U of Science & Technology, Norway

Extending Family to School Life: College Students' Use of Mobile Phone
Yi-Fan Chen, Rutgers U, USA

5109

Community, Civic Participation, and Public Opinion
Mass Communication
Political Communication
Chair
Clarissa C. David, U of the Philippines, Philippines

Participants
Civic Participation by Educated Immigrant Population: Examining the Effects of Media Use, Personal Network, and Social Capital
Rene Chen, Sam Houston State U, USA
Esther Thorson, U of Missouri, USA

Comparing the Communication Ecologies of Geo-Ethnic Communities: How People Stay on Top of Their Community
Holley A. Wilkin, Georgia State U, USA
Sandra J. Ball-Rokeach, U of Southern California, USA
Matthew D. Matsaganis, U of Southern California, USA
Pauline Cheong, SUNY - Buffalo, USA

Let's Talk About Europe: Explaining Vertical and Horizontal Europeanization in the Quality Press
Michael Bruggemann, U of Bremen, Germany
Katharina Klein-v. Königslöw, Jacobs U, Germany
Stefanie Sift, U of Bremen, Germany
Hartmut Wessler, International U - Bremen, Germany

The Role of Media Use, Social Interaction, and Spatial Behavior in Community Belonging
Lorraine G. Kisselburgh, Purdue U, USA
Sorin Adam Matei, Purdue U, USA

Toward a New Modeling of the Media: The Public Sphere as a Metadiscourse
Yeong Doo Moon, U of Oregon, USA
Channels of Creativity: "Industry Lore" and Cultural Production in a Postnetwork Era

Theme Sessions

Chair
Tim Havens, U of Iowa, USA

Participants
Global Television Markets as Rituals: Constructing Industry Lore
Tim Havens, U of Iowa, USA

The Same Yet Different: The Synthesis of American and Canadian Industry Lore in Hollywood North
Serra Tinc, U of Alberta, Canada

"The World As We Knew It Is Over": Creativity and Constraint in Establishing Postnetwork Industrial Norms
Amanda D. Lotz, U of Michigan, USA

Each of the papers in this panel examine how industry lore-dominant conceptualizations of audience tastes, textual meanings, and industry practices-constrains, enables, and channels creative expression in a post-network era. This era is marked by rapid changes in technology, increased globalization and commercialization of media, and new ways of understanding audience preferences and the textual strategies for attracting viewers. Our papers address the operation of industry lore in US, Canadian, and transnational contexts in order to build better theoretical tools for understanding the complex intersections between commercial and cultural forces in contemporary societies and how these forces influence symbol creators.

Portraits of Latin American Journalism

Journalism Studies

Ethnicity and Race in Communication

Chair
Isabel Awad, Stanford U, USA

Participants
A Sociological Profile of Colombian Journalists
Jesus A. Arroyave, U of Miami, USA
Marta Milena Barrios, U del Norte, Colombia

Chilean Journalists and Employment Options: The Development of a Labor Market Research Model to Revise Undergraduate Social Science Curriculum
Claudia Mellado Ruiz, Departamento de Comunicación Social, U de Concepción, Chile
Kris P. Kodrich, Colorado State U, USA
Sergio Barria, Periodistas Asociados, Chile
Jorge Enriquez, Ministerio de Vivienda y Urbanismo, Chile
Felipe Besoain, U de Concepción, Chile
Jeanne Simon, U de Concepción, Chile

Reformulation and Contamination of Journalistic Discourse: A Linguistic Approach in a Study of Economic Press
Ingrid Bachmann, U of Texas, USA

Something Bothering, Something Real: Four Press on Immigration
Tania Heather Cantrell, U of Texas, USA

Respondent
Joseph D. Straubhaar, U of Texas - Austin, USA

The proliferation of journalism programs in Latin America draws attention to the importance of understanding the journalistic role in the context its culture.

Assessing Risk, Defining Fear, and Understanding Perceived Control: Implications for Health Communication

Health Communication

Chair
Brian L. Quick, Ohio U, USA
Participants
Using Virtual Environments to Unobtrusively Measure Real Life Risk Taking: Findings and Implications From a Health Communication Perspective
Carlos Gustavo Godoy, U of Southern California, USA
Paul Robert Appleby, U of Southern California, USA
John L. Christensen, U of Southern California, USA
Lynn Carol Miller, U of Southern California, USA
Stephen J. Read, U of Southern California, USA
Their Side of the Story: Understanding Health Risk Behaviors From the Participants' Perspective
Yoonhyeung Choi, Michigan State U, USA
Jounghwa Choi, Michigan State U, USA
When a Fear Appeal Isn't a Fear Appeal: The Effects of Graphic Antitobacco Messages
Glenn M. Leshner, U of Missouri, USA
Frederick Vultee, U of Missouri - Columbia, USA
Paul David Bolls, U of Missouri, USA
Additive Versus Interactive Perceived Control Effects on Smoking Cessation Intention: Testing the Control as Precondition Hypothesis
Marcus C. Yzer, U of Minnesota, USA
Bas van den Putte, U of Amsterdam, The Netherlands

Social Interaction Processes and Practices in Health and Mental Health
Health Communication
Chair
Lance S. Rintamaki, U of Illinois - Urbana-Champaign, USA
Participants
Communication as Therapy: The Influences of Social Interaction on Seasonal Affective Disorder
Daniel Cochece Davis, Marist College, USA
Elizabeth Easlon, Marist College, USA
Caitlin Halligan, Marist College, USA
Susan Grant, Marist College, USA
Examining Real Weight Loss Attempts with Meal Replacement Program Participants: Efficacy, Social Support, and Undermining
Merissa Ferrara, Michigan State U, USA
Kelly Morrison, Michigan State U, USA
Changing the Conversation About Prostate Cancer Among African Americans: Results of Formative Research
Ricardo J. Wray, Saint Louis U, USA
Stephanie McClure, Case Western Reserve University, USA
Christopher Smith, National Cancer Institute, USA
Andrae Ivy, Centers for Disease Control and Prevention, USA
Santosh Vijaykumar, Saint Louis U, USA
Keri Jupka, Saint Louis U, USA
Richard Hess, Saint Louis U, USA
A Communication Perspective on Video Lottery Gambling
Pierre Mongeau, U du Québec à Montréal, Canada
Johanne Saint-Charles, U du Quebec à Montréal, Canada
Jean-François Biron, Direction de la Santé, Canada

Caught in the Net: Gender Identity Online
Feminist Scholarship
Chair
Shayla Thiel Stern, DePaul U, USA
Participants
Gender Constructed Online, Stereotypes Reified Offline: Understanding Media Representation of Adolescent Girls on MySpace
Shayla Thiel Stern, DePaul U, USA
Relevance and Evaluation of Corporate Social Responsibility Activities: New European Findings Drawn From Media Coverage and Stakeholder Expectations

Sunday 9:00-10:15 am
Franciscan Room D

**Public Relations**

**Chairs**
Diana Ingenhoff, U of Fribourg, Switzerland
Ulrike Roettger, Institute for Communication Studies Muenster, Germany

**Participants**
Does Ethical Behaviour Matter? How Corporate Social Responsibility Contributes to Organizational Trustworthiness
Diana Ingenhoff, U of Fribourg, Switzerland
Katharina Sommer, U of Fribourg, Switzerland

Corporate Social Responsibility: An Issue for the German Press?
Ulrike Roettger, Institute for Communication Studies Muenster, Germany

Media Coverage of Corporate Social Responsibility in Norway
Oyvind Ihlen, U of Oslo, Norway

Media Portrayal of Corporate Responsible Behaviour: The Analysis of CSR News in Spanish Newspapers
Paul Capriotti, U Rovira i Virgili, Spain

**Respondent**
Vilma L. Luoma-aho, U of Jyvaskyla, Finland

This panel presents the results of empirical and theoretical research conducted in miscellaneous European countries. It is analysed how the media depict and appraise corporate social responsibility (CSR) activities of organizations and how different stakeholder groups assess the importance of CSR. The findings of the culturally comparative research show that in all constituencies CSR is one of the most crucial dimensions contributing to organisational trustworthiness. However, it is still not on the media agenda all around Europe.

Kids as Cultural Producers: Ethnographic Investigations of Kids' Informal Learning Through Engagement With Popular Culture

Sunday 9:00-10:15 am
Yosemite Room A

**Popular Communication**

**Communication and Technology**

**Chairs**
Laura Robinson, U of Southern California, USA
Rebecca Herr Stephenson, U of Southern California, USA

**Participants**
Fostering Friendship Through Video Production: How Youth Use YouTube to Enrich Local Interaction
Patricia Lange, U of Southern California, USA

Mediations: Digital Media in the Family
Heather A Horst, U of California, USA

Mischief Managed: Developing Media Literacy Through Fan Production in the Harry Potter Fandom
Rebecca Herr Stephenson, U of Southern California, USA

**Respondent**
Laura Robinson, U of Southern California, USA

This panel focuses on informal learning and the formation of social networks through kids' multimedia production. Each paper discusses particular consumption and production practices, examining the complex relationships kids have with popular culture. The panel addresses questions such as: how do kids gain access to means of production and distribution? How are relationships formed, changed, and challenged by kids' participation in amateur culture? And, What are the outcomes of participation for learning and social networking?
Information Systems Interactive High-Density: Processing Persuasive Messages

Sunday
9:00-10:15 am
Yosemite Room B

Information Systems

Chair
Francesca Renee Dillman Carpentier, U of North Carolina, USA

Participants
Antecedent Variables in Persuasion Processes: The Effect of Worldview on the Processing of Persuasive Messages
Robert G. Magee, Virginia Tech U, USA
Sriram Kalyanaraman, U of North Carolina, USA

Individual Personality Differences Moderate Perceptions of Alcohol Drinking Behavior and Receptivity to Alcohol Health Messages
James B. Weaver, III, Emory U, USA
Norbert Mundorf, U of Rhode Island, USA
Robert Laforge, U of Rhode Island, USA
Stephanie Sargent Weaver, Emory U, USA

More Information From and About the Need for More Information
Christian Baden, U van Amsterdam, The Netherlands

Quitting Smoking is Easy, I've Done It Hundreds of Times: Intelligent Agents, Feedback Loops, and Relevant Advice
Todd Shimoda, Colorado State U, USA

The Effect of Imperative Mood Position Statements on Attitude Change in Associative Networks
Mark A. Hamilton, U of Connecticut, USA
Eunjoo Min, U of Connecticut, USA
Linda Ann Patrylak, U of Connecticut, USA

The Effect of Topic Involvement and Evidence Type and Quantity on Perceived Persuasiveness of and Positive Attitude Toward a Message
Bing Han, U of Maryland, USA
Edward L. Fink, U of Maryland, USA

The Effects of Structural Features and Information Introduced on Internet Advertising
Byungho Park, Indiana U, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

The Governance of Collective Memory: Transnational Institutions and Identity Politics in Europe

Sunday
9:00-10:15 am
Yosemite Room C

Philosophy of Communication

Chair
Ece Algan, California State U, USA

Participants
How International Coverage of the Jedwabne Massacre Further Blocked Reconciliation
Robin A. Larsen, California State U, USA

Scenes From the Last Yugoslav Generation: The Long March From Yugo-Utopia to Nationalisms
Zala Volcic, U of Queensland, Australia

Global Moral Policy and the Armenian Genocide Denial
Mihaela Popescu, California State U, San Bernardino, USA

When National Taboos Go Global: Collective Memory, State and National Identity in Turkey
Ece Algan, California State U, USA
Nazan Haydari, Maltepe U, Turkey

Upside Down Porto Alegre: Discourse, Identity, and Mobilization in Europe's 'New' Radical Right
Anca Romantan, U of Massachusetts, USA

Respondent
Toby Miller, U of California - Riverside, USA

Collective memories allow for reinterpretation of the past from the socio-cultural and political conditions of the present, urging us to look closer at the significance of national/cultural/ethnic and/or group identities, global forces, power relations, political interests behind state discourses and the role of official history, which all contribute to the creation and articulation of collective memory. Today, as the world becomes more interdependent and the borders more permeable, transnational agents increasingly influence claims on identity, national discourses and collective memory. Therefore, this panel aims to explore transnational institutions' role in the construction, presentation and governance of collective memory while examining the relationship between collective memory (or in Lewis' terms "remembered history") and identity.
Meet the Editors of ICA Journals/Communication Yearbook

**Reserved Sessions**

**Chair**
Loretta L. Pecchioni, Louisiana State U, USA

**Participants**
Francois Cooren, U de Montréal, Canada
Jake Harwood, U of Arizona, USA
Michael Pfau, U of Oklahoma, USA
Susan C. Herring, Indiana U, USA
Christina S. Beck, Ohio U, USA
Karen Ross, Coventry U, United Kingdom
Michael J. West, International Communication Association, USA

This panel provides the membership with the opportunity to meet the editors of ICA's journals and the Communication Yearbook. This session is devoted to answering questions and addressing issues that the membership may have about specific journals and/or the yearbook.

Developing and Extending Models of Intergroup Communication (Top Papers)

**Intergroup Communication**

**Chair**
Cindy Gallois, U of Queensland, Australia

**Participants**
Compliance, Accommodation, and Trust in an Intergroup Context: International Data
Howard Giles, U of California, USA
Valerie E. Barker, San Diego State U, USA
Christopher S. Hajek, U of California, USA
Kimberly Ann Noels, U of Alberta, Canada
Tae-Seop Lim, U of Wisconsin - Milwaukee, USA
Hiroshi Ota, Aichi Shukutoku U, Japan
Lilnabeth P. Somera, U of Guam, Guam

Predicting Intrapersonal Communication Satisfaction on the Basis of Imagined Interaction Functions and Measures of Horizontal and Vertical Individualism and Collectivism in the Pacific Rim
James M. Honeycutt, Louisiana State U, USA
Robert M. McCann, University of Southern California, USA
Richard Caraker, Health Science U, Japan

Short-Term Adjustment and Intergroup Relationships Among U.S. American Student Sojourners: Applying Theory(ies) to Practice
Margaret Jane Pitts, Old Dominion U, USA

The Influence of Patients' and Health Professionals' Communication on Quality of Care, Health Outcomes, and Treatment Compliance
Louisa Park, U of Queensland, Australia
Bernadette Maria Watson, U of Queensland, Australia

"Fair & Balanced?" Intercultural Issues in News Coverage

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Deborah A. Cai, U of Maryland, USA

**Participants**
"Bound to Rise": Chinese Media Discourses on the Global Order
Chin-Chuan Lee, City U of Hong Kong, China, People's Republic of

Computer-Assisted Qualitative Cross-Cultural Comparisons of the U.S. Mainstream and Chinese Immigrant News Coverage on Social Change Issues: A Case Study
Dandan Liu, U of North Carolina - Pembroke, USA
From Gospel to News: Evangelicalism and Secularization of Protestant Missionary Press in China, 1870s-1900s
Yong Volz, U of Missouri- Columbia, USA
Chin-Chuan Lee, City U of Hong Kong, China, People's Republic of
U.S. Press Representation of the Sudanese Conflict
Abdissa Bamano Zerai, U of New Mexico, USA

Respondent
Deborah A. Cai, U of Maryland, USA

5122

Discourses of International and Development Communication

Sunday
9:00-10:15 am
Union Square 19 & 20

Intercultural & Development Communication/International & Development Communication

Chair
Oliver Boyd-Barrett, Bowling Green State U, USA

Participants
Hemant Shah, U of Wisconsin - Madison, USA
Retro-Theory Resurfacing: Positioning Media Development Within Development Communication
Karin Gwinn Wilkins, U of Texas - Austin, USA
The Word and the World: Rethinking International Communication
Anandam P Kavoori, U of Georgia, USA
Tracing Culture in Discourses of International Development
Alexa M. Dare, Saginaw Valley State U, USA

Respondent
Daya Thussu, U of Westminster, United Kingdom

5123

Public Speaking, Imagined Interaction, Monitoring Performance, Embarrassment, and Self Deprecation

Sunday
9:00-10:15 am
Union Square 21

Interpersonal Communication

Chair
Brian J. Householder, U of North Dakota, USA

Participants
The Effects of Reappraisal and Distraction on Cortisol Levels Among Students in Public Speaking Classes
Jennifer Priem, Pennsylvania State U, USA
Self-Construal, Embarrassability, and Communication Apprehension: The Test of a Model
William F. Sharkey, U of Hawaii, USA
Min-Sun Kim, U of Hawaii, USA
The Influence of Imagined Interaction on Verbal Fluency
Charles Choi, U of California, USA
Through the Eyes of Others: The Role of Relational Value Cues and Self-Regulatory Resources in Monitoring One's Social Environment
James M. Tyler, Purdue U, USA
"I'm Not an Expert, But...": The Impact of Self-Deprecation and Source Expertise in Three Countries
Maria Knight Lapinski, Michigan State U, USA
Sang-Yeon Kim, Michigan State U, USA
Rajiv N. Rimal, Johns Hopkins U, USA
Ed Glazer, Michigan State U, USA
Reiko Nebashi-Nakahara, Meiji U, Japan
Sachi Sherman, U of North Carolina, USA
Benjamin H. Detenber, Nanyang Technological U, Singapore

Respondent
Brian J. Householder, U of North Dakota, USA
Racializing Technology: From Cyberspace to the Human Genome Project

Ethnicity and Race in Communication

Chair
Todd A. Fraley, East Carolina U, USA

Participants
The Informationalization of Race: Communication Technologies and the Human Genome in the Information Age
Peter A. Chow-White, Simon Fraser U, Canada
Race and Ethnicity in Myspace: Producing Identity as Interface
Radhika Gajjala, Bowling Green State U, USA
Testing the Boundary of Racial Prejudice With Robots
Li Gong, Ohio State U, USA
Mixedfolks.com: 'Ethnic Ambiguity,' Celebrity Outing, and the Internet
Lisa Nakamura, U of Illinois – Urbana-Champaign, USA

New technology is often configured as a "race-neutral" space where participants are positioned as color blind. However, the papers in this panel problematize such simplistic notions of technology. Participants examine how racialized knowledge is being produced through the practices, developments and innovations surrounding communication technologies. Specifically, panelists explore how the Human Genome Project is reinvigorating biological notions of race; websites such as "mixedrace.com" and "myspace.com" are engaging in the online production of ethnic/racial identities; and, the boundaries of racial prejudice through robot technology.

Hot Button Topics: Games and Socially Controversial Issues

Game Studies

Chair
John L. Sherry, Michigan State U, USA

Participants
Burned by 'Hot Coffee'?: Parental Trust and Usage of the Video Game Rating System
Alexis Brekke, U of Tennessee, USA
Carolyn Ringer Lepre, U of Tennessee, USA
Racial Representation in Game Play: An Investigation into Affective Responses
Matthew S. Eastin, Ohio State U, USA
Osei Appiah, Ohio State U, USA
Vincent Cicchirillo, Ohio State U, USA
Spilling Hot Coffee? Grand Theft Auto as Contested Cultural Product
Aphra F. Kerr, National U of Ireland - Maynooth, Ireland

The Terrorists' Network: An Analysis of 'Pro-Arab' Video Games
Helga Tawil Souri, NYU, USA

Theme Film Program 1: "Queer Women of Color"

Theme Sessions

QUEER WOMEN OF COLOR MEDIA ARTS PROJECT (A selection, 60 minutes) Queer Women of Color Media Arts Project (QWOCMAP) promotes the creation and exhibition of films and videos that increase the visibility of queer women of color, reflect our life stories, and address the vital social justice issues that concern their community. The Film Program will be taking place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.
Election News Coverage Around the World

Political Communication

Chair
Spiro K. Kiousis, U of Florida, USA

Participants
Trends in U.S. Election News Coverage
Stephen J. Farnsworth, U of Mary Washington, USA
Robert Lichter, George Mason U, USA
Trends in Brazilian Election News Coverage
Mauro Pereira Porto, Tulane U, USA
Trends in German Election News Coverage
Frank Esser, U of Zurich, Switzerland
Katharina Hemmer, U of Zurich, Switzerland
Election News Coverage Around the World: A Comparative Perspective
Jesper Stromback, Mid Sweden U, Sweden
Lynda Lee Kaid, U of Florida, USA

Respondent
Silvio R. Waisbord, Academy for Educational Development, USA

Despite the importance of election news coverage, there continues to be a lack of comparative research on how the news media in different countries report national elections. The international literature is also very dominated by theories and research with Anglo-American origins. Thus, although research on the election news coverage within a single country is common, we know very little about similarities and differences across countries. Therefore, this panel will bring together a number of experts on the election news coverage of different countries. Each author was provided with the same guidelines, and each paper will thus provide an overview of the political and media systems in the country, the regulations that apply to political news coverage during elections, and summarize the academic research of the content of election news coverage.

Knowledge & Information Processing

Political Communication

Chair
Jeong-Nam Kim, Xavier U, USA

Participants
Knowledgeable Citizens, Election Outcomes, and Good Government
Gabor Toka, U of Oxford, United Kingdom
Where Is My Issue? The Influence of News Coverage and Personal Issue Importance on Subsequent Information Selection on the Web
Young Mie Kim, Ohio State U, USA
Voters' Motivation and Information Processing: A Model of Motivated Information Processing in a Political Campaign
Sungeun Chung, Western Illinois U, USA
Leah Waks, U of Maryland - College Park, USA
Michael F. Meffert, U Mannheim, Germany
Xiaoying Xie, U of Maryland - College Park, USA
Revisiting Gaps: Political Discussion and Political Knowledge
Tiffany Lynn Thomson, Ohio State U, USA

Respondent
John Tedesco, Virginia Tech, USA

Networks and Typologies

Organizational Communication

Chair
Rebecca Heino, Georgetown U, USA
Participants
Social Topology and Communication: Toward a Redefinition of Technological Innovation in Organizations
Diane Raymond, U de Montreal, Canada
James R. Taylor, U de Montréal, Canada
Network Evolution in Organizational Communities
Peter Monge, U of Southern California, USA
Bettina M. Richards Heiss, U of Southern California, USA
Drew Margolin, U of Southern California, USA
Organizational Form and Structure of the Global Justice Movement
EunKyung Lee, Rutgers U, USA
Mapping the Structure of Communication: A Social and Semantic Network Analysis of the National Communication Association (NCA)
Sungjoon Lee, SUNY - Buffalo, USA
George A. Barnett, SUNY - Buffalo, USA
Daejoong Kim, SUNY - Buffalo, USA
Respondent
Rebecca Heino, Georgetown U, USA

5204  New Insights Into Advertising Techniques
Sunday 10:30-11:45 am
Continental Ballroom 4

Mass Communication
Chair
Matthew P. McAllister, Pennsylvania State U, USA

Participants
Breaking Through the Clutter by Stepping Out of Line? Pleasure and Arousal Reactions Reveal an Implicit Advertising Schema
Karolien Poels, Eindhoven U of Technology, The Netherlands
Siegfried Dewitte, Catholic U of Leuven, Belgium
The Effects of Advertisements Using the Endorsements of Culturally Congruent Spokespersons on Consumer Attitude and Purchase Intention
Mingxue Lu, Iowa State U, USA
Suman Lee, Iowa State U, USA
Viewer Reponses to Race and Sexual Orientation in Direct-to-Consumer Prescription Drug Advertisements
Adrienne Holz Ivory, Virginia Tech, USA
Third-Person Perception and Purchase Behavior in Response to Various Selling Methods
Nurit Talor, U of Haifa, Israel
Respondent
Gregory D. Newton, Ohio U, USA

5205  The Uses and Effects of Media Among Children
Sunday 10:30-11:45 am
Continental Ballroom 5

Instructional & Developmental Communication
Chair
Deborah L. Linebarger, U of Pennsylvania, USA

Participants
Young Children's Descriptions of Their Media-Induced Fright Reactions
Joanne Cantor, U of Wisconsin, USA
Sahara Byrne, U of California, USA
Emily J. Moyer-Guse, U of California - Santa Barbara, USA
Karyn E. Riddle, U of California - Santa Barbara, USA
Associations Between Content Types of Early Media Exposure and Subsequent Attentional Problems
Frederick J Zimmerman, U of Washington, USA
Do Looks Really Matter? An Investigation of the Impact of Spokescharacter Appearance on Children's Purchasing Influence
Courtney Carpenter Childers, U of Tennessee, USA
Predicting Children's Media Use: Within Time vs. Over Time Differences
Sook-Jung Lee, U of Texas, USA
Elizabeth A. Vandewater, U of Texas - Austin, USA
Silvia K. Bartolic, U of Texas, USA

Respondent
Deborah L. Linebarger, U of Pennsylvania, USA

---

**5206**

**Sunday**
10:30-11:45 am
Continental Ballroom 6

**Media Depictions and Identity**

**Mass Communication**

**Chair**
Kristin C. Moran, U of San Diego, USA

**Participants**

The Diversity of Self: Media Diversity and Identity
Linda Duits, U of Amsterdam, The Netherlands

Muslim Identity in the British Press: A Comparison of the Rushdie Affair and Cartoon Controversies
Sandhya Bhattacharya, Pennsylvania State U, USA

Framing Sexual Difference: Front Page Photographs of the 2006 Winter Olympics
Sara Roedl, Southern Illinois U, USA

Women Are On, But Not In, the News: Gender Roles in Local Television News
Anna Danilewicz, U of Hartford, USA
Roger Desmond, U of Hartford, USA

Respondent
Keren Eyal, U of Arizona, USA

---

**5207**

**Sunday**
10:30-11:45 am
Continental Ballroom 7

**Innovations in Communication Theory**

**Communication and Technology**

**Chair**
Gabriela Warkentin de la Mora, U Iberoamericana, Mexico

**Participants**

Bridging Communication Studies and Science and Technology Studies: Scholarship on Media and Information Technologies
Pablo J. Boczkowski, Northwestern U, USA
Leah A. Lievrouw, U of California - Los Angeles, USA

Social Domains Theory and Information Environment Contextualizing Users and Uses of ICTs in Estonia
Pille Pruulmann-Vengerfeldt, U of Tartu, Estonia

Modulating Synchronicity in Computer-Mediated Communication
Yoram M. Kalman, U of Haifa, Israel
Shiraz Rafaeli, U of Haifa, Israel

The Niches of Interpersonal Media: Relationships in Time and Space TOP PAPER Nr. 2
John Dimmick, Ohio State U, USA
Artemio Ramirez, Jr., Ohio State U, USA
John Christian Feaster, Ohio State U, USA

---

**5208**

**Sunday**
10:30-11:45 am
Continental Ballroom 8

**Kids as Cultural Producers: Ethnographic Investigations of Kids and Digital Media in Urban California Schools**

**Communication and Technology**

**Popular Communication**

**Chair**
Lisa Marie Tripp, Florida State University, USA

**Participants**

Boys and Their Hood: High School Boys and the Video Games They Create
Katynka Zazueta Martinez, U of California - San Diego, USA
Creating Salori: Youth Social Networks & New Media Production  
C.J. Pascoe, U of California, Berkeley, USA

Information the Wiki Way: Communication Processes and Information Evaluation in Collaborative Online Venues  
Laura Robinson, U of Southern California, USA

Digital Media Authorship and Learning at an Urban School  
Lisa Marie Tripp, Florida State University, USA

**Respondent**  
Katynka Zazueta Martinez, U of California - San Diego, USA

This panel examines the role of digital media in young peoples' everyday lives with a focus on teens that create digital media in school contexts. Through ethnographic studies in urban schools, the panel explores how working-class young people use, create, share and interact with digital technologies such as video games, digital music, and videos, and how they participate in online communities such as Wikipedia. The cases we document demonstrate the positive impact of the technologies and authorship activities on teen's social networks, learning, and information literacy. They also raise broader questions about how digital media is creating new contexts for youth culture and education. The research presented is part of the multi-site study of digital youth, entitled "Kids' Informal Learning with Digital Media: An Ethnographic Investigation of Innovative Knowledge Cultures," funded by the John D. and Catherine T. MacArthur Foundation.

---

**High Density Session: Deliberation & Democracy Online and Off**

**Sunday**  
10:30-11:45 am  
Continental Ballroom 9

**Political Communication**

**Communication and Technology**

**Interpersonal Communication**

**Language & Social Interaction**

**Chair**  
D. Charles Whitney, U of California - Riverside, USA

**Participants**

Support for Democracy and the Impact of Interpersonal Political Discussion in a Democratizing Society  
Francis L. F. Lee, City U of Hong Kong, China, People's Republic of

Diverse and Regulated? A Study on the Relationship Between Online Deliberation and Structural Design  
Weiyu Zhang, U of Pennsylvania, USA

Blogging for Participants: Framing the Candidate Blog for Mobilization  
Kjerstin Thorson, U of Wisconsin Madison, USA  
Kevin Wise, U of Missouri - Columbia, USA

Effects of Media Distrust on Participatory Democracy: Media Distrust, Democratic Skepticism, and Campaign Participations  
Hyunseo Hwang, U of Wisconsin, USA  
Dhavan Shah, U of Wisconsin - Madison, USA  
Jaeho Cho, U of California - Davis, USA

Exploring Online Opinion Leadership: A Validity Test of the Concept in the Digital Age  
June Woong Rhee, Seoul National U, Korea, Republic of

Eun-Mee Kim, Yonsei U, Korea, Republic of  
Hyunsuk Kim, Seoul National U, Korea, Republic of

Press Power, People Power: Dimensions of Media Freedom and Their Effect on Democratization  
Frederick Vultee, U of Missouri - Columbia, USA

**Respondent**  
D. Charles Whitney, U of California - Riverside, USA

---

**Limits to Creating Critical Content Online**

**Sunday**  
10:30-11:45 am  
Imperial Ballroom A

**Theme Sessions**

**Chair**  
Bart Cammaerts, London School of Economics, United Kingdom

**Participants**

Web of Control and Censorship: State and blogsphere in Iran  
Gholam Khiabany, London Metropolitan U, United Kingdom

Corporate Appropriation of Participatory Culture  
Mark Deuze, Indiana U, USA
The Spiral of Invisibility: Social control in the S-Korean Blogosphere
Jeong Kim, London School of Economics, United Kingdom
Is It a Democratic Right to be a Racist? Blogging and the Extreme Right
Bart Cammaerts, London School of Economics, United Kingdom

Respondent
Annabelle Sreberny-Mohammadi, U Of Leicester, United Kingdom

In recent years the blogosphere has been portrayed in the literature as challenging mainstream media representations and journalistic routines, as an interactive counter-hegemonic space, as well as an open platform for passionate politics, thereby expanding public spaces and the political (Kahn & Kellner, 2004; Gillmor, 2004; Deuze, 2005; Khiabany & Sreberny, 2006; Cammaerts & Carpentier, forthcoming). While this is undoubtedly the case in many regards, this panel aims to challenge the more celebratory accounts and discourses about and on the blogosphere.

5211
Priming and Framing in Accounts of Death and Human Suffering: The Role of Politics in Reports of Conflict
Journalism Studies
Political Communication
Chair
H. Denis Wu, Louisiana State U, USA

Participants
Conflict as a Frame in Television Coverage of Politics: A Comparative Study in Italy, Spain, and Germany
Maria Jose Canel, U Complutense de Madrid, Spain
Christina Holtz-Bacha, U of Erlangen, Germany
Paolo Mancini, U di Perugia, Italy
Constructing an Intifada for Statehood: Palestinian Political Violence in U.S. News
Aman E. Ismail, California State U - Northridge, USA
Bu Zhong, Pennsylvania State U, USA
Paul Mihailidis, U of Maryland, USA
Echoes of an African Tragedy: A Framing Analysis of the Rwandan Genocide
Emmanuel C. Alozie, Governors State U, USA
Genocide in the News: Media Attention and Media Framing of the Darfur Conflict
Antal Wozniak, Technical U - Dresden, Germany

Respondent
Pamela J. Shoemaker, Syracuse U, USA

Reporting conflict is a core journalist function. This session looks at how, even at this most visceral level human experience, politics are a factor in the way the news gets reported.

5212
Tests of the Risk Perception Attitude Framework and Problem Behavior Theory
Health Communication
Chair
Rajiv N. Rimal, Johns Hopkins U, USA

Participants
Investigating the Effects of Cancer Risk and Efficacy Perceptions on Cancer Prevention Adherence and Intentions
Norman C. H. Wong, U of Pennsylvania, USA
Information Seeking and Workplace Safety: A Field Application of the Risk Perception Attitude Framework
Kevin Real, U of Kentucky, USA
Indoor Tanning and Problem Behavior Theory: Systems of Influence
Zhanna Bagdasarov, Rutgers U, USA
Smita C. Banerjee, Montclair State U, USA
Kathryn Greene, Rutgers U, USA
Michelle "Shelley" Campo, U of Iowa, USA
Problem Behavior Syndrome: An Examination of Disordered Eating as Risk Taking Behavior
Marina Krcmar, Wake Forest U, USA
Steven Michael Giles, Wake Forest U, USA
Donald W. Helme, Wake Forest U, USA
**A Tale of Three Vices: Communication About Sex, Drugs, and Alcohol to Adolescents**

**Health Communication**

**Chair**
Barbara J. Walkosz, U of Colorado - Denver, USA

**Participants**

**Students' Relationship and Sexual Health Status, Sexual Knowledge, Attitudes, Behavior, and Responses to STD Disclosure**
- Tara M. Emmers-Sommer, U of Nevada - Las Vegas, USA
- Stacey Passalaqua, U of Arizona, USA
- Kathleen Marie Warber, U of Arizona, USA
- Angela Luciano, U of Arizona, USA

**The Effects of Parental Monitoring and Parent-Child Communication About Sex on Adolescents' Sexual Behavior**
- Ariel R. Chernin, U of Pennsylvania, USA
- Martin Fishbein, U of Pennsylvania, USA
- Michael Hennessy, U of Pennsylvania, USA
- Amy Bleakley, U of Pennsylvania, USA

**The Effect of Marijuana Scenes in Antimarijuana Public Service Announcements on Adolescents' Evaluation of Ad Effectiveness**
- Yahui Kang, U of Pennsylvania, USA
- Joseph N. Cappella, U of Pennsylvania, USA
- Martin Fishbein, U of Pennsylvania, USA

**Receptivity to Alcohol Marketing Predicts Initiation of Alcohol Use: Results From a Longitudinal Assessment**
- Lisa Anne Henriksen, Stanford U, USA
- Nina C. Schleicher, Public Health Institute, USA
- Stephen P. Fortmann, Stanford U School of Medicine, USA

---

**Women's Health and Bodies**

**Feminist Scholarship**

**Chair**
Andrea M. Holt, U of Alabama, USA

**Participants**

**Demystifying the Weigh-In: Body Politics and Identity Formation of Pro-Ana and Pro-Mia Girls**
- Roxanne Banuelos, California State U, USA
- Judy Battaglia, California State U, USA

**Marketing of a Killer: How the Heart Truth Campaign Commodifies Heart Disease Awareness to Women Using Fear, Science, Laura Bush, and a Red Dress**
- Jennifer E. Vardeman, U of Maryland, USA

**More Contradictions: A Framing Analysis of Health, Aging, and Femininity in a Magazine for Women Over 40**
- Barbara Ann Barnett, U of Kansas, USA

"Would I Survive Cervical Cancer?": The Framing of Cervical Cancer in Women's Popular Magazines
- Jennifer E. Vardeman, U of Maryland, USA

**Exposing Longstanding Taboos Around Menstruation: A Cross-Cultural Study of the Women's Hygiene Product Advertising**
- Jungwon Lee, U of Georgia, USA

---

**Public Relations Top Student Papers**

**Public Relations**

**Chair**
Katerina Tsetsura, U of Oklahoma, USA

**Participants**

**Corporate Social Responsibility as a Crisis Communication Strategy: Korean Journalists' One-Way Metaperception Toward Samsung's $847.6 Million Donation**
- Jiyang Bae, U of Missouri, USA
- Sun-A Park, U of Missouri, Columbia, USA
Constructing and Reconstructing the '60s

Sunday 10:30-11:45 am
Yosemite Room A

Popular Communication

Chair
Christopher Alan Vaughan, Santa Clara U, USA

Participants
Narrating the 1960s via "The '60s": Television's Representation of the Past Between History and Memory
Oren Meyers, U of Haifa, Israel
The Illusion of Objectivity in the Documentary Berkeley in the Sixties
Kristen Elizabeth Hoerl, Auburn U, USA
The Shaping of Korean Popular Music from 1945 to the 1960s
Donghyup Ryu, U of Colorado - Boulder, USA
Yoko in Cyberspace With Beatles Fans: Gender and the Re-Creation of Popular Mythology
Christine Scodari, Florida Atlantic U, USA

Respondent
Christopher Alan Vaughan, Santa Clara U, USA

The sixties were a time of cultural upheaval, social ferment, free expression, and change. At least, that's what we're told in popular communication. Bringing together analyses of documentaries, music, and ongoing fan communities, this panel places the spotlight on the hindsight constructed in and through popular communication.

Doing Research With Avatars: Current Trends, Predictions, and Warnings

Sunday 10:30-11:45 am
Yosemite Room B

Information Systems

Chair
Kristine L. Nowak, U of Connecticut, USA

Participants
Jeremy N. Bailenson, Stanford U, USA
Byron Reeves, Stanford U, USA
Frank Biocca, Michigan State U, USA

This panel will explore the trends and issues involved in using avatars in communication research. Evidence suggests that the visible characteristics of avatars influence how people categorize others. Avatars in virtual environments provide an ideal venue for investigating a variety of research questions about how people process objects, people, or animals. They also allow researchers to control features of the environment, interface, or interaction, which can facilitate the ability to examine how communication and social processes work. Panelists will summarize research on the design and usage of avatars, considering what is known about the effects of using avatars, and make predictions about the future of avatar development and technology design and research.

Interrogating Media Neo-Liberalisms

Sunday 10:30-11:45 am
Yosemite Room C

Philosophy of Communication

Participants
Neo-Liberalism and Media Policy: The 'Problem' of the Public
Des Freedman, U of London, United Kingdom
Copyright, the Information Society, and Neo-Liberalism
David Hesmondhalgh, U of Leeds, United Kingdom
Communicating Contradiction: US Public Diplomacy, Neo-Liberalism, and the War Against Terror
Edward Comor, U of Western Ontario, Canada
The Work of Work: Reality TV as the Secret Theatre of Neo-Liberalism
Nick Couldry, U of London, United Kingdom
Jo Litter, Middlesex U, United Kingdom

Neo-liberalism has come to be a particularly influential frame for analysing the contemporary media yet its precise meaning and modes of operation are rarely specified. This panel focuses on the different ways that neo-liberalism both influences and is articulated in the wider media environment. Panel papers range from an examination of the impact of neo-liberalism on media policy, intellectual property and public diplomacy to an assessment of how neo-liberal ideas are naturalized through reality television programmes like The Apprentice and Big Brother.

International Encyclopedia Editorial Board Meeting

Reserved Sessions

Chair
Wolfgang Donsbach, Technical U of Dresden, Germany

Participants
Jennings Bryant, U of Alabama, USA
Klaus Bruhn Jensen, U of Copenhagen, Denmark
Robert T. Craig, U of Colorado, USA
Hans-Bernd Brosius, Ludwig-Maximilians U, Germany
Karen Tracy, U of Colorado, USA
Charles R. Berger, U of California, USA
Robert N. Gaines, U of Maryland, USA
Howard Giles, U of California, USA
John O. Greene, Purdue U, USA
Michael Griffin, Carleton College, Canada
Stephen D. Reese, U of Texas - Austin, USA
Kevin G. Barnhurst, U of Illinois, USA
Peter Vorderer, U of Southern California, USA
Hans Mathias Kepplinger, Johannes Gutenberg U, Germany
Carroll J. Glynn, Ohio State U, USA
Winfried Schulz, U of Nuremberg, Germany
Patti M. Valkenburg, U of Amsterdam, The Netherlands
Rebecca B. Rubin, Kent State U, USA
Katherine Miller, Texas A&M U, USA
Betteke Van Ruler, U of Amsterdam, The Netherlands
K. Viswanath, Harvard School of Public Health, USA
Cynthia Luanne Carter, Cardiff U, United Kingdom
Debra L. Merskin, U of Oregon, USA
John Downing, Southern Illinois U, USA
Karin Gwinn Wilkins, U of Texas - Austin, USA
Juergen Wilke, Johannes Gutenberg U, Germany
Janet Wasko, U of Oregon, USA
Stuart Allan, U of West England, United Kingdom
Kyu Ho Youm, U of Oregon, USA
Robin Mansell, London School of Economics, United Kingdom
Elizabeth P. Swayze, Blackwell Publishing, USA
Ken Provencher, Blackwell Publishing, USA
Robert L. Heath, U of Houston, USA

Intergroup Communication Business Meeting

Intergroup Communication

Chair
Hiroshi Ota, Aichi Shukutoku U, Japan
Uniting the Americas: The Student Voice

Reserved Sessions

Chair
Gilberto Guzman, Tecnologico de Monterrey Campus Ciudad de Mexico, Mexico

Participants
Corporate Identity Projection Online of the 60 Latin-American Organizations That Spend More on Advertising
Gilberto Guzman, Tecnologico de Monterrey Campus Ciudad de Mexico, Mexico
Fashion Houses and Brands: Projecting Their Identity and Establishing a Two-Way Communication Online in an Old-Fashioned Way
Jorge Espinosa Villavicencio, Tecnológico de Monterrey, Mexico

Respondents
Jose Kusunoki, U de San Martin de Porres, Peru
Melissa Alvarez, Southern Methodist U, USA
Aldo Vasquez, U de San Martin de Porres, Peru

Undergraduate researchers from across the Americas present their perspectives on issues related to establishing an effective forum for intercultural and cross-cultural joint research. Students identify barriers and assess various models for collaboration.

New Media, Social Development, and Governance

Intercultural & Development Communication/International & Development Communication

Chair
Richard C. Vincent, Indiana State U, USA

Participants
ICT4D in the Chinese Developmental Context: Direction and Character of ICT Development in China
Yu Hong, U of Illinois, USA
Internet, Sanchalak, and e-Choupal: Connecting Rural Indian Farmers to Urban Markets
Ketan Sudhakar Chitnis, UNICEF New York, USA
Do Kyun Kim, Ohio U, USA
Vasanti Rao, Centre for Media Studies, India
Arvind Singhal, Ohio U, USA
The Internet and Global Civil Society: Communication & Representation Within Transnational Advocacy Networks
Holly Ann Custard, U of Texas, USA
Unwelcome But Applicable Mission: The Internet Censorship in China
Wei Zha, Louisiana State U, USA
Willingness to Pay for Telephone Service in Peru
Jae Eun Chung, U of Southern California, USA
Raul Roman, U of Southern California, USA

Respondent
Richard C. Vincent, Indiana State U, USA

This session looks at the role of the Internet as a tool of development, governance, civil society, and control.

Documenting Our Perverts: Queerness and Realism in Documentary From the 1960s to the 21st Century

Gay, Lesbian, Bisexual & Transgender Studies

Chair
Heide Frances Solbrig, Bentley College, USA

Participants
The Making of “Screaming Queens”: Documentary and the Making of Queer History
Susan Stryker, U of California, Berkeley, USA
Queer Realism on YouTube
Alexandra Juhasz, Pitzer College, USA
How can we understand the ways that realism has narrated LGBTQ identity? On the one hand, stories of coming out, gender exploration, long-term same-sex relationships, discrimination and the scourge of the AIDS epidemic, found in such important and influential documentaries from Silverlake Life, and Paris is Burning, have served to construct many of the positive public and political as well as private incarnations of queer identity. On the other, these discourses can be seen both as continuation of and in struggle with the more mainstream broadcast documentary reality genres: from a verité classic such as The American Family to the huge success of reality discourses of gay normalization found in The Real World and Queer Eye for the Straight Guy. The panel will examine documentary as a genre that has particular significance for contemporary modes of communicating and constructing queer identity.

**Popular Culture and Cultural Practices: Constructing Identities Through Practice and Performance**

**Ethnicity and Race in Communication**

**Popular Communication**

**Chair**
Angharad N. Valdivia, U of Illinois, USA

**Participants**

**Constructing an Alternative Playground: Japan as an Imagined Cultural Space in Lost in Translation**
Sachi Sekimoto, U of New Mexico, USA

**Fairness/Lightness/Whiteness in Advertising: The Mobility of Beauty in Globalizing India**
Radhika E. Parameswaran, Indiana U, USA
Kavitha Cardoza, U of Illinois, USA

**Selling Postrace on America's Next Top Model**
Ralina L. Joseph, U of Washington, USA

**Snakeheads to Skinheads: Case Study on Globalization and the Local Dramatism of Race vis-à-vis Canadian News Media’s Representation of Chinese Migrants.**
Paulina Chow-White, U of Southern California, USA

**Current Images in Rap Music: A Content Analysis**
Kate Conrad, U of Illinois, USA
Travis Lemar Dixon, U of Illinois, USA
Yuanyuan Zhang, U of Illinois, USA

Tackling notions of imagined spaces, racial ambiguity and whiteness, the papers in this panel use a variety of methodological approaches (ethnographic, content analysis, textual analysis) to analyze the intersection of popular culture, race and identity. Specifically, the panelists examine "Americas Top Model," beauty practices in India, Canadian news texts, "Lost in Translation," and rap music videos.

**Broadcasting: Public Service Meets New Technologies**

**Communication Law & Policy**

**Chair**
Miyase Christensen, Karlstad U, Sweden

**Participants**

**The Clash of Rationalities? Media Pluralism in European Regulatory Policies**
Beata Klimkiewicz, Jagiellonian U, Poland

**Digital Switchover in Italy: An Analysis of Government Policy 1996-2006**
Alessandro D’Arma, U of Westminster, United Kingdom

**Diverging Debates on PSB Prospects as to Mission, Organization and Financing: The Netherlands and Flanders Compared**
Johannes Bardoe, U of Amsterdam, The Netherlands
Leen S. J. d'Haenens, Catholic U of Leuven, Belgium

**Challenge of the Public Service Broadcasting to New Media Era: The Case of Korean Broadcasting System (KBS)**
Namsu Park, U of Texas at Austin, USA
Broadcaster Rights and the Public Interest: A Social Economic Analysis of the WIPO's Draft Broadcast Treaty
Benjamin J. Bates, U of Tennessee, USA
Scott Wells, U of Tennessee, USA

These papers address the challenges new technologies bring to broadcasting, particularly public service broadcasting. They examine media pluralism, digital platforms, and new conceptions of broadcast intellectual property, among other subjects.

Theme Film Program 2: "Cine Accion/Romantico"
Theme Sessions
CINE ACCION presents: ROMÁNTICO, USA, 2005, Directed by Mark Becker, 80 minutes Romántico is a documentary about Mexican musician Carmelo Muñiz Sánchez, who returns home to his beloved daughters after years spent playing San Francisco's taquerías and hipster joints. Sánchez soon realizes he can't adequately support his family and plots a return to the U.S. The Film Program will take place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.

Communication Law & Policy Interactive Paper Session
Communication Law & Policy
Participants
1. A Study of Mobile Number Portability Effects in the United States
   Dong Hee Shin, Pennsylvania State U, USA
   Won-Yong Kim, Ewha Womans U, Korea, Republic of
2. Framing Issues of Piracy and Copyright: The Motion Picture Association of America's Testimonies at Congressional Hearings
   Mary P Erickson, U of Oregon, USA
3. PC-Bang! How Internet Cafes Sparked the Amazing Growth of the Korean Information Technology Industry
   Byungho Park, Indiana U, USA
4. Rights as a Rhetorical Resource: An Argument in Favor of Promoting Clean Indoor Air Policies Through the Use of Anger Appeals
   Benjamin R Bates, Ohio U, USA
   Brian L. Quick, Ohio U, USA
   Sharon M Romina, American Cancer Society, USA
Respondent
   Miyase Christensen, Karlstad U, Sweden

Communication and Technology Interactive Paper Session
Communication and Technology
Participants
5. The Sound of Safety: Design, Disguise, and Disclosure in Early Phonography
   Peter D. Schaefer, U of Iowa, USA
6. Credibility.com: Politically Motivated Bias in Online News Quality Ratings
   R. Kelly Garrett, U of California, USA
   Cliff Lampe, Michigan State U, USA
7. Effects of Reality in High-Definition Television Viewing on the Experience of Presence
   Ok-ki Lee, Kyung Hee U, Korea, Republic of
   Inhee Lee, Kyung Hee U, Korea, Republic of
8. Mobile TV - DMB (Digital Multimedia Broadcasting)
   Seung-Hyun Lee, U of Wisconsin, USA
9. The Mobilization of Ecoinformation & ICTs by Hawaii Marine Stakeholders
   Paulo Maurin, U of Hawaii, Manoa, USA
10. KingKong.com versus LOLTheMovie.com: Toward a Framework of Corporate and Independent Online Film Promotion
   Mary P Erickson, U of Oregon, USA

11. Staging on the Internet: Research on Online Photo Album Users in Taiwan with the Spectacle/Performance Paradigm (SPP)
   Chiu-wen (Julia) Hsu, National Cheng Chi U, Taiwan
   Technology as Culture: Social Shaping of the Internet in Korea and Japan
   Inkyu Kang, U of Wisconsin, USA

---

5327

Ethnicity and Race in Communication Interactive Paper Session

Sunday
12:00-1:15 pm
Grand Ballroom

Ethnicity and Race in Communication

Chairs
   Kumarni Silva, Northeastern U, USA
   Isabel Molina Guzman, U of Illinois, USA

Participants

12. Chilango Magazine: Defining Chilango Identity - Top ERIC Interactive Paper - 2nd Place
   Fernanda Gutiérrez, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico
   Andrea Irigoyen, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico
   Daniela Gutiérrez, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico
   Carlos Brito, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico

   Katherine T. Frith, Nanyang Technological U, Singapore

   Isabel Awad, Stanford U, USA

15. Perceived Endorser Nationality and Foreign Language Effects Among Koreans
   Jun Kyo Kim, U of Alabama, USA

16. Racial Representation in Mainstream Magazine Advertising
   Gina Gunilla Barker, Liberty U, USA
   Megan Kathleen Joiner, Regent U, USA

17. The Message of "The Poverty of Philosophy": Rap-Inspired Critical Communication in Nonminority Classrooms - Top ERIC Interactive Paper - 1st Place
   Lynn Gregory, U of Vermont, USA
   Daniel Baker, U of Vermont, USA
   Tina Carroll McCorkindale, California State Polytechnic U, Pomona, USA

18. The Media Role in Constructing Israeli Ethiopians' Social Identity in Times of Terror and War
   Vered Reich, Emek Yezreel Academic College, Israel

Authors examine issues of representation, nationalism and culture through media texts and in the classroom environment. The papers also showcase a variety of methodological approaches, from critical qualitative to quantitative, across a diversity of topic areas. Audience members are invited to visit with each author individually to discuss the research findings of the panelist.

---

5327

Feminist Scholarship Interactive Paper Session

Sunday
12:00-1:15 pm
Grand Ballroom

Feminist Scholarship

Participants

19. A Feminist Criticism of the Khajuraho Temple
   Soumia Dhar, U of New Mexico, USA

20. Gender Gap in the Usage of Mobile Phone as Digital Multimedia Device: The Case of South Korea
   Seunghye Sohn, Sejong U, Korea, Republic of
   Dong-hoo Lee, Incheon U, Korea, Republic of

   Melissa Elisabeth Fritz, U of Toronto, Canada

22. The XX Factor: A Critical Reappraisal of the Gender Gap in Film/TV Production Labor
   Miranda J. Banks, U of Southern California, USA

23. Contextualization of Social Movement: A Rhetorical Study Comparing Women's Movements in China and Taiwan
   Ling-Hui Hsu, U of Texas, USA
24. Power Feminism in Communication: An Invitation to Consider the Stakes  
Karma Ruth Chavez, Arizona State U, USA

<table>
<thead>
<tr>
<th>Game Studies Interactive Paper Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Game Studies</strong></td>
</tr>
<tr>
<td><strong>Participants</strong></td>
</tr>
</tbody>
</table>
| 25. The Effects of Autonomy, Competence, Relatedness, and Life Satisfaction on the Three Factors of Online Game Addictive Behaviors: A Model Based on the Self-Determination Theory  
Joohan Kim, Yonsei U, Korea, Republic of  
Min Gyu Kim, Yonsei U, Korea, Republic of  
Yunmi Lee, Yonsei U, Korea, Republic of  
Eun Joo Kim, Yonsei U, Korea, Republic of  
Eun Na Rae Lee, Yonsei U, Korea, Republic of  
Yeonhee Yang, Yonsei U, Korea, Republic of |
| 26. The Relationship Between Video Game Flow and Structure  
Jayne Gackenbach, Grant MacEwan College, Canada |
| 27. Does Personality Moderate the Effects of Violent Video Game Play on Aggression? An Exploratory Investigation  
Rebecca M. Chory, West Virginia U, USA  
Alan K. Goodboy, West Virginia U, USA  
Nathaniel Hixson, West Virginia U, USA  
Sarah Baker, West Virginia U, USA |

<table>
<thead>
<tr>
<th>Gay, Lesbian, Bisexual &amp; Transgender Interactive Paper Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gay, Lesbian, Bisexual &amp; Transgender Studies</strong></td>
</tr>
<tr>
<td><strong>Participants</strong></td>
</tr>
</tbody>
</table>
| 28. Virtual Citizens or Dream Consumers: Looking for Civic Community on Gay.com  
John Edward Campbell, U of Pennsylvania, USA |
Po-Lin Pan, U of Alabama, USA  
Juan Meng, U of Alabama, USA  
Shuhua Zhou, U of Alabama, USA |

<table>
<thead>
<tr>
<th>Health Communication Interactive Paper Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Health Communication</strong></td>
</tr>
<tr>
<td><strong>Participants</strong></td>
</tr>
</tbody>
</table>
| 30. "Raw Foods Have Saved My Life:" A Phenomenological Exploration of Healthy Behavior Change in the Context of Raw-Food-Lifestyle  
Ai Zhang, U of Maryland, USA |
| 31. Implication of Organizational Health Policy on Organizational Attractiveness  
Elizabeth Dalsey, National Institute for Occupational Safety and Health, USA  
Hee Sun Park, Michigan State U, USA |
| 32. Does Tailoring Matter? Meta-Analytic Review of Tailored Print Health Behavior Change Interventions  
Seth M. Noar, U of Kentucky, USA  
Christina Nicole Benac, U of Kentucky, USA  
Melissa Sue Harris, U of Kentucky, USA |
| 33. The Marketplace in the Classroom: Outcomes of School Commercialism  
Matthew A. Lapierre, U of Pennsylvania, USA |
| 34. Estimation of Others Willing to Donate Organs and to Discuss With Parents About Organ Donation: A Cross-Cultural Comparison of USA and Korea  
Doshik Yun, Michigan State U, USA  
Hee Sun Park, Michigan State U, USA |
| 35. On HIV Disclosure: A Literature Review  
David Andrew Moskowitz, Northwestern U, USA  
Michael E. Roloff, Northwestern U, USA |
   William A. Donohue, Michigan State U, USA
   Lawrence B. Schiamberg, Michigan State U, USA
   Jayson Lee Dibble, Michigan State U, USA

37. Critiquing the Past-Creating the Future: Towards a Model of Dialogic Medicine
   Jean S. Mason, Ryerson U, Canada
   Meredith Lordan, U of Toronto, Canada

   Juan Meng, U of Alabama, USA

39. Black Youth's Personal Involvement in the HIV/AIDS Issue: Does the Public Service Announcement Still Work?
   Truman Ryan Keys, Howard U, USA
   Kesha M. Morant, Howard U, USA
   Carolyn Stroman, Howard U, USA

5327

Information Systems Interactive Poster Session

Sunday
12:00-1:15 pm
Grand Ballroom

Information Systems
Participants
40. A Signal Detection Analysis of Audio/Video Redundancy Effects in Television Advertisements
   Sungkyoung Lee, Indiana U, USA
   Julia Fox, Indiana U, USA

41. Effects of False Postexperience Advertising, Message Processing Environment, and Nationality on Memories for Personal Experiences
   Jianqin Jenny Yang, Kansas State U, USA
   Robert Meeds, A.Q. Miller School of Journalism and Mass Communications, Kansas State U, USA

42. No Joke: A Motivated Cognition Study of Viewing The Daily Show and Network TV News
   Julia Fox, Indiana U, USA
   Volkan Sahin, Indiana U, USA
   Ashley Nicole Sanders-Jackson, U of Pennsylvania, USA
   Brian D. Wilson, Indiana U, USA
   Glory Koloen, Indiana U, USA
   Ya Gao, Indiana U, USA

43. Relationship Between Central and Online Processing in Candidate Evaluation: The Effects of Scene Order and Scene Proportion in Broadcast News
   Yun Jung Choi, Central Michigan U, USA
   Jong-Hyuk Lee, Central Michigan U, USA

44. Remembering the Typical or the Atypical? An Examination of Memory of Gendered Sports Broadcasts
   James Reynolds Angelini, Indiana U, USA

5327

Instructional & Developmental Communication Interactive Paper Session

Sunday
12:00-1:15 pm
Grand Ballroom

Instructional & Developmental Communication
Participants
45. Elder Images in UK Magazine Advertising: Towards a Typology
   Virpi Talvikki Vlänne, Cardiff U, United Kingdom
   Angie M Williams, Cardiff U, United Kingdom
   Mark Wadleigh, Cardiff U, United Kingdom

46. Private Speech: Semiotic Mediation of Agency in Literacy Learning Activities
   Lynda Stone, California State U - Sacramento, USA
   Tabitha Hart, U of Washington, USA

47. Playing Like a Girl: Perceived Influence of the Media & Parents and Body Self-Esteem in Adolescent Female Athletes
   Kimberly Bissell, U of Alabama, USA
   Katharine Birchall, U of Alabama, USA

48. Older People's Television Viewing as Part of Selection and Compensation Strategies
   Margot van der Goot, Radboud U Nijmegen, The Netherlands
   Johannes W. J. Beentjes, Radboud U, The Netherlands
   Matthea van Selm, Radboud U - Nijmegen, The Netherlands

49. How Pacing in Children's Programming Changes According to Program Goals, Target Audience, and Format
   Yun Jung Choi, Central Michigan U, USA
## Intercultural & Development Interactive Paper Session

**Sunday**
12:00-1:15 pm
Grand Ballroom

### Intercultural & Development Communication/Intercultural Communication

<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
</table>
| 50. Intercultural Differences of the Web Marketing Strategy  
Moonki Hong, Florida State U, USA |
| 51. International Media Message Strategies: A Concept for Reassessing Communication Across Culture  
Yi-Fan Chen, Rutgers U, USA |
| 52. A Historical Examination of Freedom of Expression as a Right  
Kyu Ho Youm, U of Oregon, USA |
Miriam Shoshana Sobre, Arizona State U, USA |
| 54. Nationality 101: Gendered Communication Is Not Monolithic  
Truman Ryan Keys, Howard U, USA |

## Intergroup Communication Interactive Paper Session

**Sunday**
12:00-1:15 pm
Grand Ballroom

### Intergroup Communication

<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
</table>
| 55. Exploring Americans' Knowledge, Perceptions, and Stereotypes About Thailand and Thai People  
Anchalee Ngampornchai, U of New Mexico, USA |
| 56. The Quest for Zarradyn's Gauntlets: Task and Nontask Group Communication Activity in AvatarMUD  
Elaine Y. Chan, U of Southern California, USA |

## International & Development Communication Interactive Paper Session

**Sunday**
12:00-1:15 pm
Grand Ballroom

### Intercultural & Development Communication/International & Development Communication

<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
</table>
| 57. Arab Media Between the State and Transnational Forces  
Oliver Boyd-Barrett, Bowling Green State U, USA |
| 58. How Could So Much Produce So Little? Foreign Affairs Reporting in the Wake of 9/11  
Shahira S. Fahmy, Southern Illinois U, USA |
| 59. Rent-Seeking and Capture in Chinese Media  
Yinjuan Yang, City U of Hong Kong, China, People's Republic of  
Chin-Chuan Lee, City U of Hong Kong, China, People's Republic of |

## Interpersonal Communication Interactive Paper Session

**Sunday**
12:00-1:15 pm
Grand Ballroom

### Interpersonal Communication

<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
</table>
| 60. The Impact of Political Discussion on Political Awareness: A New Research Design  
Gabor Toka, U of Oxford, United Kingdom |
| 61. Cultural Differences in "Thank You"  
Hee Sun Park, Michigan State U, USA  
Hye Eun Lee, Michigan State U, USA  
Yoon Sook Shin, Michigan State U, USA |
| 62. Differences in Relational Maintenance Behaviors and Satisfaction Between Active Parents and Empty Nesters  
Young-ok Yum, Kansas State U, USA  
Amana Kissick Buoy, Kansas State U, USA |
| 63. Disclosure as a Communicative Coping Strategy: Explication and Theoretical Perspectives  
Tara Gwen McManus, Pennsylvania State U, USA |
| 64. Emotional Intelligence, Self-Esteem, and Interpersonal Communication Satisfaction  
Qingwen Dong, U Of The Pacific, USA |
| 65. Men's Identity Discourses About Work-Family Management and Fatherhood  
Patrice M. Buzzanell, Purdue U, USA  
John Duckworth, Purdue U, USA |
Journalism Studies Interactive Paper Session

Journalism Studies
Chair
Eric Zanot, U of Maryland, USA

Participants
   Carolyn Kitch, Temple U, USA
67. The Korean War Caught in History and Memory: Examining U.S. Media Coverage of the No Gun Ri Incident
   Suhi Choi, U of Utah, USA
68. Will the FCC Let Local Media Rise From the Ashes of Conglomerate Failure?
   Mark Cooper, Consumer Federation of America, USA
69. The Problematic Framing of Governmental Institutions and Political Issues on the Channel One News Broadcast
   Anne Golden Worsham, Brigham Young U, USA
70. Television and Economic News: Rationality and Discursive Power
   Bo Martenson, Stockholm U, USA
71. Emerging Models of Journalistic Authority in MTV's Coverage of the 2004 U.S. Presidential Election
   Geoffrey D. Baym, U of North Carolina, USA
72. Ethics of Chinese Mass Media
   Yue Tan, Indiana U, USA
73. Influence of Source Liking and Personality Traits on Perceptions of Bias and News Source Selection
   Laura M. Arpan, Florida State U, USA
   Erik Peterson, Florida State U, USA
74. The Discreet Charm of Foreigners: Anonymous Sources and International News
   Miglena Mantcheva Sternadori, U of Missouri, USA
75. Enforcing Identity: Race, Class, and Religion
   Nicole Maurantonio, U of Pennsylvania, USA

Respondents
Paul D'Angelo, College of New Jersey, USA
Verica Rupar, U of Tasmania, Australia
Elizabeth Fakazis, Indiana U, USA
Ellen Graham McKinley, Rider U, USA

Language & Social Interaction Interactive Poster Session

Language & Social Interaction
Participants
76. Multiple Voices of Culture in Conversations
   Yanrong Chang, U of Texas, USA
77. The Use of Equivocation in the Opinion Discourse of Political Talk: A Comparison of Political and News Interviews
   Bethany A. Simunich, Ohio State U, USA

Mass Communication Interactive Paper Session

Mass Communication
Participants
78. Aggregating Audiences for the Celestial Jukebox
   Patrick Burkart, Texas A&M U, USA
   Thomas Michael McCourt, Fordham U, USA
79. Brand Management for the Business Press in Germany
   Mike Friedrichsen, U Flensburg, Germany
   Astrid Kurad, U of Flensburg, Germany
80. By the Book: The Malleus Maleficarum, Witch-Hunts, and Persecution of the Other
   Debra L. Merskin, U of Oregon, USA
81. Examining the Antecedents to Internet Usage Among Hispanics Living Along the Texas-Mexico Border: An Application of the Theory of Planned Behavior
Brian L. Quick, Ohio U, USA
Emi Lev, Ohio U, USA
Antonio C La Pastina, Texas A&M U, USA

82. Freedom of Religion and Freedom of Speech: Two Basic Human Rights in Conflict
Teresa Naab, Institut für Journalistik und Kommunikationsforschung, Germany
Wiebke Moehring, Hannover U of Music and Drama, Germany
Helmut Scherer, Hanover U of Music and Drama, Germany

83. Jurisdiction and Choice of Law in Cybercommunication
Kyu Ho Youm, U of Oregon, USA

84. Leisure Boredom, Sensation Seeking, Self-Esteem, Addiction Symptoms, and Patterns of Mobile Phone Use
Louis W. Leung, Chinese U of Hong Kong, China, People's Republic of

85. Media Ethics and the Challenge of Shredded Reputation
Uche Titus Onyebadi, U of Missouri, USA

86. Morality and Movies: What are People Thinking? A Content Analysis of Informal Movie Reviews Online
Claudia Alejandro Barriga, Cornell U, USA
Michael A. Shapiro, Cornell U, USA

87. Social Versus Physical Aggression: An Examination of Gender-Related Differences Depicted in Children's Television Cartoons
Catherine A. Luther, U of Tennessee, USA
James Robert Legg, U of Tennessee, USA

88. The Promise and the Reality: Indymedia and Prefigurative Media
Jon R. Pike, North Dakota State U, USA

89. The Role of the State in Turkish Media in Light of Hallin and Mancini's "Comparative Media Systems"
Esra Ayse Özcen, Jakobs U Bremen, Germany

90. The Telenovela Dura: The Brazilianization of a Genre
Omar Danilo Hernandez, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico

Organizational Communication Interactive Session

5327

Sunday
12:00-1:15 pm
Grand Ballroom

Participants
91. Decision Downloading: An Analysis of How Leaders Communicate Their Decisions
M. Lee Williams, Texas State U - San Marcos, USA
Phillip G. Clampitt, U of Wisconsin, USA

92. Employee Health, Communication, and Absenteeism
Claartje ter Hoeven, U of Twente, The Netherlands
Menno de Jong, U of Twente, The Netherlands

93. Reconsideration of Concertive Control Based on Cultural Aspects: A Case Study of a Korean Cleaning-Service Company
Jaehee Cho, U of Texas, USA
Loril M. Gossett, U of Texas, USA

94. Survivor's Syndrome in Workers Left Behind During Downsizings: A Longitudinal Case Study
Shannon Bravenec, San Jose State U, USA
Christina M. Sabee, San Jose State U, USA

95. The Influence of Situational Constraints on the Commodification of Consultant-Client Interactions
Nicole Elise Plenge, Northwestern U, USA
Robin Adair Erickson, Northwestern U, USA
Michael E. Roloff, Northwestern U, USA

96. The Meaning of Organizational Trust
Slavica Kodish, Arkansas Tech U, USA

Political Communication Interactive Paper Session

5327

Sunday
12:00-1:15 pm
Grand Ballroom

Participants
97. A Communicative Analysis of South and North Korean Conflict: From Political Conflict to Communication Conflict
Do Kyun Kim, Ohio U, USA
Eun Hee Lee, U of South Carolina, USA
98. An Analysis of Hyperlink and Shared-Issue Network of the U.S. Senate
   Jang Hyun Kim, SUNY - Buffalo, USA
   Yunho Shin, SUNY Buffalo, USA
   George A. Barnett, SUNY - Buffalo, USA

99. Assessing Bias in Self-Reported News Exposure
   Markus Prior, Princeton U, USA

100. People Just Like Us: Political Celebrity and Creation of National Ordinary
     Breda Luther, U of Ljubljana, Slovenia

101. The Monitorial Citizen: Toward a Theoretical Model
     Jeffrey P. Jones, Old Dominion U, USA

102. The Politics of Science: Communication and Opinion Formation About Scientific Issues and Policies
     Dominique Brossard, U of Wisconsin, USA
     Eunkyung Kim, U of Wisconsin, USA
     Dietram A. Scheufele, U of Wisconsin - Madison, USA
     Bruce V. Lewenstein, Cornell U, USA

103. The Role of Television Programming in the Creation of Social Capital: A Construction and Application of the Social Capital Index
     Poong Oh, Iowa State U, USA

104. The Rumor That "John Kerry is French," i.e. Haughty, Foppish, Elitist, Socialist, Cowardly, and Gay
     Jayson Harsin, American U of Paris, France

105. Using the Persuasion Class to Address Youth Political Apathy
     J. Cherie Strachan, U at Albany, USA

106. "Lazy Modernists"?: On New Types of Political Communication in Changing Media Environments
     Martin J. Emmer, Technical U - Ilmenau, Germany
     Angelika Füting, Technische U Ilmenau, Germany

Respondents
   Mauro Pereira Porto, Tulane U, USA
   Frank Esser, U of Zurich, Switzerland
   Johanna Dunaway, Sam Houston State U, USA

---

Popular Communication Interactive Paper Session

Sunday
12:00-1:15 pm
Grand Ballroom

Participants

107. The Bestseller System in Comparative Research: The Case of Donna Tartt's "The Secret History"
   Petronella Elisabeth Van Dijk, Erasmus U Rotterdam, The Netherlands

   Briar Rose Smith, U of Pennsylvania, USA

109. When You're Here, You're Family: Competing Authenticity Claims in Discourses of the Olive Garden Restaurant
   Michael Mario Albrecht, U of Iowa, USA

110. 'Are You All Coked Out?': Global Corporations, Music Culture, and Young Australians
    Nicholas Christian Carah, U of Queensland, Australia

111. A Comparison of Male and Female Directors in Pornography: What Happens When Women Are at the Helm?
    Chyng F. Sun, New York U, USA
    Rachael Liberman, New School for Social Research, USA

112. A Popular View of "Home": How Visual Conventions in Home-Show TV Characterize the Genre
    Janis Teruggi Page, U of Florida, USA

    Kelly K. Ryan, Temple U, USA

114. Leisure, Work, and Manliness: Masculinity-in-Decline and the Miller "High Life Man"
    Daniel J. Lair, U of Denver, USA

115. Ritual Communication in Action at Connemara Community Radio
    John Rosenbaum, Ithaca College, USA

This collection of papers represents some of the outstanding papers that in some cases took such innovative approaches that they stood out on their own as contributions to the field.
Public Relations Interactive Paper Session

Public Relations

Participants
116. Activists Playing a Dual Role: Identities, Organizational Goals, and Public Relations Practices
   Hua Jiang, U of Maryland, USA
   Lan Ni, U of Houston, USA
117. Public Relations as Conscience: Practitioner Involvement in Organizational Value Setting
   Marianne D. Sison, RMIT U, Australia
118. Relationship Management in an Online Environment: Nonprofit Websites' Use of Relational Maintenance
   Strategies with Child and Adolescent Publics
   Denise L. Bortree, U of Florida, USA
119. 30 Years of Public Relations Scholarship: A Census of Our Research Methods
   Donnalyn Pompper, Florida State U, USA
120. The Influence of Video News Releases on the Topics Reported in Science Journalism: An Explorative Case
   Study on the Relationship Between Science Public Relations and Science Journalism
   Marcel Machill, U of Leipzig, Germany
   Markus Beiler, U of Leipzig, Germany
   Jochen Schmutz, Mitteldeutscher Rundfunk, Germany
121. Exploring Behavioral Consequences of Hostile Media Perception: Its Impact on Advocacy Evaluation and
   Strategies
   Jounghwa Choi, Michigan State U, USA
   Jeong-Heon Chang, Michigan State U, USA
122. Crisis Response and Agenda Building during the Spinach E. Coli Crisis: A Mixed-Methods Analysis
   Patricia A. Curtin, U of Oregon, USA
   T. Kenn Gaither, Elon U, USA

Theme Interactive Paper Session

Theme Sessions

Participants
123. Moving Towards a Creative Society
   Shaun Chang, Tsinghua U, Taiwan
124. New Media Research Publication Trends and Outlets, 1990-2004
   Tami K. Tomasello, East Carolina U, USA
   Youngwon Lee, Florida State U, Korea, Republic of
125. The Seven Deadly Sins of Communication Research
   W. Russell Neuman, U of Michigan, USA
   Roei Davidson, U of Michigan, USA
   Sung-Hee Joo, U of Michigan
   Yong Jin Park, U of Michigan - Ann Arbor, USA
   Ann Erin Williams, U of Michigan
126. "I Picture Short Sentences Coming From Short People": Creating Impressions in CMC
   Jamie S. Switzer, Colorado State U, USA

These posters are a selection of highly reviewed contributions to the theme.

Visual Studies Interactive Paper Session

Visual Studies

Participants
127. The Visual Representation of the Female in Turkish Press
   Esra Ayse Özcan, Jakobs U Bremen, Germany
128. Designing Europe: The Visual Construction of European Identity in the Public Communication Materials of
   Fifty Cities Participating in the European Capital of Culture Scheme
   Giorgia Aiello, U of Washington, USA
129. Thrills of the Third Reich: Contemporary Popular Culture Approaches to Nazi Germany and the Second World
   War
   Eva Maria Kingssepp, Stockholm U, Sweden
Theme Film Program 3: "Straight Outta Hunters Point"

Theme Sessions

STRAIGHT OUTTA HUNTERS POINT, USA, 2001, Directed by Kevin Epps, Mastamind Productions, 75 minutes
First-time San Francisco, filmmaker Kevin Epps takes an insider tour of Hunter's Point, one of San Francisco's public housing projects. This is the place where he grew up and still lives. Only an insider like Epps could shoot such personal footage about Hunter's Point's hustlers, gang members and residents. The Film Program will take place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.

Media Wars: Lessons From Lebanon

Political Communication

Chair
Bruce A. Williams, U of Illinois - Urbana-Champaign, USA

Participants
The First Mediated War - Israel and the Hezbollah in Lebanon Summer 2006
Yoram Peri, Tel-Aviv U, Israel
War and the Rise of Public Anxiety: The Cases of the US and Israel
Robin Wagner-Pacifici, Swarthmore College, USA
Fore-Fronting the Hinterland: Israeli Media Discourse During the 2nd Lebanon War
Tamar Liebes, Hebrew U, Israel
Zohar Kampf, Hebrew U, Israel
A War in Lebanon, Again: The Israeli Media and the Manufacture of Identity
Daniel Dor, Tel Aviv U, Israel

Respondent
Elihu Katz, U of Pennsylvania, USA

The panel focuses on various aspects of the coverage of the Lebanon War on Israeli media, based on the assumption that in today's globalized environment, no national media can remain mobilized to the war effort. A thread that runs through the papers center on the argument that media - television, the printed press and the internet-- played a major part in this war, fat greater than ever before. The war was conducted virtually on-line, with the claims for victory --in a war in which no side could provide evidence for winning in the field-were offered for judgment on screen.

Voters & Voting

Political Communication

Chair
Mehpare Selcan Kaynak, Bogazici U, Turkey

Participants
Casting the Ballot: Vote, Voter, and Voting in U.S. Newspapers, 1948-2004
Sharon E. Jarvis, U of Texas, USA
Soo-Hye Han, U of Texas, USA
Nicole M. Laster, U of Texas, USA
Media Effects on Vote for Governing Parties: The Role of Media Bias and Fluidity of the Political Context Among European Countries
Marina Popescu, U of Essex, United Kingdom
Polls, Coalition Signals, and Strategic Voting: An Experimental Investigation of Perceptions and Effects
Michael F. Meffert, U Mannheim, Germany
Thomas Gschwend, U Mannheim, Germany
Application of the Theory of Planned Behavior to Understand Voting Behaviors of the Young Electorate
Elizabeth Johnson Avery, U of Tennessee, USA

Respondent
Dietram A. Scheufele, U of Wisconsin - Madison, USA
Knowledge and Knowing in Organizations

Organizational Communication

Participants
Information Overload Within Organizational Settings: Exploring the Causes of Overload
Suzanne de Bakker, Radboud U Nijmegen, The Netherlands
Knowledge Interdependence and Information Retrieval Affects on Performance Satisfaction in Transactive Memory Teams
Edward T. Palazzolo, Ohio State U, USA
Mary J Clark, Ohio U, USA
Micropractices of Knowing During Employment Interviews: Situated Interplay Between the "File-Self" and the "Real-Self"
Curtis D. Lebaron, Brigham Young U, USA
Phillip Glenn, Emerson College, USA
Michael P. Thompson, Brigham Young U, USA
Small-Group Participation and Information: Objective and Subjective Organizations of Task Data
Joseph A. Bonito, U of Arizona, USA
Mary H. DeCamp, U of Arizona, USA
Erin K. Ruppel, U of Arizona, USA

Respondent
Jennifer Gibbs, Rutgers U, USA

Insights Into Media Comprehension

Mass Communication

Chair
Sriram Kalyanaraman, U of North Carolina, USA

Participants
Comprehension of the Media
Beverly Roskos-Ewoldsen, U of Alabama, USA
David R. Roskos-Ewoldsen, U of Alabama, USA
Moonhee Yang, Sookmyung Women's U, Korea, Republic of
Mina Lee, U of Alabama, USA
Developmental Changes in Adult Comprehension of a Television Program are Modified by Being a Fan
Marie-Louise Mares, U of Wisconsin - Madison, USA
Fictionality and Perceived Realism in Experiencing Filmic Narrative: A Mental Models Approach to (Un)Trueness in Narratives
Rick W. Busselle, Washington State U, USA
Helena Bilandzic, U of Erfurt, Germany
Why Do High-Need-for-Cognition Audiences Prefer Complex Messages?: Explanation for Tailoring Effects
Se-Hoon Jeong, U of Pennsylvania, USA

Respondent
W. James Potter, U of California - Santa Barbara, USA

Top Papers in Instructional and Developmental Communication

Instructional & Developmental Communication

Chair
Rebecca M. Chory, West Virginia U, USA

Participants
Does Children's Advertising Expose Contribution to an Unhealthy Diet? Refining the Big Food Advertising Effects Hypothesis
Moniek Buijzen, U of Amsterdam, The Netherlands
Adolescents' Online Communication and their Well-Being: Testing the Stimulation Versus the Displacement Hypothesis
Patti M. Valkenburg, U of Amsterdam, The Netherlands
Jochen Peter, U of Amsterdam, The Netherlands
Interactivity in a Web Conferencing Learning Environment: Effects on Trainers & Trainees
Keri Keilberg Stephens, Texas State U, USA
Timothy P. Mottet, Texas State U, USA

A Human-Centered Approach Towards Instructional Technology: Impact of Presence and Engagement on Satisfaction in Online Courses (Top Student Paper)
Bimal Balakrishnan, Pennsylvania State U, USA
Keston Pierre, Pennsylvania State U, USA

Respondent
Rebecca M. Chory, West Virginia U, USA

Body Image: Theoretical Processes and Effects

Mass Communication

Researcher
Nicole Martins, U of Illinois - Urbana-Champaign, USA

Participants
When the East Meets the West: An Examination of Third-Person Perceptions About Idealized Body Image in Singapore
Stella C. Chia, Nanyang Technological U, Singapore

Motivations of Social Comparison and Dynamics of the Body Imaging Process: Path Model Approach
Steve H. Sohn, Emerson College, USA

Cosmetic Surgery Makeover Programs and Intentions to Undergo Cosmetic Enhancements: A Theoretical Analysis
Robin Nabi, U of California - Santa Barbara, USA

Television Exposure and Disordered Eating Among Children: A Longitudinal Panel Study
Courtney M. Moriarty, U of Illinois - Urbana-Champaign, USA
Kristen Harrison, U of Illinois, USA

Respondent
Mary Beth Bradford, Mississippi State U, USA

The Only Good Neighbour is a Dead Neighbour: Communication Technology in Urban Neighbourhoods

Communication and Technology

Chair
Marcus Foth, Queensland U of Technology, Australia

Participants
e-Neighbors: Neighborhoods in the Network Society
Keith Neil Hampton, U of Pennsylvania, USA

Urban Social Networks: How Much is Enough?
Jenny Preece, U of Maryland, USA

Building Community While Building "Something Cool": New Immigrants and Youth in Canada
Graham Longford, U of Toronto, Canada

How to Facilitate Social Networking in Inner-City Neighbourhoods?
Marcus Foth, Queensland U of Technology, Australia

Communication technology used by residents in urban neighbourhoods can support collective interaction for discussion about place and networked interaction for sociability in place. Examples of collective place-based interaction include structured online portals and public discussion forums which promote a one-to-many or many-to-many broadcast mode of communication. Offline, there are neighbourhood watches or street rejuvenation initiatives or any type of place-based community activism. These are valid reasons for neighbourhood interaction, but there can be other, more inherently social reasons. Networked interaction for sociability in place describes the more private space occupied by a 'society of friendships', ie. social networks of friends who live within relative proximity to each other. They use informal peer-to-peer type of network communication tools such as email, SMS and instant messaging to interact online, but proximity enables them to gather face-to-face and interact offline. They see each other primarily as 'friends who live closeby' and not as 'neighbours'. Despite not knowing many of their neighbours, urban residents believe that it is very likely that amongst all the residents, there may be some who they might be socially compatible with, alas certainly not all of them. Yet, apart from serendipitous encounters, there are no convenient means to find out if they are. Neighbourhoods can provide opportunities to communicate, interact and socialise. How can the communication technology that is already well accepted by urban residents (such as email, SMS and instant messaging, and now increasingly social networking sites) play a role in realising such opportunities?
Digitizing radio: freedom, creativity and control in a multi-platform world

Communication and Technology

Chair
John Nerone, U of Illinois - Urbana-Champaign, USA

Participants
Radio Content and Control in a Post-Digital Environment
John Anderson, U of Illinois, USA

Freeing Speech: IBOC-DAB and Potential Impacts on First Amendment Exclusions for Broadcasting
Ted Matthew Coopman, U of Washington, USA

Community Radio and the Internet: Bridging the Digital Divide?
Amoshaun Toft, U of Washington, USA

Webcasting, podcasting, and the subjectivity of community radio
Andrew O Baoill, U of Illinois, USA

Respondent
Clemencia Rodriguez, U of Oklahoma, USA

The digitization of radio, one of the oldest and most pervasive of our electronic mass media, in introducing a set of new multi-platform environments, offers opportunities for increased accessed and transformation of the level and form of diversity offered to listeners. This panel interrogates the possibilities opened up by this transition, as well as the challenges and threats from institutional forces and others. Digital Audio Broadcasting (DAB) is examined through an exploration of the technical parameters of, and industry rhetoric surrounding, the IBOC standard adopted in the United States. Does the migration to DAB stand to cause a shift in power from the public licensing regime to the private holders of intellectual property rights, with localism a potential loser? Alternatively, does DAB, through the erosion of the appeal to scarcity on which broadcasting policy has been based, stand to undermine broadcasting controls, and the limits on first amendment freedoms accepted up to now? Issues of access are also examined in the context of the integration of online audio forms - particularly podcasting and webcasting - into community radio. Does the increased diversity of perspective offered by web-based distribution platforms open up new possibilities for participation in community radio, and new ways of defining community? In what ways do the new spaces facilitated by these technologies suggest a move towards a new subjectivity for community radio?

The Changing Environment of Media Industries

Mass Communication

Chair
Stanley D. Tickton, Norfolk State U, USA

Participants
The Magazine Market in Denmark and Germany
Mike Friedrichsen, U Flensburg, Germany
Astrid Kurad, U of Flensburg, Germany

The Impact of Free Daily Newspapers on the Circulation of Paid Newspapers
Pieter Bakker, U of Amsterdam, The Netherlands

Development of and Future Prospects for Broadband Webcasting in Germany
Mike Friedrichsen, U Flensburg, Germany
Astrid Kurad, U of Flensburg, Germany

The 360° News Experience: Audience Connections With the Ubiquitous News Organization
Arun Vishwanath, SUNY - Buffalo, USA

Explicating Barriers to Entry in the Telecommunications Industry
Eun-A Park, Pennsylvania State U, USA

Creating the Neoliberal Subject in Health Communication

Theme Sessions

Chair
John Nguyet Erni, Lingnan U - Hong Kong, China, People's Republic of
Participants
Health Reporting as Political Reporting: Neoliberalism, New Social Movements, and Regimes of "Biocommunicability"
Charles Briggs, U of California, USA
Daniel C. Hallin, U of California, USA
Impregnating Images: Visions of Race, Sex and Consumer-Citizenship in California's Teen Pregnancy Prevention Campaigns
Ruby C. Tapia, Ohio State U, USA
The Healthcare Consumer's Dilemma: Patients' Rights in an Era of Managed Care
Nancy S. Lee, U of California, USA
Social Marketing as Global Communication Technology: The Power and Limits of Narrowcasting
Roddey Reid, U of California - San Diego, USA

Respondent
Vincent Price, U of Pennsylvania, USA

This panel explores the creation of neoliberal subjects in health care communication. Neoliberal policy agendas have transformed both the social and economic relations of health care and the nature of health communication. The papers explore these transformations and how changing communication practices are involved in the emergence of new health subjects, understood as patient or citizen-consumers, stratified in many ways into submarkets, who actively seek information, make choices, and are responsible for their own health.

5411
Between Commerce and Coercion: Emerging Paradigms in Chinese Journalism
Sunday
1:30-2:45 pm
Imperial Ballroom B

Journalism Studies
Political Communication

Chair
Adrienne Russell, American U of Paris, France

Participants
Ideological Influences and News Content Variation in Chinese Newspapers
Shujun Jiang, City U of Hong Kong, China, People's Republic of
News Probe: News Frames and Investigative Journalism in Transitional China, 1996-2005
Gang Kevin Han, Syracuse U, USA
Xiuli Wang, Syracuse U, USA
Pamela J. Shoemaker, Syracuse U, USA
Paradigm Repackaging: Professional Mouthpiece
Yu Liu, School of Communication, Hong Kong Baptist U, China, People's Republic of
Xin Xin, U of Westminster, United Kingdom

Respondent
Leen S. J. d'Haenens, Catholic U of Leuven, Belgium

Chinese journalism is a paradox, on one hand driven by competitive market pressure, and on the other constrained by a highly centralized government. The four papers in this session search for an understanding of those competing forces.

5412
Fundamental Issues in Assessing Media Effects on Health-Related Outcomes
Sunday
1:30-2:45 pm
Franciscan Room A

Health Communication
Mass Communication

Chair
Deborah Tolman, San Francisco State U, USA

Participants
A Different World?: Television Viewing Among White and Black Adolescents and its Implications for Adolescent Sexual Development
Robin Stanback Stevens, U of Pennsylvania, USA
Nadine Gabbadon, U of Pennsylvania, USA
Music Lyrics Versus Music Videos: The Importance of Platform in Assessing Exposure to Sexual Content
Leslie Rachele Williams, U of Pennsylvania, USA
The Association Between Adolescents' Exposure to Romantic-Themed Media and the Endorsement of Unrealistic Beliefs About Romantic Relationships
Ariel R. Chernin, U of Pennsylvania, USA
Martin Fishbein, U of Pennsylvania, USA

It Works Both Ways: The Relationship Between Sexual Content in the Media and Adolescent Sexual Behavior
Amy Bleakley, U of Pennsylvania, USA
Michael Hennessy, U of Pennsylvania, USA
Martin Fishbein, U of Pennsylvania, USA
Amy B. Jordan, U of Pennsylvania, USA

The Annenberg Sex and Media Study (ASAMS) is designed to determine whether, and to what extent, exposure to sexual content in the media influences adolescents' sexual cognitions and behaviors. In addition, it is designed to answer a number of theoretical and methodological questions concerning the conceptualization and measurement of exposure to sexual content. This symposium is organized to discuss several critical issues that have emerged as part of this study, including the relevance of content and platform when assessing exposure, appropriate outcome measures, and causal direction in examining sexual content exposure and sexual development. This symposium will try to show that assessing exposure to different types of content and assessing the effects of that exposure on various outcome measures may result in very different conclusions about the impact of the media on adolescent sexual development. We believe that these types of considerations are critical for any analysis of the effects of the media on health or other outcomes.

---

**5413**

**eHealth: Interactivity, Interaction, and Health Literacy**

**Health Communication**

**Communication and Technology**

**Chair**
Sandi Smith, Michigan State U, USA

**Participants**
The Role of Interactivity in Changing Stereotypes of Mental Illness
Hyojin Kim, U of Florida, USA

Interactive Media in Health Communication Research: A Meta-Analytic Review
Mary E. Nwosu, U of Southern California, USA

The Effects of Internet Use on Health Professional Contact
Chul-joo Lee, U of Pennsylvania, USA

An Internet-Based Health Information Intervention for Individuals With Varying Degrees of Health Literacy
Pamela S. Whitten, Michigan State U, USA
Lorraine R. Buis, Michigan State U, USA
Brad Love, Michigan State U, USA

---

**5414**

**Getting Real: Gendered TV Politics**

**Feminist Scholarship**

**Popular Communication**

**Chair**
Sue Collins, New York U, USA

**Participants**
Masculinity, Media Militarization, and The Daily Show
Lisa B. Brooten, Southern Illinois U, USA

Oprah Winfrey's Media Expansion and the Everyday Lives of Women
Sherra Lee Schick, Indiana U, USA

Who Wants to Be a Celebrity (And Why)? The Case of MTV's Sorority Life
Laura Anne Grindstaff, U of California, USA

"How's That Workin' for Ya?: Hegemonic Masculinity, Daytime Talk, and the Cultural Politics of Dr. Phil's "Get Real" Therapy
Lori Henson, Indiana U, USA
Radhika E. Parameswaran, Indiana U, USA
Crisis and Risk Communication

**Public Relations**

**Chair**
Cindy T. Christen, Colorado State U, USA

**Participants**
Crisis Communication and the Rhetorical Arena: A Multivocal Approach
Finn Frandsen, Aarhus School of Business, Denmark
Winni Johansen, Aarhus School of Business, Denmark

Crisis Communication in a New World: Reaching Multicultural Publics through Old and New Media
Jesper Falkheimer, Lund U, Sweden
Mats Heide, Lund U, Sweden

Risk Communication Strategies and Corporate Responsibility in the Chemical Industry
Paul Capriotti, U Rovira i Virgili, Spain

When Lobbying Backfires: Balancing Lobby Efforts With Insights From Stakeholder Theory
Oyvind Ihlen, U of Oslo, Norway
Oystein Berntzen, U of Oslo, Norway

**Respondent**
Cindy T. Christen, Colorado State U, USA

---

Idol-izing the Nation: Contests, Icons, and Authenticity

**Popular Communication**

**Chair**
Lisa Henderson, U of Massachusetts, USA

**Participants**
Community Spirit and Competition in Idols: Ritual Meanings of a TV Talent Quest
Stijn Reijnders, U of Amsterdam, The Netherlands
Liesbet van Zoonen, U of Amsterdam, The Netherlands
Gerard Rooijakkers, U of Amsterdam, The Netherlands

Performing the Nation: A Cross-Cultural Comparison of Idol Shows from the UK, US, Canada, and Israel
Oren Livio, U of Pennsylvania, USA

Subcultural Authenticity, Globalization, and Nonnative English: The Use of African-American and Caribbean English in Flemish Youth Music Programs
An Helene Kuppens, U of Antwerp, Belgium

Le Han, Chinese U of Hong Kong, China, People's Republic of

**Respondent**
Lisa Henderson, U of Massachusetts, USA

This panel brings together papers exploring the cross-national phenomena of Idols programs, a paper considering how "Chinese" is constructed in music, and a work considering the way in which popular rap encourages the acceptance of English as a locally meaningful language in Europe.

---

Information Systems: Advancing the Science of Information Processing Research

**Information Systems**

**Chair**
Glenn M. Leshner, U of Missouri, USA

**Participants**
YO-MAM! Validating a Measure for Assessing Individual Differences in Motivational Activation in Children
Satoko Kurita, Indiana U, USA
Sungkyoung Lee, Indiana U, USA
Pamela Gayle Nadorff, Indiana U, USA
Annie Lang, Indiana U, USA
The Method is the Message: Dynamic Signal Detection Theory and Its Use in Media Research
Zheng Wang, Indiana U, USA

Sample Sizes and Effect Sizes are Negatively Correlated in Meta-Analyses: Evidence and Implications of a Publication Bias Against Nonsignificant Findings
Timothy R. Levine, Michigan State U, USA
Kelli Jean K. Asada, William Paterson U, USA

Theoretical Triangulation in an Examination of Interpersonal Behavior: A Look Back at Message Strategy Research
Paul E. King, Texas Christian U, USA
Melissa J. Young, Texas Christian U, USA
Daniel W. Mourning, Riveria Finance, USA

---

5418  
**Public Sphere in Mediated Frameworks**  
**Sunday**  
1:30-2:45 pm  
Yosemite Room C

**Philosophy of Communication**

**Political Communication**

**Chair**
Paul Frosh, Hebrew U, Israel

**Participants**

- Creating Dialogue in Communication in Marginalized Settings: A Subaltern Studies Approach  
  Mohan J. Dutta-Bergman, Purdue U, USA
  Mahuya Pal, Purdue U, USA

- (In)hospitable Publics: Theorizing the Conditions of Access to U.S. Publics  
  Sara L. McKinnon, Arizona State U, USA

- Framing Pictures, Picturing Frames: Visual Tropes in Political Communications Research  
  Paul Frosh, Hebrew U, Israel

- Reporting Atrocity and Travelling Philosophy  
  Ian E. Glenn, U of Cape Town, South Africa

---

5419  
**Communication History Special Interest Group Organizational Business Meeting**

**Reserved Sessions**

**Chair**
David W. Park, Lake Forest College, USA

---

5420  
**Measuring Reactions to Visuals**

**Visual Studies**

**Chair**
Marion Mueller, Jacobs U Bremen, Germany

**Participants**

- Perceiving Press Photography, Who Sees What, When, How?  
  Marion Mueller, Jacobs U Bremen, Germany
  Arvid Kappas, International U Bremen, Germany
  Bettina Olk, International U Bremen, Germany

- A New Approach for Quantitatively Measuring the Effect of Moving Images  
  Thomas Petersen, Institut Fur Demoskopie Allensbach, Germany
  Nikolaus G. E. Jackob, U of Mainz, Germany
  Thomas Roessing, U Mainz, Germany

- Moving Pictures That Move Your Emotions  
  Dagmar Unz, Saarland U, Germany
  Frank Schwab, Saarland U, Germany
  Peter Winterhoff-Spurk, U Saarbruecken, Germany

- The Relation Between Suspense and Emotions - Poor Cousins or Identical Twins? Emotional Experiences of "The Italian Job"  
  Hannah Helene Frueh, Ludwig-Maximilians-U Munich, Germany
  Andreas Martin Fahr, Ludwig Maximilians U, Germany
How do audiences perceive, interpret and react to visuals? This question is still a puzzle to communication researchers, because perception and meaning attribution processes are highly complex. The four contributions in this panel approach the common question from different angles, suggesting both qualitative and quantitative methods in order to analyze audience perceptions, reactions and meaning attribution processes. Methods presented are ranging from eyetracking, iconology, psychophysiological measurements (Müller/Kappas/Olk), representative survey research (Petersen/Jackob/Roessing), to mediapsychological methods (Unz/Schwab/Winterhoff-Spurk) and experimental reaction measurement (Früh/Fahr). This session's goal is to exchange and discuss recent approaches to measuring reactions and meaning attributions of visual material, define problems in measurement and suggest solutions that will improve the understanding of visual communication and reception patterns and processes in audiences. Both, the perception and reaction to static images, particularly press photography, and to moving images - TV-news and entertainment programs - are considered.

**Top Three Student Papers in Intercultural Communication**

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Carmen M. Lee, Michigan State U, USA

**Participants**
Comparative Analysis of Cultural Stereotypes of Native People From the Russian Far East and Alaska
Dina V. Nekrassova, Rutgers U, USA

An Empirical Review of Family Communication Over the Past 15 Years: Progression, Potential, and Suggestions
Masaki Matsunaga, Pennsylvania State U, USA

Bias in News Reporting of Immigrant Crime
Valerie N Wieskamp, DePaul U, USA

**Respondent**
Carmen M. Lee, Michigan State U, USA

**Dimensions and Determinants of Video Game Enjoyment**

**Game Studies**

**Chair**
Jennings Bryant, U of Alabama, USA

**Participants**
Suspense as Dimension of Video Game Enjoyment
Christoph Klimmt, Hannover U of Music & Drama, Germany
Albert Skip Rizzo, U of Southern California
Peter Vorderer, U of Southern California, USA
Jan Koch, U of Zurich, Switzerland
Till Fischer, U of Zurich, Switzerland

Moral Disengagement and the Enjoyment of Violent Video Games
Tilo Hartmann, U of Erfurt, Germany
Peter Vorderer, U of Southern California, USA

Interactivity and Enjoyment
Ute Ritterfeld, U of Southern California, USA
Cuihua Shen, U of Southern California, USA
Hua Wang, U of Southern California, USA
Luciano Nocera, U of Southern California, USA
Wee Ling Wong, U of Southern California, USA

Psychophysiology of Digital Game Playing: Effects of Opponent and Player Personality
Niklas Ravaja, Helsinki School of Economics, Finland

The panel presents 4 recently conducted empirical experiments that investigated different aspects of video game enjoyment. The panel provides a state-of-the-art insight into contemporary experimental research on video game enjoyment.
Shared Decision-Making and Positive Relationships

Interpersonal Communication

Chair
Anita L. Herold, U of North Dakota, USA

Participants
Correlates of Satisfying Mentoring Experiences: Information, Support, and Nurturance in a Network for At-Risk Adolescents
Lihabeth P. Somera, U of Guam, Guam
Cindy Hanson, U of Canterbury, United Kingdom

Confirmation from Family Members: Parent and Sibling Contributions to Adolescent Psychosocial Adjustment
Rene M. Dailey, U of Texas, USA

Toward a Communication-Based Perspective on Shared Medical Decision Making
Paul R. Falzer, Yale U, USA

Communication, Social Support, and Emotional Quality of Life in Alcoholism Recovery
C. Arthur VanLear, U of Connecticut, USA
Shu Li, U of Connecticut, USA
Sripriya Rangarajan, U of Connecticut, USA

"Mom, Dad, Am I Fat?": The Effects of Physique, Parental Body Image, and Parental Communication on Satisfaction with One's Body
Sabine Fritz, U of Maryland, USA
Summer Carnett, U of Illinois, USA

Respondent
Anita L. Herold, U of North Dakota, USA

Emerging Directions in Latina/o Communication Studies

Ethnicity and Race in Communication

Chair
Angharad N. Valdivia, U of Illinois, USA

Participants
Media Practices and Gendered Identity Among Transnational Latina Teens
Lucila Vargas, U of North Carolina, USA

Bernadette Marie Calafell, U of North Carolina, USA

Don't Say Goodbye/Si Tu Te Vas: Entre la Teoría y la Materialidad de Hibridación
Shane Moreman, U of South Florida, USA

Global Cities/Local Politics: Theorizing the Place of Latina/o Media in a Transnational World
Isabel Molina Guzman, U of Illinois, USA

Performing Citizenship, Consuming Audiences: Reflections on Bridging Audience Studies, Cultural Citizenship, and Latina/o Studies
Jillian M. Baez, U of Illinois, USA

Respondent
Félix F. Gutierrez, U of Southern California, USA

As Angharad Valdivia's collection "Latina/o Communication Studies Today" (forthcoming, Peter Lang) documents emerging scholarship in this interdisciplinary area is raising provocative questions and paving innovative theoretical intersections. The panel brings together senior and junior scholars (Jillian Baez, Bernadette Calafell, Isabel Molina, Shane Moreman, Lucila Vargas) working across a variety of methodological and epistemological approaches from transnational audience studies to performance scholarship in order to explore new directions in Latina/o communication studies. Leading communication scholars Angharad Valdivia and Félix Gutiérrez will provide remarks and initiate a provocative conversation about the future of the field.

Public Comments and Research in the U.S. Media Ownership Debate: What is the FCC Missing?

Communication Law & Policy

Chair
Jeffrey L. Blevins, Iowa State U, USA
Throughout the debate over media ownership regulations in the U.S., evidence continues to emerge challenging the predilection of the FCC majority to further relax media ownership rules. This panel addresses (1) the types of research and public input the FCC has not been using; (2) why it ignores this input; and (3) what would happen if the FCC paid more attention to public comments and a broader range of research in its policy-making process.

Theme Film Program 4: "Maquilapolis"

MAQUILAPOLIS [City of Factories], USA, 2006, Directed by Vicky Funari and Sergio De La Torre, 68 minutes
Carmen works the graveyard shift in one of Tijuana's maquiladoras, the multinationally-owned factories that came to Mexico for its cheap labor. Carmen and her co-workers confront labor violations, environmental devastation and urban chaos – life on the frontier of the global economy. The Film Program will take place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.
One of the most vibrant areas of political communication research related to new media concerns the potential of new media to provide new ways for young people to express themselves and engage in politics. This panel consists of four papers that grapple with the issues and problems found at the intersections of digital media and youth civic engagement. Some of these issues are confounded by how one chooses to define citizenship itself. Should young citizens be like the generations before and have an ingrained sense of duty to participate in forms such as voting? But what if young people have grown up under conditions that simply do not produce and reinforce such dispositions? These children of the new millennium may well come to politics, but through different routes than their parents and grandparents did. Their brands of civic engagement may seem unfamiliar. Above all, their sense of how to reform creaky political processes may not yet be imaginable. What may be most important for politicians, educators, and young people, themselves, to learn is how to use the digital media technologies that are now so richly developed for social and entertainment purposes to build civic and political communities. The lessons involved here are likely to strain, and ultimately, expand political comprehension within and across generations.
Media industry is unique in a sense that it operates in two markets, one made up of transactions between media and audience and the other between media and advertisers. What is exchanged between media and advertisers is the attention of audience, which becomes even more scarce resource as new technologies develop and audience becomes fragmented in a changing media environment. The value of audience as a product exerts a direct influence on the type of media or the type of content/information options that becomes available, which, in turn, affects the relationship between media and audience. Despite the importance of the economics of audience in understanding the mass media
system, scholarly attention has been relatively scant until recently. Recent research has been developing a more sophisticated conception of the economic characteristics of a media audience, including their composition as aggregations of consumers of non-media products and services and the technologies and techniques for their measurement. These new perspectives shed light on the strategies media firms and advertisers to extract economic value from audiences and the implications of these strategies for the performance of media industries—measured in both economic terms and with respect to their critical roles in political processes and social systems.

5507

Online News and Civic Journalism

Communication and Technology

Political Communication

Chair
Pablo J. Boczkowski, Northwestern U, USA

Participants
Programmed by the People: The Intersection of Political Communication and the YouTube Generation
Dustin M. Harp, U of Texas, USA
Mark Tremayne, U of Texas - Austin, USA
Towards an Online Public Sphere: A Case Study of an Online Civic Journalism
Choonghee Han, U of Iowa, USA
An International Perspective on Citizen Media: Using Social Network Analysis to Examine Hybridity in the Caribbean Blogosphere
Sharon Meraz, U of Texas - Austin, USA
Nonjournalist Webloggers vs. Mainstream Media: Putting the Missing Puzzle Back to the Picture
Lei Xie, Southern Illinois U - Carbondale, USA
Just a Guy in Pajamas? Framing the Blogs: Emergence of the Blogosphere in Mainstream U.S. Newspaper Coverage (1999-2005) TOP STUDENT PAPER Nr. 1
Julie Jones, U of Minnesota, USA
Itai Himelboim, U of Minnesota, USA

5508

Overcoming Barriers to Telemedicine Implementation: Strategies and Models to Guide Digital Technologies in Healthcare

Communication and Technology

Health Communication

Chair
Ronald E. Rice, U of California - Santa Barbara, USA

Participants
Improving Healthcare Efficiencies and Outcomes Through "Bedside" Technologies
Michael Mackert, U of Texas at Austin, USA
Brad Love, Michigan State U, USA
Using the Digital Revolution to Revolutionize Patient Education: Implementing Online Support Groups and Tailored Education
Pamela S. Whitten, Michigan State U, USA
Lorraine R. Buis, Michigan State U, USA
Serena M. Carpenter, Michigan State U, USA
Educational Challenges and Necessities for Implementing Telemedicine
Beverly Davenport Sypher, Purdue U, USA
Telemedicine Across Borders: Working Across State and Human Boundaries
David J. Cook, U of Kansas Medical Center, USA

The presenters on this panel will examine the ways telemedicine researchers and practitioners can prepare for and overcome barriers to telemedicine implementation. They will discuss best practices for establishing successful projects and debate the most effective methods of dealing with hurdles on all levels, from the administrative to the technological. The topic areas will vary across a number of digital technologies and applications, including online support groups, Web-based patient education, videoconferencing consultations, health professional training, hospice care, and the social effects of these changes. This panel will be of interest to a wide range of scholars from health communication, organizational communication, information systems, and communication technology.
The Mediation of Suffering and the Cultivation of Community

Philosophy of Communication

Chair
Kristina Maj Riegert, Sodertorn U College, Sweden

Participants
Disaster Journalism as Therapy News? The Political Possibilities of the Spectacle of Suffering
Mervi Pantti, U of Amsterdam, The Netherlands
Karin Wahl-Jorgensen, Cardiff U, United Kingdom
Local Suffering-Global Power
Lilie Chouliaraki, Copenhagen Business School, Denmark
Transnational and National Media in Global Crisis
Kristina Maj Riegert, Sodertorn U College, Sweden
Maria Hellman, Swedish National Defence College, Sweden
Humanitarian Appeals: Promoting Cosmopolitanism or Perpetuating Compassion Fatigue?
Anne Vestergaard, Copenhagen Business School, Denmark

Respondent
Tamar Liebes, Hebrew U, Israel

This panel looks at ways that national and transnational media construct stories of disaster and tragedy, historically and recently, in cases close to home and far away. We examine the conditions under which media discourses construe moral dispositions of care and responsibility vis à vis distant suffering, which texts and genres encourage moral dispositions among media publics, and how news balances therapeutic (assuaging fear and processing grief) with political discourses (demanding action and accountability).

Resisting Control: Reality Television as Critique

Theme Sessions

Chair
Philippe Meers, U of Antwerp, Belgium

Participants
The Reality of Critique: Reality Television and the Incorporation of Resistance
Sofie Van Bauwel, U of Gent, Belgium
Lifestyle TV: Critical Attitudes to Banal Programming
Tanja Thomas, U of Lüneburg, Germany
Real Crimes - Real Power. Crime Investigation Programmes As Immunisation of Hegemonic Discourse
Jan Pinseler, U Lüneburg, Germany
Reality TV's Leaking Boundaries: A Critical Multidimensional Analysis of Hybrid Television Programs, Their Production, and Reception
Jelle Mast, U of Antwerp, Belgium

Respondent
Philippe Meers, U of Antwerp, Belgium

This panel will stress the possibilities of critique by means of content in the format of reality television. The processes of power and control and the potentiality of resisting hegemony will be elaborated. Papers will go into the theoretical question but will also stress this question in different empirical studies of specific reality television formats.

The Importance of Localization to Quality in Journalism

Journalism Studies

Chair
Bu Zhong, Pennsylvania State U, USA

Participants
Local Talk and Media Portrayals of Indigenous Issues in Australia: Implications for Journalism Practice
Kerry McCallum, U of Canberra, Australia
R. Warwick Blood, U of Canberra, Australia
Localism and the Ethnic Minority News Audience
  Carolyn M. Byerly, Howard U, USA
  Kehbuma Langmia, Howard U, USA
  Jamila A. Cupid, Howard U, USA

The Selection Process in Local Court Reporting: A Case Study of Four Dresden Daily Newspapers
  Marcel Machill, U of Leipzig - Institute of Communication and Media Science, Germany
  Markus Beiler, U of Leipzig, Germany
  Iris Hellmann, Saechsische Zeitung, Germany

Decentralization in the Chinese Government-Media Relation: How Powers Struggle in Journalistic Field in China
  Jingrong Tong, U of Westminster, United Kingdom

Respondent
  Daniel A. Berkowitz, U of Iowa, USA

The engaging dimension of this session is that despite the vast geographic ground represented by the participants, from Australia to Washington, D.C., Germany, and China, all conclude that localization is a key to improving the quality of journalism. The first two papers argue that engagement with local-level conversations is essential to better understand public opinion about ethnic minorities.

---

Top Three Papers in Health Communication

**Health Communication**

**Chair**
  Douglas Storey, John Hopkins U, USA

**Participants**

- How Perceived Peer Norms, Perceived Media Influence, and Peer Proximity Determine College Students' Smoking
  Hye-Jin Paek, U of Georgia, USA

- Adolescents' Sexual Self-Concepts and Media Use Patterns: Implications for Sexual Health Communication
  Kelly Ladin L'Engle, U of North Carolina, USA
  Jane D. Brown, U of North Carolina, USA
  LaHoma Smith Romocki, North Carolina Central U, USA
  Kristin Kenneavy, U of North Carolina, USA

- Issue Concern and Risk Judgments as Mediators of News Influence on Support for Alcohol Control Policies
  Michael D. Slater, Ohio State U, USA
  Frank R Lawrence, Pennsylvania State U., USA
  Eleanora Maria Comello, Ohio State U, USA

---

The Cartoon Controversy: Freedom of Speech as News

**Journalism Studies**

**Chair**
  Stephanie L. Craft, U of Missouri, USA

**Participants**

- Freedom of Speech as Political Spin
  Peter Hervik, U of Malmo, Sweden
  Clarissa Berg, Danish Institute for Human Rights, Denmark

- Shades of Liberalism
  Amin Alhassan, York U, Canada
  Risto Kunelius, U of Tampere, Finland

- Cartoon Coverage: Occidentalism and Orientalism Revisited
  Elisabeth Eide, U College of Oslo, USA
  Ibrahim Saleh, American U at Cairo, Egypt

- Ourselves and Our Others: National Identity in Press Coverage of the Mohamed Cartoons
  Angela Phillips, Goldsmiths College, UK, United Kingdom
  Hillel Nossek, College of Management Academic Studies, Israel

- The Cartoons and the 'War on Terror'
  Boez Carolina, U or Paris IV, France
  Stephanie L. Craft, U of Missouri, USA
  Oleg Bakunin, State U of Moscow, Russia
Findings from a 14-country comparative study of free speech rhetoric in news coverage and editorial commentary regarding the Mohammad cartoon controversy highlight the fact that what the news media and others see as a universally celebrated ideal is, in fact, not an ideal in much of the world. Implications for liberalism, the global public sphere, national identity construction, theories of Orientalism and Occidentalism, and the war on terror are discussed.

<table>
<thead>
<tr>
<th>5514</th>
<th>Creating Opposition and Pursuing its Possibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday</strong></td>
<td>3:00-4:15 pm</td>
</tr>
<tr>
<td><strong>Franciscan Room C</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Language &amp; Social Interaction</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chair</strong></td>
<td>Karen Tracy, U of Colorado, USA</td>
</tr>
<tr>
<td><strong>Participants</strong></td>
<td></td>
</tr>
<tr>
<td>The Treatment of Fallacies in Argumentation Situations During Mediation Sessions</td>
<td>Alena L. Vasilyeva, Rutgers U, USA</td>
</tr>
<tr>
<td>Occupying the Floor in Political Press Conferences: A Study on Interaction and Territorial Power</td>
<td>Mats Erik Ekstrom, Orebro U, Sweden</td>
</tr>
<tr>
<td>Resisting Counts/Accounting for Resistance: Interactional Methods for Avoiding Quantification of One's Habits</td>
<td>Timothy R. Halkowski, U of Albany, USA</td>
</tr>
<tr>
<td>From Confrontation to Understanding: In/Exclusion of Alternative Voices in Online Discussion</td>
<td>Tamara Witschge, U of Amsterdam, The Netherlands</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5515</th>
<th>Public Relations Response Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday</strong></td>
<td>3:00-4:15 pm</td>
</tr>
<tr>
<td><strong>Franciscan Room D</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Public Relations</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chair</strong></td>
<td>Oyvind Ihlen, U of Oslo, Norway</td>
</tr>
<tr>
<td><strong>Participants</strong></td>
<td></td>
</tr>
<tr>
<td>Equivocal Messages as Organizational Response: Understanding Effects and Mechanisms on Corporate Reputation</td>
<td>Susan Lee Kline, Ohio State U, USA</td>
</tr>
<tr>
<td>Bethany A. Simunich, Ohio State U, USA</td>
<td></td>
</tr>
<tr>
<td>Apologia in India: An Audience-Centered Approach to International Public Relations</td>
<td>Mihaela Vorvoreanu, U of Dayton, USA</td>
</tr>
<tr>
<td>Mayhem in the Magic City: Corrective Action and Organizational Learning in a Communication Train Wreck</td>
<td>Shari Veil, U of Oklahoma, USA</td>
</tr>
<tr>
<td>The Paradox of the Positive: A Flaw in Public Relations Practice</td>
<td>Damion Waymer, U of Houston, USA</td>
</tr>
<tr>
<td>Robert L. Heath, U of Houston, USA</td>
<td></td>
</tr>
<tr>
<td><strong>Respondent</strong></td>
<td>Oyvind Ihlen, U of Oslo, Norway</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5516</th>
<th>Celebrities, Representation, and Politics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday</strong></td>
<td>3:00-4:15 pm</td>
</tr>
<tr>
<td><strong>Yosemite Room A</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Popular Communication</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chair</strong></td>
<td>Jane Banks, Indiana U, USA</td>
</tr>
<tr>
<td><strong>Participants</strong></td>
<td></td>
</tr>
<tr>
<td>&quot;Ambassador Mom&quot;: Angelina Jolie, Celebrity Activism, and Institutional Power</td>
<td>Spring-Serenity Duvall, Indiana U, USA</td>
</tr>
<tr>
<td>Our Own Skins for Wallpaper: Celebrity-Signifiers in The Tonight Show Monologues 1984-1992</td>
<td>Christopher Francis White, Sam Houston State U, USA</td>
</tr>
<tr>
<td>The Dialectical Image of Celebrity</td>
<td>Peter D. Schaefer, U of Iowa, USA</td>
</tr>
</tbody>
</table>
The Political is the Personal: Celebritizing Politicians in the 21st Century
Elizabeth Hendrickson, U of Missouri, USA
Lee Wilkins, U of Missouri, USA

Girls Make Sense: Girls, Celebrities, and Identities
Linda Duits, U of Amsterdam, The Netherlands
Pauline Van Romondt Vis, U of Amsterdam, The Netherlands

Respondent
Jane Banks, Indiana U, USA

In the past few years, we have witnessed the rise of the celebrity-activist and the continued centrality of celebrities in western culture. Papers in this panel explore the construction and interpretation of celebrities, the recycling of "has-been" celebrities, and both politician celebrities and celebrity activists in contemporary society.

---

**Information Systems: Tell Me a Story...Processing of Narrative in Media Content**

**5517**
**Sunday**
3:00-4:15 pm
**Yosemite Room B**

**Information Systems**

**Chair**
Brian J. Householder, U of North Dakota, USA

**Participants**
The Influence of Context, Emotion, and Gender Stereotypes on the Realism of Media Stories
Michael A. Shapiro, Cornell U, USA
Claudia Alejandra Barriga, Cornell U, USA
Kristin Gross, Cornell U, USA
Christina Hayes, Cornell U, USA
Kira Johnson, Cornell U, USA
Sara Beth Lewin, Cornell U, USA
Joanna Lieberman, Cornell U, USA
Melanie Stiadle, Cornell U, USA
Nari Lee, Cornell U, USA
Michael Brady, Cornell U, USA

Narrative Comprehension and Enjoyment of Feature Films: An Experimental Study
Bradford Owen, U of Southern California, USA

Narrative Story Structures and Personalization: Approaches to Television News Storytelling
Mary Beth Bradford, Mississippi State U, USA

Dynamical Processing of Threatening Narratives: How Rational and Experiential Systems Respond to Emotional Anecdotes
Charles R. Berger, U of California, USA

Papers on this panel explore the impact of narrative style on information processing. Discussion of the papers will highlight unique opportunities for scholars to explore unique processes underlying effects of media narratives.

---

**Refining Communication Theory**

**5518**
**Sunday**
3:00-4:15 pm
**Yosemite Room C**

**Philosophy of Communication**

**Chair**
Chris Russill, U of Minnesota, USA

**Participants**
Experience, Rhetoric, Criticism: Reflections on the Potential of Pragmatism as a Philosophy of Communication
Mats Bergman, U of Helsinki, Finland

Juxtaposing Handloom Weaving and Modernity: Making the Case for Building Theory Situated in Praxis
Radhika Gajiala, Bowling Green State U, USA
Annapurna Mamidipudi, Dastkar Andhra, India

Practical Theory in Applied Communication Research: Three Normative Models
J. Kevin Barge, U of Georgia, USA
Robert T. Craig, U of Colorado, USA

Discursive Ruptures as Productive Failures: A Critical Multicultural Paradigm in Communication Studies
Isabel Molina Guzman, U of Illinois, USA
Carolyn A Randolph, U of Illinois, Urbana-Champaign, USA
Gaming 2.0: Researching the Active User

Game Studies

Chair
Ute Ritterfeld, U of Southern California, USA

Participants

Game Content Evolves
Nicole Martins, U of Illinois - Urbana-Champaign, USA
Dmitri Williams, U of Illinois - Urbana-Champaign, USA
James D. Ivory, Virginia Polytechnic Institute & State U, USA
Mia L. Consalvo, Ohio U, USA

Living in Oblivion: A Diary Study on the Appropriation of a Role-Playing Game
Thilo von Pape, U Munich, Germany
Veronika Karnowski, Ludwig-Maximilians U, Germany
Werner Wirth, U of Zurich, Switzerland
Christoph Klimmt, Hannover U of Music & Drama, Germany

Creating Game Content: User-Generated Computer Game Modifications
Katharina-Maria Behr, U of Zurich, Switzerland

Creating Virtual Alter Egos? Psychological Processes Underlying the Choice of Avatar Features in Computer Games
Leonard Reinecke, Hamburg Media School, Germany
Sabine Trepte, U of Hamburg, Germany

The Creation of Character Attachment in Role Playing Games
Melissa Lynn Lewis, Michigan State U, USA
Nicholas David Bowman, Michigan State U, USA
Rene Weber, U of California - Santa Barbara, USA

Respondent
Dmitri Williams, U of Illinois - Urbana-Champaign, USA

Traditional video games feature settings and characters created by commercial game developers and allow for varying degrees of player freedom within their worlds. However, newer forms of play are increasingly passing power from the traditional producers to consumers. As communication researchers, this change is a shock to the system, and we must grapple with how to apply our fundamental theories in a media landscape marked by an audience suddenly becoming the producers. The panel discusses this change from various perspectives and presents original research highlighting both the old and new models in game content and play. Papers will examine the content of current video and computer games, discuss how players appropriate games and integrate them into their everyday life, how users create game content by modifying computer games according to their own ideas, and how players respond to in-game features like avatar design in terms of entertainment experience and character attachment. The outcome of this panel will be not only an update on the current state of games, but an examination of the ways that we, as communication researchers, should consider studying them and their users.

Global Visuals? Cultural Diversity and Visual Communication (High Density Session)

Visual Studies

Chair
Shahira S. Fahmy, Southern Illinois U, USA

Participants

Global Visuals: Is A Picture Worth A Thousand Words?
Katherine T. Frith, Nanyang Technological U, Singapore
Kavita Karan, Nanyang Technological U, Singapore

Effects of Culture-Congruent Visuals on Affect, Perception, and Purchase Intention: A Comparison of U.S. and Chinese Viewers
Shuhua Zhou, U of Alabama, USA
Jie Xu, U of Alabama, USA
Yinjiao Ye, U of Rhode Island, USA
Peiqin Zhou, Nanjing U, China, People's Republic of

Evaluating the Visual Communication Component of a Nutrition Education Intervention: A Question of Visual Representational Latitude
Rolf Joachim Gaede, Vaal U of Technology, South Africa
Wilna H Oldewage-Theron, Vaal U of Technology, South Africa
Visual Study of the Maasai Through Digital Photography
Karen Legg, Regent U, USA
Christine Bacon, Regent U, USA
Benson P. Fraser, Regent U, USA
William J. Brown, Regent U, USA
Steven L. Kiruswa, African Wildlife Foundation, Tanzania
Elite Imaginations: The Visual Spatialization of Luxury and Privilege in Mediatized Tourism Discourse
Crispin Thurlow, U of Washington, USA
Irina Gendelman, U of Washington, USA

Respondent
Shahira S. Fahmy, Southern Illinois U, USA

"Interblogging," Web Design, and Online Intercultural Communication

Intercultural & Development Communication/Intercultural Communication
Chair
Michael David Hazen, Wake Forest U, USA

Participants
A Personalized Media in a Collectivism Country: Chinese Bloggers Perceptions of Blogging Self-Efficacy, Outcome Expectations, and I-Anxiety
Xun Liu, Michigan State U, USA
Are We Really Different or Simply Unique? Understanding Online Intercultural Communication Behaviors During Globally Distributed Collaboration
Norhayati Zakaria, U Utara, Malaysia
Derrick L. Cogburn, Syracuse U, USA
Content and Design for International Students: A Content Analysis of U.S. University Web Sites
Ming Liu, Michigan State U, USA
Internet Use Among Chinese Students and Its Implication for Cross-Cultural Adaptation
Ying Wang, Kent State U, USA
Shaojing Sun, U of Maryland

Respondent
Michael David Hazen, Wake Forest U, USA

Top Papers in International and Development Communication

Intercultural & Development Communication/International & Development Communication
Chair
Oliver Boyd-Barrett, Bowling Green State U, USA

Participants
Media Systems in Transition: Poland, Russia, China
Colin Stuart Sparks, U of Westminster - Communication and Media Research Institute, United Kingdom
Examining the "E" in Government and Governance
Jan Servaes, U of Queensland, Australia

Respondents
Joseph D. Straubhaar, U of Texas - Austin, USA
Jan Servaes, U of Queensland, Australia

This session presents the top paper in international communication and the top paper in development communication
5523

Sunday 3:00-4:15 pm
Union Square 21

Competitive Papers in Interpersonal Communication

Interpersonal Communication

Chair
Randall Gage Rogan, Wake Forest U, USA

Participants
Bereaved Adults' Evaluations of Grief Management Messages: Effects of Message Person Centeredness, Recipient Individual Differences, and Contextual Factors
Jessica J Rack, Purdue U, USA
Brant R. Burleson, Purdue U, USA
Graham Douglas Bodie, Purdue U, USA
Amanda J. Holmstrom, Purdue U, USA

Communicative Behaviors of Outperformers and Their Perception by the Outperformed People
Nurit Talor, U of Haifa, Israel

Fanning the Flames of Fandom: Celebrity Worship, Parasocial Interaction, and Stalking
Brian H. Spitzberg, San Diego State U, USA
William R. Cupach, Illinois State U, USA

Perceived Appropriateness of Same Sex Friends' Disclaimer Statements
Elizabeth Munz, Purdue U, USA

Social and Interpersonal Influences in HIV/AIDS Communication: Strategies and Challenges for Faith-Based Organizations
Nancy W. Muturi, Kansas State U, USA

Respondent
Randall Gage Rogan, Wake Forest U, USA

5524

Sunday 3:00-4:15 pm
Union Square 22

Whiteness By Any Other Name: Engaging the Racial Hegemonies, Past and Present

Ethnicity and Race in Communication

Chair
Kevin M. Dolan, U of Illinois, USA

Participants
Equipment for Killing: A Rhetorical Conception of White Absolutism
Michael G. Lacy, Monmouth U, USA

From California to Michigan: Race, Rationality, and Neoliberal Governmentality
Bradley Alan Jones, U of Michigan, USA
Roopali Mukherjee, Queens College of the City U of New York, USA

Passing and Public Opinion: The Role of Public Opinion in Philip Roth's "The Human Stain"
Jose Carlos del Ama Gonzalez, Central Connecticut State U, USA

The Two-Way Mirror: An Analysis of Haiti and Louisiana
Elaine Baumgartel, U of New Mexico, USA

"You're Not White. You're Not American": Racial Melancholia and Embodied Race in Asian/American Identity
Anna C. Wong Lowe, U of Oklahoma, USA

From "racial melancholy" to "white absolutism," the papers in this panel explore how race, racial identity and racial privilege are culturally reproduced. The papers specifically focus on state-sanctioned violence, anti-affirmative action campaigns and the reification of dominant discourses grounded in stable, sometimes homogenizing, definitions of black and Asian identity.

5525

Sunday 3:00-4:15 pm
Union Square 23 & 24

From Prison to Asylum to Human Rights: Speech, Law, and Journalism

Communication Law & Policy

Chair
Peng Hwa Ang, Nanyang Technological U, Singapore
Participants
The Limits of Conversation: Free Speech and Public Debate in Law and Media Studies
Andrew Thomas Kenyon, U of Melbourne, Australia
George Worme's Prosecution for Criminal Libel in Grenada
Roxanne Sabrina Watson, U of South Florida, USA
"Membership in a Particular Social Group": International Journalists and U.S. Asylum Law
Edward Carter, Brigham Young U, USA
Brad Clark, Brigham Young U, USA
The U.S. Supreme Court and the European Court of Human Rights on Freedom of Expression
Kyu Ho Youm, U of Oregon, USA

Respondent
Peng Hwa Ang, Nanyang Technological U, Singapore

Theme Film Program 5: "Other Cinema"

Theme Sessions
OTHER CINEMA (A selection, 60 minutes) The Other Cinema exhibition and publication project provides an alternative platform for the dissemination of extraordinary film (and video) works. The Other Cinema celebrates peculiar visions and offbeat sensibilities, drawn from the contemporary underground as well as the archives. The Film Program will take place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.

Organizational Communication Business Meeting
Organizational Communication
Chair
Cynthia Stohl, U of California - Santa Barbara, USA
All members of the division are encouraged to attend our business meeting.

Mass Communication Business Meeting
Mass Communication
Chair
Holli A. Semetko, Emory U, USA

Participants
Dana Mastro, U of Arizona, USA
David R. Roskos-Ewoldsen, U of Alabama, USA
Plenary - News, Journalism, and the Democratic Potential of Blogging: From Antagonism to Synergy?

Theme Sessions
Chair
Nico Carpentier, Vrije U Brussel, Belgium

Participants
Jay Rosen, New York U, USA
Geert Lovink, Hogeschool van Amsterdam, The Netherlands
Fausto Colombo, U Cattolica di Milano, Italy
Gaye Tuchman, U of Connecticut, USA

This panel aims to discuss how blogging and journalism can develop into new informational and representational practices that advance our democracies. Questions will be raised on the democratic potential of the transformations of journalism(s), through the cross-fertilization of journalism with blogging. Simultaneously this panel will critically address the limitations and restrictions, the struggles and counter-strategies that these democratic innovations have to face, in taking on the more hegemonic articulations of journalist identities and the resulting practices.

Health Communication Division Business Meeting

Health Communication
Chair
Douglas Storey, Johns Hopkins U, USA

The members of the Health Communication Division will meet to discuss division-related business, announce awards for top-ranked papers and poster presentations, approve nominations for division officers, and begin planning for the 2008 conference.
Audience Studies: A Critical View from International Perspectives

Sunday
4:30-5:45 pm
Franciscan Room B

Popular Communication

Chairs
Elizabeth Anna Prommer, U of Arts Berlin, Germany
Lothar Mikos, Academy of Film & Television, Germany

Participants
Reading Audiences: Texts, Audience Activity and Non-Communication
Cornel Sandvoss, U of Surrey, United Kingdom
The Babelsberg Approach: Critical Audience Research
Lothar Mikos, Academy of Film & Television, Germany
Elizabeth Anna Prommer, U of Arts Berlin, Germany
Genre Work
Annette Hill, U of Westminster, United Kingdom
The Complexity of Media Power: Rethinking Generalization and Causality in Qualitative Audience Research
Kim Christian Schroder, Roskilde U, Denmark
Media 'Entelechies' Across Generations: A Phenomenological Approach to Audience Studies
Ingrid Volkmer, U of Melbourne, Australia
Which Audience, or The Audience of What?
Jonathan Alan Gray, Fordham U, USA

Respondent
Maya Goetz, IZI International Central Institute, Germany

The panel discusses theoretical and methodological challenges of contemporary audience research and reflects critically the state of art in reception and audience studies from an international perspective. In the pioneering days of critical and qualitative audience research, the field was developed in a reaction against the reductionist generalizations of quantitative audience research, and its simplifying linear cause-and-effect relationships. Therefore audience research has long been characterized by the struggle between critical and administrative schools of communication. The panel aims at moving beyond the bipolar conceptualisations of power between text and audiences that have dominated the discussion so far and will show new perspectives on conceptualized and critical audience studies in an international perspective.

The Gendered Experiences of Academics in Communication Studies

Sunday
4:30-5:45 pm
Franciscan Room C

Feminist Scholarship

Chair
Karin Wahl-Jorgensen, Cardiff U, United Kingdom

Participants
Feminism and the Academy as a Masculine Speech Community
Marian J. Meyers, Georgia State U, USA
U. S. Minority Women Faculty in the White Academy: Old Challenges, New Era
Diana I. Rios, U of Connecticut, USA
Confucianism, Patriarchy, and Gender in Korean Academic Life
Yoo Jae Song, Ewha Woman's U, Korea, Republic of
Gendered Experiences of Students in the Discipline
Claire Wardle, Cardiff U, United Kingdom
Being a Woman in Academia: Women's Shared Experiences
Tara M. Emmers-Sommer, U of Nevada - Las Vegas, USA
Martha Watson, U of Nevada - Las Vegas, USA
Ardyth Broadrick Sohn, U of Nevada - Las Vegas, USA
Laurel Fruth, U of Nevada, USA
Feminization of Opportunity
Martina H. Myers, U of New Mexico, USA

This roundtable will explore the gendered experiences of academics in communication studies. The issue of gender equity in higher education has been the focus of much research over the past thirty years. However, the experience of women academics in communication and media studies has received inadequate attention. This roundtable will provide theoretical perspectives and report on research projects in the areas. It will also make suggestions about how to promote equity and create diverse, supportive academic cultures.
Public Relations Round Table Session

Public Relations

Chair
Vilma L. Luoma-aho, U of Jyvaskyla, Finland

Participants
Exploring Intermediaries' Perceptions of Public Companies
Christian Fieseler, U of St. Gallen, Switzerland
Christian Hoffmann, U of St. Gallen, Switzerland
Miriam Meckel, U of St. Gallen, Switzerland

Gauging Consumers' Responses to Corporate Social Responsibility Campaigns: Does Increased Awareness Make Cents?
Shelley Lynn Wigley, Texas Tech U, USA

Planning Media Strategy vs. Planning Parties: Public Relations Portrayals in Television
Youngmin Yoon, Korea U, Korea, Republic of
Heather Black, Spring Incorporated, USA

Professional and Academic Institutionalization of Public Relations in Brazil and Latin America
Margarida M. Krohling Kunsch, U de São Paulo, Brazil

Analysis of the Public Relations of the Orphan Train Movement and Implications for International Adoption
Terri Lynn Cornwell, Liberty U, USA

Social Distance in Russian Public Relations Students' Perceptions of Ethical Issues
Elina V. Erzikova, U of Alabama, USA
Bruce K. Berger, U of Alabama, USA

A Preliminary Analysis of Wollaston's Holocaust Museum Roles: A Public Relations Perspective
Gerald Z. Slaughter, Indiana State U, USA
Jeffrey Lee Courtright, Illinois State U, USA

In this session we will construct seven roundtables, each discussing one of the papers below. The abstracts of the papers will be available before the session.

If Not TV, Then What?: The Culture and Politics of HBO

Popular Communication

Chair
Marc Leverette, Colorado State U, USA

Participants
Para-Television and Discourses of Distinction: The Culture of Production at HBO
Avi Santo, Old Dominion, USA

Risky Business: A Political Economic Comparison Between HBO and Commercial TV
Anthony Francis Kelso, Iona College, USA

Full Frontal Television: Is HBO a Four-Letter Word?
Marc Leverette, Colorado State U, USA

Praise You Like I Should: Cyberfans and Six Feet Under
Rhiannon Bury, U of Waterloo, Canada

Respondent
Toby Miller, U of California - Riverside, USA

This panel reflects on the television zeitgeist, as well as its history and future, in order to be at once productive, predictive, and prophylactic in its criticism. By identifying HBO not simply as a channel, rather examining it as a phenomenon within the larger televisial context - at the height of its popularity and success - this panel is taking the pulse of contemporary culture in order to consider how television is created and consumed in the information age.

Information Systems Interactive High-Density: Examining Media Processes and Effects

Information Systems

Chair
Julia Fox, Indiana U, USA
Participants
Cognitive Moderation of the Cultivation Effect: Processing Strategy and Remote Memory
   Samuel D. Bradley, Texas Tech U, USA
   Wendy Maxian, Texas Tech University, USA
   Jessica D. Freeman, Texas Tech U, USA
   Wes Wise, Texas Tech U, USA
   Kelli R Brown, Texas Tech U, USA
Does Priming a Focus on Advertising Impact Perceptions of Increased Commercial Clutter?
   Robert F. Potter, Indiana U, USA
   Sojung Claire Kim, Indiana U, USA
Embodied Cognition in Communication
   David Ritchie, Portland State U, USA
Seeing Oneself in the Media
   Hayeun Song, U of Southern California, USA
Self-Other Perceptions of African American and White Body Types in Movies
   Michael A. Shapiro, Cornell U, USA
   Hauwa O. Otori, Cornell U, USA
The Human Face Specificity for Visual Processing of Human and Human-like Animal Cartoons
   Pamela Gayle Nadorff, Indiana U, USA
   Sungkyoung Lee, Indiana U, USA
   Madhuja Banerjee, Indiana U, USA
   Annie Lang, Indiana U, USA
The Person Behind the Door: How Motivation and Structural Features Effect How We Process Information After a Visual Interruption
   Ashley Nicole Sanders-Jackson, U of Pennsylvania, USA
Understanding the Effects of Message Frames in Political Advertisements: A Lesson From Text Comprehension
   Kyun Soo Kim, U of Alabama, USA
   Beverly Roskos-Ewoldsen, U of Alabama, USA
   David R. Roskos-Ewoldsen, U of Alabama, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

5618
Sunday
4:30-5:45 pm
Yosemite Room C
Philosophy of Communication: Business Meeting
Philosophy of Communication
Chair
   Christina Slade, Macquarie U, Australia

Business Meeting of the Philosophy of Communication Division.

5620
Sunday
4:30-5:45 pm
Union Square 15 & 16
“Size Matters”: Current Approaches to the Study of Photography and Visual Design (High Density Session)
Visual Studies
   Political Communication
Chair
   Katrin Christiane Doveling, Free U Berlin, Germany

Participants
   Tsunami Images: Cultural Representations of Photography in Newspaper Coverage
      Daniel H Kim, North Carolina State U, USA
   Size Matters: Comparing the Reception of Design and Visual Language of Newspapers in Tabloid and Broadsheet Format
      Peter Schumacher, U of Trier, Germany
   Vulnerable Woman, Raging Bull, or Mannish Maniac? Gender Differences in the Visualization of Political Scandals
      Asa Kroon, Orebro U, Sweden
      Mats Erik Ekstrom, Orebro U, Sweden
   What's Behind the Spectacle? An Update on the Overlooked: Stock Photography and the Visual Content Industry
      Paul Frosh, Hebrew U, Israel
   Together in the Scrum: Practicing News Photography for Television, Print, and Broadband
      Mary Angela Bock, U of Pennsylvania, USA
Photography and visual design are scrutinized both as objects of visual communication research and as research tools. The 4 presented topics center on the both visual production and perception processes in print journalism.

Building Intercultural Communities Through Communication

Sunday
4:30-5:45 pm
Union Square 17 & 18

Intercultural & Development Communication/Intercultural Communication
Ethnicity and Race in Communication

Chair
Tadasu Todd Imahori, Seinan Gakuin U, Japan

Participants
Becoming a Member of the International Society: A Closer Examination of the Glocalized International Community
Cindy Vincent, California State U - Sacramento, USA
Creating Self-Reliant Communities: Disaster Preparation and Response
Deborah Clark Vance, McDaniel College, USA
Andrew Jared Critchfield, George Washington U, USA
Negotiating Identity Positions and Intercultural Relationships: Summary Discourses From Two Northern Ireland Intercommunity Groups
Mary Jane Collier, U of New Mexico, USA
Marcella LaFever, California State U - Santislaus, USA

Respondent
Tadasu Todd Imahori, Seinan Gakuin U, Japan

Business Meeting for International and Development Communication

Sunday
4:30-5:45 pm
Union Square 19 & 20

Intercultural & Development Communication/International & Development Communication

Chair
Oliver Boyd-Barrett, Bowling Green State U, USA

This is the business meeting for the new division that has been created on the basis of the previous subdivision of Division 5.

Relational Aggression, True and False Confession, Appraisal of Hurt, and Conflict Recall

Interpersonal Communication

Chair
Walid Afifi, U of California, USA

Participants
"Sugar and Spice" Become "Fire and Ice": Adverse Consequences of Relational Aggression Among Adolescent Girls
Erin Kristine Willer, U of Nebraska - Lincoln, School of Journalism
William R. Cupach, Illinois State U, USA
(In)accuracy at Detecting True and False Confessions and Denials:
Timothy R. Levine, Michigan State U, USA
Rachel K. Kim, Michigan State U, USA
A Meta-Analysis of Physically Abusive, Neglectful, and Comparison Parents' Behaviors During Interactions With Their Children
Steven Wilson, Purdue U, USA
Jessica J Rack, Purdue U, USA
Xiaowei Shi, Purdue U, USA
Alda M. Norris, Purdue U, USA
Applying Appraisal Theories of Emotion to the Experience of Hurt II: A Diary Study of Dating Partners and Friends
Rachel McLaren, Pennsylvania State U, USA
Denise H. Solomon, Pennsylvania State U, USA

Who Gets the Final Words?: An Analysis of Young Adults' Recall of a Major Conflict With Their Parents
Sachiyo Morinaga Shearman, East Carolina U, USA
Rebecca Dumlaio, East Carolina U, USA

Respondent
Walid Afifi, U of California, USA

5624
Ethnicity and Race in Communication Business Meeting
Sunday
4:30-5:45 pm
Union Square 22

Ethnicity and Race in Communication

Chairs
Isabel Molina Guzman, U of Illinois, USA
Kumarini Silva, Northeastern U, USA

All members welcome to attend. The Ethnicity and Race In Communication Interest Group Top Paper Awards and Student Travel Awards will be recognized and distributed at the Business Meeting.

5625
Communication Law & Policy Business Meeting
Sunday
4:30-5:45 pm
Union Square 23 & 24

Communication Law & Policy

Chair
Sharon Strover, U of Texas - Austin, USA

5628
Theme Film Program 6: "Weather Underground"
Sunday
4:30-5:45 pm
Union Square 1 & 2

Theme Sessions

THE WEATHER UNDERGROUND, USA, 2002, Directed by Sam Green and Bill Siegel, 92 minutes This Academy Award nominee for best documentary interweaves extensive archival material with modern-day interviews to explore the incredible story of "The Weather Underground." As former members reflect candidly about the idealistic passion that drove them to "bring the war home," they paint a compelling portrait of troubled and revolutionary times, with unexpected and often striking connections to the current world situation. The Film Program will take place in connection with the 2007 ICA conference, focusing on films related to its theme: Creating Communication: Content, Control, and Critique. This one-day event will showcase productions by local independent Bay Area filmmakers and film collectives. These films, examples of alternative and democratizing communication, illustrate the diversification of content creation and distribution within diverse and complex communication environments. The program also highlights the relevance of film as a communication tool and how people, including marginalized voices, participate in the creative process.

5703
Organizational Communication Reception
Sunday
6:00-7:00 pm
Continental Ballroom 3

Organizational Communication

All members of the division are invited to come and meet and enjoy talking with one another.

5704
Mass Communication Division Reception
Sunday
6:00-7:00 pm
Continental Ballroom 4

Mass Communication
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Health Communication Division Members' Reception</td>
<td>Franciscan Room A</td>
<td>The Health Communication Division invites its members to a reception celebrating the 2007 conference program and providing opportunities for networking.</td>
</tr>
<tr>
<td>Sunday</td>
<td>Reception of the Philosophy of Communication Division</td>
<td>Yosemite Room C</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>Scholar to Scholar: Mentoring Future Scholars in Ethnicity and Race in Communication</td>
<td>Union Square 22</td>
<td>This forum provides an opportunity for junior scholars to ask questions and discuss special issues surrounding the development of a research agenda focused on ethnicity and race in communication and its possible intersections with issues of nationality, gender and sexuality. Participants will have the opportunity to engage in discussion with senior scholars in the field from a diversity of institutions and perspectives. Attendees will have an opportunity to engage in further dialogue during the ERIC Interest Group Reception immediately following the forum. Junior faculty and graduate students are particularly encouraged to attend. For more information, please visit the ERIC website at <a href="http://www.icahdq.org/divisions/eric/eric.htm">http://www.icahdq.org/divisions/eric/eric.htm</a></td>
</tr>
<tr>
<td>Sunday</td>
<td>Reception for Communication Law and Policy</td>
<td>Union Square 23 &amp; 24</td>
<td>Our reception this year is co-sponsored by the Quello Center for Telecommunications Management and Law at Michigan State University, the Donald McGannon Center for Communication Research at Fordham University, the Telecommunications and Information Policy Institute at the University of Texas, and the division itself. We will announce the McGannon Center annual book awards at the reception and also host a brief panel discussion with some very special guests.</td>
</tr>
<tr>
<td>Sunday</td>
<td>Grassroots Discussion Panel: Alternative Journalisms</td>
<td>Yosemite Room A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What are the many faces of alternative journalism today? This theme event explores the role of alternative journalists in speaking to power and creating social change and contemplates journalists' adaptation and/or resistance to new social, economic, political and technological pressures in the field. The discussion will center on the practice of alternative journalism as it has existed in the past and in the present. Panelists will also treat alternative journalism's successes and failures and the challenges of working in a media- and information-saturated environment. The event will end by reflecting on ways to enhance alternative journalism's critical capacities.

### Grassroots Discussion Panel: Civil Society and Regulation

#### Theme Sessions

**Chair**
Seetaabel Peña Gangadharan, Stanford U, USA

**Participants**
- Todd Davies, Computer Professionals for Social Responsibility and Labortech, USA
- Danny O’Brien, Electronic Frontier Foundation, USA
- Jeff Perlstein, Media Alliance, USA
- Pete TriDish, Prometheus Radio, USA
- Malkia Cyril, Youth Media Council, USA

As media, communications and information systems become more complex, civil society has become increasingly concerned with their just and ethical control and management. In this event, advocates working for change in regulatory regimes review current debates, illuminating the ways in which media, communications and information policy intersects with citizens, communities and constituencies at the grassroots level. Both practical and hypothetical intersections will be explored. Panelists will also discuss citizens' ability to inform decision-making about government and governance of media, communications and information as well as advocates' ability to monitor and contribute to policy debates.

### Intercultural Division Dinner (Offsite)

#### Intercultural & Development Communication/Intercultural Communication

**Chair**
Min-Sun Kim, U of Hawaii, USA

### Ethnicity and Race in Communication Interest Group Reception

#### Ethnicity and Race in Communication

**Chairs**
- Myria Georgiou, Leeds U, United Kingdom
- Isabel Molina Guzman, U of Illinois, USA
- Kumarini Silva, Northeastern U, USA

The Ethnicity and Race In Communication Interest Group Reception is sponsored by the Institute of Communications Studies, University of Leeds.
2008 Conference Planning Meeting

Reserved Sessions

Chair
Patrice M. Buzzanell, Purdue U, USA

Participants
Sonia Livingstone, London School of Economics, United Kingdom
Michael L. Haley, International Communication Association, USA
Robert F. Potter, Indiana U, USA
Mark Aakhus, Rutgers U, USA
Pamela J. Kalbfleisch, U of North Dakota, USA
James W. Neuliep, St Norbert College, USA
Kristen Harrison, U of Illinois, USA
David B. Buller, Klein Buendel, Inc., USA
Nick Couldry, U of London, United Kingdom
Kevin G. Barnhurst, U of Illinois, USA
Robin Nabi, U of California - Santa Barbara, USA
David R. Roskos-Ewoldsen, U of Alabama, USA
Diana I. Rios, U of Connecticut, USA
Craig E. Carroll, U of Southern California, USA
Kumarini Silva, Northeastern U, USA
David J. Phillips, U of Toronto, USA
Marion Mueller, Jacobs U Bremen, Germany
Margaret Jane Pitts, Old Dominion U, USA
Oliver Boyd-Barrett, Bowling Green State U, USA
Maria Elizabeth Grabe, Indiana U, USA
Cornel Sandvoss, U of Surrey, United Kingdom
Sharon Strover, U of Texas - Austin, USA
Stephen D. McDowell, Florida State U, USA
Diana Mutz, U of Pennsylvania, USA
Dennis K. Mumby, U of North Carolina, USA

This meeting is for all division and interest group planners for the 2008 conference in Montreal, Canada.

Discussion & Disagreement

Chair
Thomas G. Johnson, U of Missouri, USA

Participants
From Hostile Terrain: Internet News Users as a Virtual Public
Aaron Veenstra, U of Wisconsin-Madison, USA
Modeling the Impact of the Internet on Exposure to Political Disagreement
Jennifer Brundidge, U of California, USA
Confusion or Enlightenment? How Exposure to Disagreement Moderates the Effects of Political Discussion and Media Use on Candidate Knowledge
Lauren M. Feldman, U of Pennsylvania, USA
Vincent Price, U of Pennsylvania, USA
Online Groups and Political Deliberation: Does the Internet Facilitate Exposure to Political Disagreement?
Magdalena Elzbieta Wojcieszak, U of Pennsylvania, USA
Diana Mutz, U of Pennsylvania, USA

Respondent
Sam N. Lehman-Wilzig, Bar-Ilan U, Israel
Creating Organizational Resistance

Organizational Communication

Participants

Anarchy, Order, and the Punk-Rock Ethos: Resistance and Compliance as Organizing Processes
Andrew Ferdinand Herrmann, U of South Florida, USA

Coworker Backstabbing: Strategies, Motives, and Responses
Patty Callish Malone, California State U - Fullerton, USA

Gendered Retaliation, Irrationality, and Structured Isolation: Whistle-Blowing as a Gendered Process
Brian K. Richardson, U of North Texas, USA
Joe McGlynn, U of North Texas, USA

Give Me Liberty or Give Me (Occupational) Death: Organizational Dissent and Workplace Freedom of Speech
Johny T. Garner, Pepperdine U, USA

Resisting Organizational Irrationality: Strategies for an Alternative Organizational Rationalization at Head Start
Robyn Virginia Remke, Southern Illinois U- Carbondale, USA

Respondent
Sarah E Dempsey, U of North Carolina, USA

New Developments in Agenda Setting Theory and Research - 35 Years Later

Mass Communication

Participants

Agenda Setting and Intra-Attitudinal Ambivalence
R. Lance Holbert, U of Delaware, USA

Agenda-Setting and Behavior: Impacts on Adolescent Political Activism
Spiro K. Kiousis, U of Florida, USA
Michael McDevitt, U of Colorado, USA

Candidate Agenda Setting in the 2004 Taiwanese Presidential Election
Yi-Ning Katherine Chen, National Chengchi U, Taiwan

The Need for Orientation in Agenda Setting Theory: Testing its Impact in a Two-Wave Panel Study
Joerg Matthes, U of Zurich, Switzerland

Confidence in the State of the Economy. A Comparative Study of Media Coverage Versus the Perception of the State of the Economy in Germany and U.S.
Simone Anders, Media Tenor, Germany

Respondent
Marilyn Roberts, U of Florida, USA

Over the last 35 years, researchers have accumulated strong evidence for agenda setting covering numerous issues in many countries and for all types of news media. Despite this long tradition of scholarship, agenda setting as an ongoing field of study is still generating a substantial amount of theorizing efforts. The aim of this panel is to demonstrate these recent developments in agenda setting theory and research from an international perspective.

Creating a Mobile Understanding: From Single-Cultural, Bicultural, and Multicultural Social Spaces

Intercultural & Development Communication/Intercultural Communication

Participants

Perceptions of Mobile Phone Use in Public: The Roles of Individualism, Collectivism, and Level of Engagement
Scott W. Campbell, U of Michigan, USA

Mobile Communication Technology and Young People in an Intercultural Social Space
Satomi Sugiyama, Colgate U, USA

Mobile Music Technology, Communication Isolation and Community Building: An Analysis of College Students' Use of Digital Entertainment
Katie Marie Lever, Rutgers U, USA

Chair
Yu-li Liu, National Chengchi U, Taiwan
Respondent
James E. Katz, Rutgers U, USA

This panel looks at how culture can be a means of influencing how mobile technologies are used and the perceptions that are derived from one's individual use and that of others.

6106

<table>
<thead>
<tr>
<th>6106</th>
<th>Stereotypes in the Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td>9:00-10:15 am</td>
</tr>
<tr>
<td><strong>Continental Ballroom 6</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Mass Communication**

**Chair**
Andrew J. Weaver, U of Illinois - Urbana-Champaign, USA

**Participants**
Developing a New Gender Role Stereotype Index for Television Advertising: Coding Stereotypical and Reverse-Stereotypical Portrayals
Kwangok Kim, Sejong U, Korea, Republic of
Dennis Thomas Lowry, Southern Illinois U - Carbondale, USA
Dr. Huxtable, Gilligan, Homer, and Hannibal-Cut From the Same Mold: An Examination of Mixed Stereotypes in the Media
Meghan S. Sanders, Louisiana State U, USA
Redneck as a Slur in Print Media: A Cultural Analysis
Brent M. Heavner, U of Pittsburgh, USA
Television, Civil Liberties, and Muslims of Middle Eastern Descent
Janie Diels, Alma College, USA

**Respondent**
Srividya Ramasubramanian, Texas A&M U, USA

6107

<table>
<thead>
<tr>
<th>6107</th>
<th>Relationship Articulation and Self-Presentation in Social Network Sites: Friending, Disclosing, and Communicating Online</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td>9:00-10:15 am</td>
</tr>
<tr>
<td><strong>Continental Ballroom 7</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Communication and Technology**

**Chair**
Charles Steinfeld, Michigan State U, USA

**Participants**
Error: You Must Be Someone's Friend to Comment on Them
Danah Boyd, U of California, USA
Emerging Gendered Behavior on Social Network Sites: Negotiating Between the Pull of the Social and the Fear of the Stalker
Zeynep Tufekci, U of Maryland at Baltimore County, USA
Kasey Leigh Spence, U of Maryland, Baltimore, USA
Make New "Friends" But Keep the Old: Relationship Links as Social Currency in Online Social Network Sites
Nicole Ellison, Michigan State U, USA
Charles Steinfeld, Michigan State U, USA
Cliff Lampe, Michigan State U, USA
Impression Formation and Management in Social Network Websites
Fred Stutzman, SILS, U of North Carolina, USA

This panel will explore the social and cultural impact of social network sites, online services which allow users to publicly express and model their social networks. Membership and interest in these sites has grown at phenomenal rate, prompting exploration into issues such as how the process of "friending" on these sites differs from, interacts with, and may ultimately modify traditional notions of friendship; how the motivations of their users impact the level of self-representation; and how the emerging gendered patterns of use complement and differ from previously articulated research on gender differences. This panel promises to introduce traditional communication scholars to a rich area of scholarly inquiry while deepening our understanding of it.
Digital Media, Credibility, and Youth: Forging a New Field of Inquiry

Communication and Technology
Popular Communication

Chair
Miriam Metzger, U of California - Santa Barbara, USA

Participants
Youth, Credibility, and Digital Media: Unparalleled Opportunity and Unprecedented Responsibility
Andrew Flanagin, U of California, USA
Miriam Metzger, U of California - Santa Barbara, USA

Internet Credibility Evaluations: What Children See and Believe
Matthew S. Eastin, Ohio State U, USA

Technology and Credibility: Cognitive Heuristics Cued by Modality, Agency, Interactivity, and Navigability
S. Shyam Sundar, Pennsylvania State U, USA

The Changing Face of Credibility
David R. Danielson, Stanford U, USA

Networked digital technologies such as the Internet and Web have provided people easy access to a greater diversity of information resources than at any time in human history. In this environment, how do individuals, and particularly young people, identify "experts" and come to trust the veracity of what they read, see, or hear via the internet? In some cases, individuals are honing new skills, and invoking novel tools, for assessing information credibility. In other instances, the voice of the community is emerging as the coin of credibility, and self-regulating sites such as Wikipedia and MySpace are evidence that the locus of knowledge ownership is moving to communities of users. In still other cases, institutional or corporate entities are emerging as arbiters of credibility. This panel discussion explores these issues in order to understand how young people assess the quality of information to which they have access via digital media.

The Significance of Cultural Backgrounds in Reception of TV Programs

Mass Communication

Chair
Divya C. McMillin, U of Washington - Tacoma, USA

Participants
Methods of Measuring Humor Communication in Different Cultures
Maya Goetz, IZI International Central Institute, Germany

Children From Germany, Ireland, Israel, South Africa, and the USA Discuss and Judge Comedy Programs
Dafna Lemish, Tel Aviv U, Israel
Máire Messenger Davies, School of Media & Performing Arts, U of Ulster, United Kingdom

Adults with Different Cultural Backgrounds Reading an Educational Soap Opera
Elke Schlote, IZI International Central Institute, Germany

Gender Differences in Empathy: A Cross-Cultural Comparison
Shalom M. Fisch, MediaKidz Research & Consulting, USA
Bruce Homer, New York U, USA
Elizabeth Galiardo, New York U, USA
Svetlana Zabolotnaia, New York U, USA

Respondent
JoEllen Fisherkeller, New York U, USA

Everyday experiences, individual background and cultural markers shape media reception. Global texts - such as comedy shows - designed without cultural markers are an opportunity to develop a cross-cultural understanding of meaning making. Several international studies on humorous TV programmes and one study on soap opera explore how recipients from different cultural backgrounds make meaning of and respond to culturally diverse/global media texts. Panellists from Israel, Northern Ireland, Germany, and the United States will present results and address issues of research practice and methods in cross-cultural research.
(Dis)connecting Communities

Theme Sessions

Chairs
Seeta Pena Gangadharan, Stanford U, USA
John W. Kim, Stanford U, USA

Participants
Connected Community: Integrating Virtual and Real - A New Theoretical Model
Maureen M. Schriner, U of Minnesota - SJMC, USA
Yongiae Kim, U of Minnesota, USA
From "Dawson's Creek" to "Dawson's Desktop": TV-Web Synergy in a Multimedia World
Elizabeth Bandy, Stanford U, USA
What is Community Radio? A Comparative Snapshot of Community Radio
Kate Coyer, U of Pennsylvania, USA
Online Content Creation and Control: A Study of Collaborative Roles in a Wiki Metacommunity
Subhashis Aikat, Rhythm & Hues, USA
Debashis Aikat, U of North Carolina, USA

The potential of the Internet and other media for the creation of communities remains an important issue of debate. This session deals with this issue from different perspectives asking questions such as: How exactly do online communities function? How do online communities create and control content? What are the limits of the Internet for the creation of communities? And what is the importance of traditional media (participation) for communities today? What is the link between real and virtual communities? And how to traditional and online media intersect in the creation of communities?

Appearance and Personae: Reporters and the People They Report On

Journalism Studies

Chair
Kimberly Bissell, U of Alabama, USA

Participants
"The Pinstripe Suit from Hell": The Construction of Swedish Feminist Tiina Rosenberg as Political Persona
Anna Maria Edin, U of Gävle, Sweden
Ladies - Ready Steady Go! Reconstructing Media Sport Coverage
Nils Andresen, Technical U of Dresden, Germany
Heike Grossmann, Technical U of Dresden, Germany
Ewa Musialowska, Technical U of Dresden, Germany
Antal Wozniak, Technical U of Dresden, Germany
Double Standards: Why Women Have Trouble Getting Jobs in Local Television
Mary Louise Sheffer, U of Texas - Arlington, USA
Brad Schultz, U of Mississippi, USA
Journalism's Complicated Partners: Television News Anchors and Community Maintenance Around the Anchor's Appearance
Kimberly Meltzer, Lehigh U, USA

Respondent
Linda C. Steiner, U of Maryland, USA

Cancer Information Seeking

Health Communication

Chair
Robert P. Hawkins, U of Wisconsin, USA

Participants
Attribution and the Seeking of Information About Breast Cancer Risk (Top Student Paper)
Zheng Yang, Cornell U, USA
Beyond Knowledge Gaps: Predicting and Explaining Socioeconomic Differences in Information Seeking in Response to Major Celebrity Cancer News Events
Jeffrey Niederdeppe, U of Pennsylvania, USA

Predictors of Online Cancer Information Seeking Behaviors Among Rural Breast Cancer Patients
Bret Shaw, U of Wisconsin, USA
Lori DuBenske, U of Wisconsin, USA
Jeong Yeob Han, U of Wisconsin, USA
Ludmila Cofta-Woerpel, NCI's Cancer Information Service
Nigel Bush, NCI's Cancer Information Service - NW Region, USA
David Gustafson, U of Wisconsin, USA
Fiona M. McTavish, U of Wisconsin - Madison, USA

The Effects of Seeking and Scanning on Behavioral Intention: Theory of Planned Behavior Approach to Seeking and Scanning
Shawnika Jeanine Hull, U of Pennsylvania, USA
Chul-joo Lee, U of Pennsylvania, USA
Robert Hornik, U of Pennsylvania, USA

Global Media in Local Context
Intercultural & Development Communication/International & Development Communication
Chair
Colin Stuart Sparks, U of Westminster, United Kingdom

Participants
Douglas Bicket, St John Fisher College, USA
Melissa A. Wall, California State U - Northridge, USA
Globalization and Localization in the Production Process of International Women's Magazines in Korea
Hyun Sook Oh, Nanyang Technological U, Singapore, Singapore
Katherine T. Frith, Nanyang Technological U, Singapore
The Impact of Global News Coverage on International Aid
Yon Soo Lim, SUNY - Buffalo, USA
George A. Barnett, SUNY - Buffalo, USA

Respondent
Ketan Sudhakar Chitnis, UNICEF New York, USA

Solitude or Solidarity? Women's Identities
Feminist Scholarship
Ethnicity and Race in Communication
Chair
Vicki Mayer, Tulane U, USA

Participants
Conflict Between Young Women in Initial Interactions: An Exploratory Study
Kristen Michelle Norwood, U of Arkansas, USA
Lynne M. Webb, U of Arkansas, USA
Patricia Amason, U of Arkansas, USA
Dennis L. Bailey, U of Arkansas, USA
Keeping Up and Shutting Out: Media Use Among Female Inmates
Beate Gersch, Trinity U, USA
To Remake Penelope's Story: Women and Reproduction of Migration
Ana Leticia Bojorquez Gaspar, U del Valle de Atemajac, Mexico
Western Body Ideals, Social Comparisons, and Mother-Daughter Conversations in Costa Rica
Renée A. Botta, U of Denver, USA
Margaret Thompson, U Of Denver, USA
Carmen Muñoz Quesada, La Pregonera, San José, Costa Rica, Costa Rica
Evelyn Vargas Carmona, Journalist, Costa Rica
Public Relations and Media Strategies

Public Relations

Chair
Stefan Wehmeier, U of Greifswald, Germany

Participants
Media Narrative Frames of Industrial Chemical Accidents: News Sources, Risk Characters, and Advocated Plots
Michael J. Palenchar, U of Tennessee, USA
Emma K. Wright, U of Tennessee, USA
Public Relations for Peripheral Places and National Media Coverage Patterns: The Israeli Case
Eli Avraham, U of Haifa, Israel
Tamar Lahav, U of Haifa, Israel
"The Most Precious Cargo": The Role of Information Subsidies in Attribute-Agenda Setting in Media Coverage of the Evacuation of U.S. Citizens from Lebanon
Kay D. Trammell, U of Georgia, USA
Charles W Brown, U.S. Naval Forces Central Command, USA
Attractor Basins in the Phase Space of Reputation: The Example of Wal-Mart and the Media
Dawn R. Gilpin, Temple U, USA
Public Relations and Protocol Journalism
Maureen Taylor, Western Michigan U, USA

Respondent
Stefan Wehmeier, U of Greifswald, Germany

Popular Communication, Ethnicity, and Cultural Memory

Popular Communication
Ethnicity and Race in Communication

Chair
Neal Martin King, Virginia Polytechnic Institute, USA

Participants
Collective Memory and Commercial Media: Channel 2 Broadcasts on Israel's Holocaust Memorial Day
Oren Meyers, U of Haifa, Israel
Eyal Zandberg, Netanya Academic College, Israel
Motti Neiger, Netanya Academic College, Israel
Globalization, or the Logic of Cultural Hybridization: The Case of the Korean Wave
Woongjae Ryoo, Honam U, USA
Those Were the Days...of the Dead: Commodification and Mass Mediation of a Death Ritual
Regina M. Marchi, Rutgers U, USA
Branding Blackness: Cable Programming and Black Viewers
Jennifer Lynn Fuller, U of Texas, USA
Cultural Memory of Action-Adventure Films
Elissa Nelson, U of Texas at Austin, USA
Karin Gwinn Wilkins, U of Texas - Austin, USA

Respondent
Neal Martin King, Virginia Polytechnic Institute, USA

Articulating Support, Attending to Discourse, and Being Mindful of Communication and Turning Points

Interpersonal Communication

Chair
Malcolm R. Parks, U of Washington, USA

Participants
The Effects of Argument Articulation on Responses to Advice in Supportive Interactions
Bo Feng, U of California, USA
Brant R. Burleson, Purdue U, USA
Attending to the Unattended: Disfluencies and Discourse Markers in Deceptive Conversation
Edward Said's groundbreaking work on Orientalism in the 70s and 80s has influenced academic thought and research in profound ways. However, the current political climate has produced a glut of "information" and policy advice about the Middle East and Islam from journalistic and governmental sources, yet there is very little critical academic research examining the construction of narratives about Islam and the Middle East or exploring alternative discourses produced within Islamic communities. This panel brings together four projects which collectively seek to examine common representations and alternative movements concerning Muslims, Arabs and the Middle East. Such research hopes to contribute alternative voices to a body of discourse which Said originally described as often didactic and oversimplified.
The Right to Know and the Right Not to Be Known

Communication Law & Policy

Chair
Jennifer Marie Proffitt, Florida State U, USA

Participants
How Do Americans Understand Marketplace Privacy? Findings From a National Survey
Joseph Turow, U of Pennsylvania, USA
Michael Hennessy, U of Pennsylvania, USA
Amy Bleakley, U of Pennsylvania, USA
Paparazzi, Privacy, and the Big Picture in Hong Kong
Doreen G. Weisenhaus, U of Hong Kong, Hong Kong
The Influence of the European Commission Data Privacy Protection Directive on "Third Countries"
Jonathan D Mason, U of Florida, USA
Killed in Action: Limitations of Postmortem Relational Privacy Jurisprudence
Ana-Klara Mercedes Hering, U of Florida, USA

These papers span public understandings of privacy, the newsgathering practices of journalists, the European approach to privacy and the Bush administration's altered definition of the rights to privacy.

Fact & Fiction in Film

Political Communication
Visual Studies

Chair
Kostas Gouliamos, Cyprus College, Cyprus

Participants
Landscape and Instability in American Visual Culture: The Lord of the Rings, Matrix, and Terminator Trilogies
Ted Gournelos, Institute of Communications Research, USA
Political Documentaries, Grassroots Distribution and Online Organization: The Case of Brave New Films
Christian Christensen, Karlstad U, Sweden
Miguel A. Najera, Tecnologico de Monterrey, Mexico
Television Tension: National Versus Cosmopolitan Memory in a Coproduced Television Documentary
Tamar Ashuri, Ben-Gurion U, Israel

Respondent
Kostas Gouliamos, Cyprus College, Cyprus

Youth in the Life Course

Political Communication

Chair
Dominique Brossard, U of Wisconsin, USA

Participants
Protective Critics: What Mediated Popular Culture Is Teaching American Youth About Politics
Jay P Childers, U of Kansas, USA
Stages of Life: Values, Communication, and Civic Engagement
Leo W. Jeffres, Cleveland State U, USA
Guowei Jian, Cleveland State U, USA
Edward M. Horowitz, Cleveland State U, USA
Cheryl Campanella Bracken, Cleveland State U, USA
Sukki Yoon, Cleveland State U, USA
The Youth Voice in Spirals of Silence, Cynicism, and Information Efficacy
Hyun Jung Yun, U of Florida, USA
Monica Postelnicu, U of Florida, USA
Political Engagement, Community Engagement, and Discursive Participation Across the Lifespan
Derek Ryan Freres, U of Pennsylvania, USA
Vincent Price, U of Pennsylvania, USA

Respondent
Hans-Bernd Brosius, Ludwig-Maximilians U, Germany

### 6203
**Monday**
10:30-11:45 am
Continental Ballroom 3

**Discourse and Organizational Narratives**

**Organizational Communication**

**Participants**
Label Evolution: How Organizational Routines Create an Evolutionary Environment for Organizational Terms
Drew Margolin, U of Southern California, USA

Authoring and Effects of Presence: How Authority is Achieved on the Terra Firma of Interactions
Chantal Benoit-Barne, U de Montréal, Canada
Francois Cooren, U de Montréal, Canada

Emotion Work: Discourses of Rationality and Emotionality in the Financial Services Industry
Dina V. Nekrassova, Rutgers U, USA

Engaging the Entrepreneurial Self: A Study of Empowerment and Constraint Amongst White Women Entrepreneurs
Rebecca Gill, U of Utah, USA
Shiv Ganesh, U of Waikato, New Zealand

Narrative and Ethnography as Existential Phenomenological Approaches to Organizational Sensemaking
Andrew Ferdinand Herrmann, U of South Florida, USA

**Respondent**
Boris H. J. M. Brummans, U de Montréal, Canada

### 6204
**Monday**
10:30-11:45 am
Continental Ballroom 4

**News Coverage of Health and Science: Content and Effects**

**Mass Communication**

**Chair**
Robin Nabi, U of California - Santa Barbara, USA

**Participants**
Health Content in Local Television News: A Current Appraisal
Walter Gantz, Indiana U, USA
Zheng Wang, Indiana U, USA

Simplifying Science: Effects of News Streamlining on Scientists' and Journalists' Credibility
Jakob D. Jensen, U of Illinois, USA

Beyond Materialism: Television News Coverage of Health Risks, Health-Risk Perceptions, Health-Related Self-Efficacy Beliefs, and Life Satisfaction
Yinjiao Ye, U of Rhode Island, USA

Public Perceptions Versus the Popular Press on Biotechnology
Pieter Alexander Maeseele, Ghent U, Belgium
Dimitri Schuurman, Ghent U, Belgium
Hans Verstraeten, Ghent U, Belgium

**Respondent**
William Douglas Evans, RTI International, USA

### 6205
**Monday**
10:30-11:45 am
Continental Ballroom 5

**Eclectic Topics in Intercultural Communication**

**Intercultural & Development Communication/Intercultural Communication**

**Chair**
Li Gong, Ohio State U, USA

**Participants**
Cultural Difficulties Found Between Local Employees and Japanese Expatriates Working for Japanese Subsidiary Companies
Hiroko Nishida, U of Shizuoka, Japan
New Asian Cultural Proximity, Korean Modernity in Between, and Reception of Korean TV Drama in the East Asia
Kideuk Hyun, U of Texas, USA

Argumentation in Multinational Teams: Proposal for Understanding the Process
Svetlana (Yana) V. Grushina, Rutgers U, USA

Explicating the Implicit: A Computer-Based Approach Towards the Cross-Cultural Analysis of Nonverbal Behavior
Gary Bente, U of Cologne, Germany
Maria Nikolaeva Senokozlieva, U of Cologne, Germany
Sibylle Pennig, U of Cologne, Germany
Ahmad Al-Issa, American U of Sharjah, United Arab Emirates
Oliver Fischer, Bertelsmann AG, Germany

Respondent
Li Gong, Ohio State U, USA

6206

News Coverage in the Face of Conflict

Mass Communication
Journalism Studies

Chair
Gerald-Mark Breen, U of Texas, USA

Participants
U.S. Press and the Southern Sudanese Conflict: Missing Elements in the Narrative Jigsaw
Abdissa Bamano Zerai, U of New Mexico, USA

The Priming Effects of Negative Wartime Images
Kevin Pearce, Bryant U, USA

United States International Broadcasting: Rationalizing the Mission Before and After 9/11
Thomas Burton Ksiazek, Northwestern U, USA

Warrantless Wiretapping: A Community Structure Approach to Nationwide Newspaper Coverage of National
Security Agency Surveillance
John C. Pollock, College of New Jersey, USA
Jonathan Fialk, College of New Jersey, USA
Justin Grazioi, College of New Jersey, USA
Kevin Shields, College of New Jersey, USA

Respondent
Sean Aday, George Washington U, USA

6207

Perceptions and Protections of Online Privacy

Communication and Technology

Chair
Miriam Metzger, U of California - Santa Barbara, USA

Participants
Internet Use and the Amplification of Trust and Privacy Evaluations on Support for Government Internet Monitoring
Erik C. Nisbet, Cornell U, USA
Geri Gay, Cornell U, USA

Intrusion, Threats, Rights, and Strategies: Using Multidimensional Scaling to Identify People's Perception of Internet
Privacy
Lara Zwarun, U of Texas - Arlington, USA
Mike Z. Yao, City U of Hong Kong, China, People's Republic of

Click on Trust: A Study of the Impact of Weblogs' Author Identity and Privacy Policy on Political Participation
Nan Yu, Pennsylvania State U, USA
Josh B Gross, Pennsylvania State U, USA
Jessica Sheffield, Pennsylvania State U, USA
Alice Anderson, Pennsylvania State U, USA

Predicting the Adoption of Self-Protections of Online Privacy: A Test of an Expanded Theory of Planned Behavior
Model
Mike Z. Yao, City U of Hong Kong, China, People's Republic of

They've Come: An SEM Analysis of the Impact of Unwanted Software Programs on Home Internet Users
Amy Shirong Lu, U of North Carolina, USA
6208

Monday
10:30-11:45 am
Continental Ballroom 8

The Web and Academic Research
Communication and Technology

Chair
Dmitri Williams, U of Illinois - Urbana-Champaign, USA

Participants
Daniela V. Dimitrova, Iowa State U, USA
Michael Bugeja, Iowa State U, USA

Hypertextual Thinking in Academic Research
Mariana Goya, U of Illinois at Chicago, USA

The Performance of Scientific Search Engines: An Experiment on the Basis of Google Scholar
Marcel Machill, U of Leipzig, Germany
Markus Beiler, U of Leipzig, Germany
Ulrike Neumann, U of Leipzig, Germany

The Role of the Term "Online Community" as Coordinative Production Frame for a Growing Multidisciplinary Knowledge Network of Scholars
Bettina M. Richards Heiss, U of Southern California, USA

6209

Monday
10:30-11:45 am
Continental Ballroom 9

Parental Mediation of Children's Television Exposure
Mass Communication

Chair
Amy Nathanson, Ohio State U, USA

Participants
Parental Mediation: Age and Family Structure as Predictors of Mediation Styles
Alesia Diane Hanzal, U of Arizona, USA

Pre-Adolescents’ Television Exposure, Relationships With Favorite Television Characters, and the Endorsement of Gender Stereotypes
Keren Eyal, U of Arizona, USA
Dana Mastro, U of Arizona, USA

Parental Support for Strategies That Aim to Reduce Negative Effects of the Media
Sahara Byrne, U of California, USA

Parents’ Risk Perception and the Uniformity of Parental Mediation of Television Content
Carmen R. Stitt, U of Arizona, USA
Keren Eyal, U of Arizona, USA

From both interpersonal and mass media theoretical perspectives, this panel presents four studies that attempt to describe and predict the relative success of and assess the consequences of parental mediation strategies.

6210

Monday
10:30-11:45 am
Imperial Ballroom A

Creating Communication Rights: Perspectives on the Emergence of a Global Social Movement
Theme Sessions

Chair
Andrew Calabrese, U Of Colorado, USA

Participants
Communication as a Right and the History of Ideas
Cees J. Hamelink, U of Amsterdam, The Netherlands

Communication Rights Between Political Opportunities and Mobilization Frames: A Historical Perspective
Claudia Padovani, U of Padova, Italy
Stefania Milan, European U Institute, Italy

Are States Still Important? Reflections on the Nexus Between National and Global Media Policy
Marc Raboy, McGill U, Canada

Middle Eastern Perspectives and Communication Rights: The Expanding Boundaries of Gendered Communication as a Political Space
Annabelle Sreberny-Mohammadi, U Of Leicester, United Kingdom
Respondent
Kaarle Nordenstreng, U of Tampere, Finland

This panel will provide historical perspectives on various forms of political advocacy and protest politics that contributed, over time, to a vision of communication as a human right within the changing context of globalized knowledge societies. It will emphasize the broadly recognized relevance of contemporary mobilizations around communication and information issues, as it recently emerged on the occasion of the UN World Summit on the Information Society (WSIS), to introduce a longer historical perspective. Presentations will look at the historical paths that led to contemporary struggles and framing initiatives to define information and communication not just as tools for political action but also as crucial issues to be addressed in their own right.

Redirecting Journalism To Society and Its Citizens

Monday
10:30-11:45 am
Imperial Ballroom B

Journalism Studies
Mass Communication

Chair
Thomas Hanitzsch, U of Zurich, Switzerland

Participants
Creating User-Driven News: Audience-Rating, Journalists and the (Re)negotiation of Media Functions
Jaana Kristiina Hujanen, U of Jyväskylä, Finland

Distribution-Driven Journalism: The Business Model of Free Newspapers
Clement YK So, Chinese U of Hong Kong, China, People's Republic of
Alice Yuet Lin Lee, Hong Kong Baptist U, China, People's Republic of

Editor's Notes and Transparency: What Do Major U.S. Newspapers Deem Noteworthy? - Top Student Paper
Kyle Heim, U of Missouri, USA

Journalistic Ethics as Autonomy: A Field-Analytic Model of Media Criticism
Thomas Hove, U of Wisconsin, USA

Respondent
Michael Schudson, U of California - San Diego, USA

This session of the Journalism Studies division strikes at the heart of what we assume journalism is, or should be. The studies reported here range from expert interviews, content analyses, business models to media criticism in an attempt to rethink and redefine journalism as it faces the 21st century.

Technology, Social Capital, and Terrorism Preparedness in Health Care

Monday
10:30-11:45 am
Franciscan Room A

Health Communication

Chair
Pamela S. Whitten, Michigan State U, USA

Participants
The Influence of Electronic Medical Record Usage on Nonverbal Communication in the Medical Interview
John M. McGrath, Trinity U, USA

Barriers to the Adoption of Electronic Health Records: Using Concept Mapping to Develop a Comprehensive Empirical Model
Arun Vishwanath, SUNY - Buffalo, USA
Susan D. Scamurra, WNY Health IT Community Tracking, USA
Social Capital, Communication, and Mental Health
Paul R. Falzer, Yale U, USA

Improving Terrorism Preparedness for Hospitals: Towards Better Interorganizational Communication
Jonathan Matusitz, U of Central Florida, USA
Framing Terrorism and Democracy

Monday
10:30-11:45 am
Franciscan Room B

Intercultural & Development Communication/International & Development Communication

Chair
Bella Mody, U of Colorado - Boulder, USA

Participants
Framing Beslan: Comparing Coverage of Terrorism in the United States and Russia
Kristi McKinney, U of Minnesota, USA
Mapping Global Space and Terror: Arab Americans' and Others' Engagement with Action-Adventure Film
Karin Gwinn Wilkins, U of Texas - Austin, USA
Media, the State, and the Struggle for Democracy in Iran
Mehdi Semati, Eastern Illinois U, USA
Tales of Transgression or Clashing Paradigms: The Danish Cartoon Controversy and Arab Media
Aziz Douai, Pennslyvania State U, USA
International Terrorism and News Coverage: A Comparative Study Between the U.S. and China
Pamela J. Shoemaker, Syracuse U, USA
Gang Kevin Han, Syracuse U, USA
Xiuli Wang, Syracuse U, USA
Wei Wang, Hunan U, China, People's Republic of

Respondents
Oliver Boyd-Barrett, Bowling Green State U, USA
Laura Lengel, Bowling Green State U, USA

More Than a Pretty Picture? Image Analysis of Women in Magazines

Monday
10:30-11:45 am
Franciscan Room C

Feminist Scholarship
Ethnicity and Race in Communication

Chair
Diana I. Rios, U of Connecticut, USA

Participants
Stories for Women About Women: Ordinary and Not-So-Ordinary African Women in Marie Claire
Dovile Ruginyte, Rutgers University, USA
Dorothy Wanijiku Njoroge, Southern Illinois U Carbondale, USA
The Cancer on Your Coffee Table: A Close Reading of Health Content in Women's Magazines
Amanda Himnant, U of Missouri, USA
Women Values and Stereotypes Created by Luxury Brands in Graphic Ads From 2002 to 2005
Paloma Diaz Soloaga, Complutense U, Madrid, Spain

Information Systems Interactive High-Density: Information Processing in a Digital Media World

Monday
10:30-11:45 am
Franciscan Room D

Information Systems

Chair
Sachiyo Morinaga Shearman, East Carolina U, USA

Participants
Consumer Interactions in Online Environments: Strategies for Improving Their Communicative Richness
Irene Pollach, Vienna U of Economics, Austria
Differences in Brain Information Processing Between Print and Computer Screens: Bottom-Up and Top-Down
Attention Factors
Joel Geske, Iowa State U, USA
Encoding and Memory Differences for Online News as a Function of Search Task
Kevin Wise, U of Missouri - Columbia, USA
Hyo Jung Kim, U of Missouri, USA
Jeesun Kim, U of Missouri, USA
Enhanced Scent or Selective Discounting: Informative Versus Persuasive Information in Search Engines
Sriram Kalyanaraman, U of North Carolina, USA
Evaluations of Avatars: Anthropomorphic, Realistic and Gendered Imagery as Triggers of Charisma Effects
Kristine L. Nowak, U of Connecticut, USA
Mark A. Hamilton, U of Connecticut, USA
Chelsea C. Hammond, U of Connecticut, USA
Archana Krishnan, U of Connecticut, USA
Flattery May Get Computers Somewhere, Sometimes: The Moderating Role of Output Modality and User Gender
Eun-Ju Lee, U of California, USA
Media That Alert or Direct You to Objects and Locations Anywhere Around the Body
Frank Biocca, Michigan State U, USA
Corey Bohil, Michigan State U, USA
Kwok Hung Tang, Michigan State U, USA
Charles B. Owen, Michigan State U, USA
Responses to Interactive Game Characters Controlled by a Computer Versus Other Players
Sohye Lim, Stanford U, USA
Byron Reeves, Stanford U, USA

This is a high-density session combining brief formal presentation with audience/author interaction. Authors will deliver 3-5 minute overviews of their work then be available for discussion at poster displays of their studies.

---

**6216**

**Monday**

10:30-11:45 am

**Yosemite Room A**

**Popular Communication via Digital Media**

**Popular Communication**

**Chair**
Lynn Schofield Clark, U of Denver, USA

**Participants**
Pathways to Community: An Ethnographic Study of Podcasting Implementation in a Community Radio Station
Malcolm K. Cecil, U of Montreal, Canada

"Being Young is the Thing to Be": The Online Construction and Performance of Youth
Linda Duits, ASCoR - U of Amsterdam, The Netherlands

Joining Forces: Teen Girl Witches and Internet Chat Groups
Debra L. Merskin, U of Oregon, USA

"Please Vote Nicely!" Young People's Visual Communication Online and Media Imagery
Anja Maria Hirdman, U of Stockholm, Sweden

---

**6217**

**Monday**

10:30-11:45 am

**Yosemite Room B**

**Everyday Visuals: Children and Family as Visual Focus**

**Visual Studies**

**Chair**
Julianne H. Newton, U of Oregon, USA

**Participants**
Trophy Children Don't Smile: Print Ads for Designer Children's Clothing in Cookie Magazine
Chris Boulton, U Massachusetts, USA

What Is Your Child Watching? A Content Analysis of Violence in Disney Animated Films: Scene I
Philip Jerold Aust, Kennesaw State U, USA

Authorship Anxiety and Visual Narration in the Video-Sanitizing Controversy
Kevin Jack Hagopian, Pennsylvania State U, USA

Capturing Everyday Moments: Shifts in the Codes of Domestic Photography
Kendra L. Gale, U of Colorado, USA

**Respondent**
Julianne H. Newton, U of Oregon, USA

---

**6218**

**Monday**

10:30-11:45 am

**Yosemite Room C**

**Creating Communication: Mother-Daughter Relationships Around the World**

**Philosophy of Communication**

**Chairs**
Diana Iulia Nastasia, U of North Dakota, USA
Charu Uppal, U of South Pacific, Fiji
Participants
Topics, Trends, and Problems in Mother-Daughter Communication in the United States
Diana Iulia Nastasia, U of North Dakota, USA
Adonica Schultz Aune, U of North Dakota, USA
Topics, Trends, and Problems in Mother-Daughter Communication in Russia
Yulyia Kartoshkina, U of North Dakota, USA
Topics, Trends, and Problems in Mother-Daughter Communication in India
Pratibha Kumar, U of North Dakota, USA
Topics, Trends, and Problems in Mother-Daughter Communication in South Africa
Charu Uppal, U of South Pacific, Fiji

Respondent
Lana F. Rakow, U of North Dakota, USA

This panel has the purpose of approaching mother-daughter communication from an international perspective and through comparative lenses. The panelists, young feminist scholars in communication studies, coming from different countries and having different social backgrounds and scholarly interests, examine the cultural specificities of communication between mothers and their pre-adolescent daughters in the United States, Russia, India and South Africa, and reflect upon the similarities and differences between the conversations analyzed through these case studies. The respondent, an experienced feminist scholar, and the members of the audience, will also have opportunities to reflect upon the topic.

Race and Ethnicity in Risk Situations
Ethnicity and Race in Communication
Chair
Christopher Brown, U of New Mexico, USA

Participants
A Case Study of Why Local Reporting Matters: Photojournalism Framing of the Response to Hurricane Katrina in Local and National Newspapers
Mark Cooper, Consumer Federation of America, USA
Jihad Recruiting Grounds or Cyberdating? Internet Discussion Boards and Their Role in the Moral Panic of Muslim Migrant Youth in the Netherlands
Lokman Tsui, U of Pennsylvania, USA
Race Evacuation and Communication Needs After a Crisis Event
Patric R. Spence, Wayne State U, USA
Kenneth Alan Lachlan, Boston College, USA
Reporter Gender and Gender-Specific Cancer News in Mainstream and Black Newspapers
Maria E. Len-Rios, U of Missouri - Columbia, USA
Sun-A Park, U of Missouri, Columbia, USA
Glen T. Cameron, U of Missouri, USA
Doug Luke, St. Louis U, USA
Matthew W. Kreuter, Saint Louis U, USA
The Use of Culturally Specific Rhetoric in a Health Video for Lumbee Indians
Jamie M. Litty, U of North Carolina - Pembroke, USA

As recent world events, from Hurricane Katrina to the "War on Terror," illustrate, the concept of "risk" in communication studies is an increasingly important one. The papers in this panel evaluate notions of risk as it intersects with gender, ethnicity and race in online and journalistic contexts. Participants specifically analyse cancer and health reporting, the online practices of Muslim youth in the Netherlands, and the journalistic coverage and function of news surrounding Hurricane Katrina.

Where Does Code End and the State Begin?
Communication Law & Policy
Chair
Thomas Michael McCourt, Fordham U, USA

Participants
Influencing Communications Policy With Software Defaults
Rajiv Shah, U of Illinois, USA
Jay P. Keser, U of Illinois, USA
Political Culture and Journalism Culture: Theoretical Approaches

Political Communication

Chair
Paolo Mancini, U di Perugia, Italy

Participants
Journalism Culture: A Two-Levels Proposal
Paolo Mancini, U di Perugia, Italy

Political Communication Culture: Approaching Journalism From a Political Sociology Perspective
Barbara Pfetsch, U of Hohenheim, Germany

On Journalism as Culture: How It Helps Us Think Differently About
Barbie Zelizer, U of Pennsylvania, USA

Dimensions of Journalistic Culture
Frank Esser, U of Zurich, Switzerland

Thomas Hanitzsch, U of Zurich, Switzerland

Craft and Conservation: Features of a Danish Journalism Culture
Ida Schultz, Roskilde U, Denmark

Respondent
Michael Schudson, U of California - San Diego, USA

This panel intends to confront different views on the concept of journalism culture that very rarely has been sufficiently elaborated and discussed. The sociological roots of the concept and the way in which it is linked to some of the most traditional points of this discipline such as the concepts of rule and role will be highlighted. The work of Bourdieu will be referred to as it can stress some other features of the idea of journalism culture and the level of its dependence/independence on other social fields. New possible information opportunities offered by the new media, such as blogs, may be interpreted in the light of the concept we intend to discuss and therefore similarities and differences among old and new forms of journalism can be dealt with. Comparative research will show how culture in its broader meaning can affect different professional models of journalism. Panelists will discuss also the possible connections between the idea of journalism culture and that of political culture representing one the classical concept in both political sciences and communication studies.

State & Systems

Political Communication

Communication Law & Policy

Chair
Peter Lah, Saint Louis U, USA

Participants
Comparing Nordic Media Systems: Is the North Going West?
Lars W. Nord, Mid-Sweden U, Sweden

The State of Media Control in Malaysia
Ming Kuok Lim, Pennsylvania State U, USA

C-SPAN: Public Affairs, Private Ownership
Glenn M Morris, U of Oregon, USA

International Treaties, Art, and the Informational State
Sandra Braman, U of Wisconsin, USA

Respondent
Charlton McIlwain, New York University, USA
The Debate Over Corporate Social Responsibility: Past and Future Trends

Organizational Communication
Public Relations

Chairs
Juliet P. Roper, U of Waikato, New Zealand
Steven K. May, U of North Carolina, USA

Participants
Corporate Social Responsibility: Where From and Where To?
Steven K. May, U of North Carolina, USA
Juliet P. Roper, U of Waikato, New Zealand
George Cheney, U of Utah, USA

CSR and the Power of Communication: A Postmodern Perspective
Lars Thoger Christensen, U of Southern Denmark, Denmark

Routine Misconduct: The Myth of Corporate Social Responsibility
Dana Cloud, U of Texas, USA

Corporate Governance, Corporate Social Responsibility and Communication
Stanley A. Deetz, U of Colorado, USA

Ithaca HOURS: Local Currency and the Organizing of the Individual and the Collective Consumer
Rebecca Gill, U of Utah, USA
Brenden Kendall, U of Utah, USA

CSR in a Corporatist, Communitarian Society: The Case of Singapore
Krishnamurthy Sriramesh, Nanyang Technological U, Singapore

Corporate Discourse and the Performance of Sustainable Development
Sharon Livesey, Fordham U, USA
Julie Graham, U of Massachusetts, USA

The Half-Life of Outrage
John Llewellyn, Wake Forest U, USA

Discourses of Sustainability in Today's Public Sphere
Tarla Peterson, Texas A&M U, USA

The Debate Over Corporate Social Responsibility and the Development of Human Rights Norms and Standards
Michael Stohl, U of California - Santa Barbara, USA
Cynthia Stohl, U of California - Santa Barbara, USA

Doing What's Fashionable or Doing What's Right? Change Logics and the Adoption of CSR
Ted Zorn, U of Waikato, New Zealand

Worldwide, there is growing interest in business ethics, in general, and corporate social responsibility, in particular. The term corporate social responsibility and its associated practices have become a contested terrain between persons calling for greater social responsibility and corporate responsiveness and/or resistance to those calls. This panel invites scholars from various areas of communication studies to explore multi-disciplinary work, examine communication research and practice, and identify future practical-theoretical studies of corporate social responsibility.

Exploring the Cognitive and Affective Effects of Narrative

Mass Communication

Chair
Carmen R. Stitt, U of Arizona, USA

Participants
How Persistent is Persuasion through Fictional Narratives?
Markus Appel, U of Linz, Austria

Exploring Automatic Racial Attitudes Revealed in Thoughts About a Television Narrative
Lingling Zhang, Washington State U, USA
Rick W. Busselle, Washington State U, USA

The Role of Distraction in Altering Transportation and Perceived Realism in Experiencing Television Narrative
Lingling Zhang, Washington State U, USA
Jay Daniel Hmielowski, Washington State U, USA
Rick W. Busselle, Washington State U, USA
Reexperiencing Suspense and Surprise: Processes of Repeated Exposure to Narrative Fiction
Jella Hoffmann, Ludwig-Maximilians-U Munich, Germany
Andreas Martin Fahr, Ludwig Maximilans U, Germany

Respondent
Alice E. Hall, U of Missouri, USA

The People and Places of Play: Video Games as Virtual Community Space

Game Studies

Chair
John L. Sherry, Michigan State U, USA

Participants
"I'd Like to Have a House Like That": A Study of Adult Female Players of The Sims
Mirjam Vosmeer, U of Amsterdam, The Netherlands
Jeroen Jansz, U of Amsterdam, The Netherlands
Liesbet van Zoonen, U of Amsterdam, The Netherlands

Arcadian Rhythms: Video Games, Public Space, and the Off-Screen Experience
Jason Tocci, U of Pennsylvania, USA

Effects of Coplaying on Arousal and Emotional Responses in Videogame Play
So hye Lim, Stanford U, USA
Jong-Eun Roselyn Lee, Stanford U, USA

Your World, Your Imagination: Community Construction in Online Multiplayer Game Second Life
Nan Zheng, U of Texas - Austin, USA

Examining Media Credibility

Mass Communication

Chair
Seok Kang, Arkansas Tech U, USA

Participants
Personal Involvement and Perception of Press Credibility
Liew Mei Yan, Nanyang Technological U, Singapore
Mervin Tay, Nanyang Technological U, Singapore
Patricia Wei Ling Yap, Nanyang Technological U, Singapore
Xiaoming Hao, Nanyang Technological U, Singapore
Stella C. Chia, Nanyang Technological U, Singapore
Benjamin H. Detenber, Nanyang Technological U, Singapore
Waipeng Lee, Nanyang Technological U, Singapore

Every Blog Has Its Day: Politically Interested Internet Users' Perceptions of Blog Credibility
Thomas Johnson, Texas Tech U, USA
Barbara K. Kaye, U of Tennessee, USA
Shannon L. Bichard, Texas Tech U, USA
W. Joann Wong, Texas Tech U, USA

Use of Online Health Information for Self and Others: Predictors of Credibility and Verification by College Students
Rebecca Van de Vord, Washington State U, USA

The Effect of Perceived Source Credibility on Persuasion: Moderators and Mechanism
Xiaoli Nan, U of Wisconsin - Madison, USA

Respondent
Miriam Metzger, U of California - Santa Barbara, USA

Promises and Problems of the Chat Generation

Communication and Technology

Chair
Teresa M. Harrison, SUNY - Albany, USA

Participants
Japanese Young People, Media, and Everyday Life: Towards the De-Westernizing of Media Studies
Toshie Takahashi, Rikkyo U, Japan
Abbreviation, Audience, and Gender in iTV SMS Chat
Asta Zelenkauskaite, Indiana U, USA
Susan C. Herring, Indiana U, USA
Cyber Bullying Among Youngsters
Heidi Vandebosch, U of Antwerp, Belgium
Katrien Van Cleemput, U of Antwerp, Belgium
The Internet as Matchmaker: A Study of Why Young Indians are Seeking Marriage Alliances Online
Joyee S Chatterjee, U of Southern California, USA

6308
Monday
12:00-1:15 pm
Continental Ballroom 8

File-Sharing, the Music Industry, and the New Economy
Communication and Technology
Chair
Peng Hwa Ang, Nanyang Technological U, Singapore
Participants
Money from Peer to Peer: An Experiment on File-Sharing Behavior Under Different Economic Conditions
Oliver Johannes Quiring, U of Muenchen, Germany
Benedikt von Walter, Ludwig-Maximilians-U Muenchen, Germany
Richard Atterer, Ludwig Maximilians U, Germany
Music Industry Conglomeration, New Technology, and Repeat Sales
David J. Park, Xavier U, USA
R0bln H00d5 D16174: How Illegal File-Sharing Technologies Change Culture in Countries With Small Cultural Markets
Balazs Bodo, Stanford U, USA
The New Economy and Internet Regulation: Discourses of Inevitability
Karen E. Gustafson, U of Texas, USA

6309
Monday
12:00-1:15 pm
Continental Ballroom 9

Improving Educational Outcomes
Instructional & Developmental Communication
Chair
Jerry L. Allen, U of New Haven, USA
Participants
Teaching Above and Beyond Traditional Students' Needs: A Comparison Between Traditional and Nontraditional College Students' Expectations of Classroom Communication
Fang-Yi Wei Wei, U of Kentucky, USA
The Effects of Students' Intrinsic Motivation on Academic Achievement and Preference for Cooperative Learning
Eun Joo Kim, Yonsei U, Korea, Republic of
Joohan Kim, Yonsei U, Korea, Republic of
Sehee Hong, Yonsei U, Korea, Republic of
Communicative Strategies for Mitigating Stereotype Threat Among Female Students in Mathematics Testing
Matthew S. McGlone, U of Texas - Austin, USA
Dropping Out of School: Assessing the Effect of Supportive Messages From Family About Staying in School
Renee Elizabeth Strom, U of Hawaii at Manoa, US
Franklin J. Boster, Michigan State U, USA
Respondent
Jerry L. Allen, U of New Haven, USA

6310
Monday
12:00-1:15 pm
Imperial Ballroom A

Creating Alternative Channels of Discourse on Iraq
Theme Sessions
Chair
Michael Griffin, Carleton College, Canada
Participants
Anti-anti-war Warriors on the World Wide Web
David D. Perlmutter, U of Kansas, USA
Growing the Antiwar Movement Online
Eric Garris, Anti-war.com, USA
'Shocking and Awful': Creating a Network for Critical Video Production and Distribution  
DeeDee Halleck, U of California, USA

Exposing Images on the Web: A New Wild Card in Political Discourse  
Michael Griffin, Carleton College, Canada

Respondent  
Megan Boler, U of Toronto, Canada

This panel brings together well-known scholars and practitioners to discuss the creation and impact of alternative media channels in depictions of the anti-war movement and debates over Iraq. Since 2003, active public debate over U.S. policies in Iraq has been episodic and superficial in American commercial media. However, a sustained and highly engaged debate quickly developed online and through independent, noncommercial video distribution.

---

6311

Monday  
12:00-1:15 pm  
Imperial Ballroom B

**Broadening the Scope of Agenda Setting Theory**

**Journalism Studies**

**Political Communication**

**Chair**  
Rasha Kamhawi, Ain Shams U, Egypt

**Participants**  
The Young and Agenda-less: Exploring Age-Related Differences in Agenda Setting on Generation X, Baby Boomers, and the Civic Generation  
Renita Coleman, U of Texas, USA  
Maxwell McCombs, U of Texas - Austin, USA

Microlevel Agenda-Setting Effects of News Sites  
Jeongsul Lim, U of Missouri - Columbia, USA

Towards an Examination and Expansion of the Agenda-Setting Theory  
Uche Titus Onyebadi, U of Missouri, USA

Framing the Mohammad Cartoons Issue: A Cross-Cultural Comparison of Swedish and U.S. Press  
Jesper Stromback, Mid Sweden U, Sweden  
Adam Mahmoud Shehata, ITM/Mid Sweden U, Sweden  
Daniela V. Dimitrova, Iowa State U, USA  
Karen Kyung Sun Lee, Iowa State U, USA

**Respondent**  
Klaus Schoenbach, U of Amsterdam, The Netherlands

This session on Agenda Setting offers research evidence in support of the theory and provocative suggestions for future work in this area.

---

6312

Monday  
12:00-1:15 pm  
Franciscan Room A

**High Density: News Coverage Related to Cancer and Obesity**

**Health Communication**

**Chair**  
Melanie Wakefield, The Cancer Council Victoria, Australia

**Participants**  
News Coverage of Cancer in the US: A Representative National Sample of Newspapers, Television, and Magazines  
Michael D. Slater, Ohio State U, USA  
Martilee Long, Colorado State U, USA  
Erwin P. Bettinghaus, Klein Buendel, Inc., USA  
Jason Reineke, Ohio State U, USA

News Coverage of Cancer Risks in Mainstream and Ethnic/Minority Newspapers  
Jo Ellen Stryker, Emory U, USA  
Jessica Morgan Fishman, U Of Pennsylvania, USA

Unrealistic Hope and Unnecessary Fear: Examining the Effects of Emotional Health News Coverage on Risk Perception and Intentions  
Robin Nabi, U of California - Santa Barbara, USA  
Abigail Leigh Prestin, U of California, Santa Barbara, USA

Break it to Me Harshly: The Effects of Intersecting News Frames in Lung Cancer and Obesity Coverage.  
Lesa Hatley Major, Indiana U, USA
Obesity in the News: A Multiyear Framing Analysis of Three General News Magazines
Cheryl Ann Lambert, U of Tennessee, USA
Carolyn Ringer Lepre, U of Tennessee, USA
Jeremiah Massengale, University of Tennessee, USA
Waylon Marcum, U of Tennessee, USA
Scott Wells, U of Tennessee, USA

What to Eat in the Land of Cheese and Chocolate: A Content Analysis of Swiss Print Media Messages on Healthy Food, Exercise, and Body Weight
Peter J. Schulz, U Della Svizzera Italiana, Switzerland
Uwe Hartung, Institut fur Demoskopie, Germany

Empirical Approaches to Intergroup Issues/Anonymity

Intergroup Communication
Chair
Scott A. Reid, U of California - Santa Barbara, USA

Participants
Anonymity Effects and Implications in the Social Identity Model of Deindividuation: From Crowd to Computer-Mediated Communication
Zuoming Wang, Cornell U, USA
Flowing Toward Correct Contributions: Wrong Ideas, Correct Evaluations, Justifications, and Politeness Improve Group Problem Solving
Ming Chiu, Chinese U of Hong Kong, China, People’s Republic of
Hispanic American Television Activity: Is It Related to Vitality Perceptions?
Jessica R. Abrams, California State U, USA
Howard Giles, U of California, USA
How Do Multicultural University Students Define and Make Sense of Intercultural Contact?: A Qualitative Study
Dr. Rona Tamiko Halualani, San Jose State U, USA

Creating Learning Contexts

Language & Social Interaction
Chair
Wendy Leeds-Hurwitz, U of Wisconsin, USA

Participants
Communicating Through Stories: An Analysis of Classroom Discourse in a Mother Tongue Class in Central Taiwan
Todd L. Sandel, U of Oklahoma, USA
Chung Hui Liang, National Chiao-Tung U, Taiwan
Dialogic Reading: Learning to Read Through Interaction
Cristina Maria Pulido, U of Barcelona, Spain
Miguel Angel Pulido, U of Lleida, Spain
Maria De Los Angeles Serrano, U of Barcelona, Spain
Iolanda I. Tortajada, U of Lleida, Spain
Grounding and Information Communication in Canadian-Chinese Discourse
Han Z. Li, U of Northern British Columbia, Canada
Laura Aguilera, U of Northern British Columbia, Canada
Encouraging Responses to Good News on a Peer Support Line
Christopher J. Pudlinski, Central Connecticut State U, USA

Public Relations Profession and its Professionals

Public Relations
Chair
Juan-Carlos Molleda, U of Florida, USA

Participants
Discipline and Control in Negotiating Female and Professional Identities in Public Relations
Katerina Tsutsura, U of Oklahoma, USA
Does (Linking with) Practice Make Perfect? A Survey of Public Relations Scholars' Perspectives
  I-Huei Cheng, U of Alabama, USA
  Federico de Gregorio, U of Alabama, USA

How Public Relations Professionalism Influences Corporate Social Responsibility: A Survey of Practitioners
  Sooyeon Kim, U of Florida, USA
  Bryan H. Reber, U of Georgia, USA

Redefining the Power of Public Relations in Organizations: A National Survey of Health PR Practitioners
  Sooyoung Cho, U of South Carolina, USA
  Glen T. Cameron, U of Missouri, USA

Social Capital, Human Capital, and Career Success in Public Relations in Taiwan
  Yi-Ning Katherine Chen, National Chengchi U, Taiwan

Respondent
  Derina R. Holtzhausen, U of South Florida, USA

6316

Monday
12:00-1:15 pm
Yosemite Room A

Media as Contested Spaces of Religious/Spiritual Evolution: Rituals, Spectacles, Commodities, and Markets

Popular Communication

Chairs
  Andrea Press, U of Virginia, USA
  Stewart M. Hoover, U of Colorado, USA

Participants
  Media Cultures and Religious Change: 'Mediatization' as 'Branding Religion'
    Andreas Hepp, U of Bremen, Germany
  Conscious Capitalism Through Healthy Living Media: Communities of Consciousness, Solidarity, and Change
    Monica Marie Emerich, U of Colorado, USA
  Notes on Islamic Popular Culture
    Marwan M. Kraidy, American U, USA
  The Fluidity of Religious Forms and their Attractiveness for Audiovisual Communicative Media
    Guenter Thomas, Ruhr - U Bochum, Germany

Respondent
  Eric W. Rothenbuhler, Texas A&M U, USA

Religion is an increasingly important dimension of public discourse and political action. Media and communication studies have tended to lag behind this development. These papers address the emerging sense that the media sphere is increasingly a place of religious/spiritual meaning and discourse, particularly through popular and commodified processes and practices. The panel will further address itself to issues of theory and methodology in relation to these various media.

6317

Monday
12:00-1:15 pm
Yosemite Room B

Strategic Communication in Marital and Romantic Relationships

Interpersonal Communication

Chair
  Nicholas A. Palomares, U of California - Davis, USA

Participants
  Codependency as an Influence on Control Strategies and Relational Satisfaction in Couples Including One Depressed Individual
    Ashley P. Duggan, Boston College, USA
  Primary and Secondary Goals in Supportive Communication
    Nuchada - Dumrongrsiri, Assumption U, USA
  Vikanda Pornsakulvanich, Assumption U, USA
  Prototype Analysis of Relational Maintenance Behaviors
    Shuangyue Zhang, Sam Houston State U, USA
    Laura Stafford, Ohio State U, USA
    Andy J. Merolla, Ohio State U, USA
    Dan Steinberg, The Ohio State U, USA
In today's advanced networked media and communication landscape, not only infrastructural media policy parameters but in particular the issue of the 'sovereignty' of information flows require a careful review. Given the new relevance of mediated communication in world crises and other political conflicts, it becomes important to define new notions of sovereignty in order to provide conceptual frameworks for a global public communication sphere. The proposed panel will discuss this new sphere of sovereignty from a variety of perspectives. The panel will address the conceptual transformation of sovereignty, will discuss the impact of activist networks, news media and citizenship.
The practice of reading and interpreting race and racial identity is complex. As such, the papers in this panel engage how audiences/participants assign meaning to race in a variety of context: game play, movies and television and news. Panelist specifically look at how race is constructed in "America's Top Model," racism through political correctness is narrated in Belgium news, the distribution of U.S. Latino films in the 1990s, and how Arabic and Middle Easterners characters are read in Hollywood movies.

6325

**News Media and Queer Politics**

**Monday**

12:00-1:15 pm

**Union Square**

23 & 24

**Gay, Lesbian, Bisexual & Transgender Studies**

**Political Communication**

**Chair**

David J. Phillips, U of Toronto, Canada

**Participants**

Covering the Catholic Charities Controversy: The Boston Globe's Reporting on Adoption by Gays and Lesbians

Joseph Schwartz, U of Iowa, USA

Promoting Rainbow Pride in Formosa: A Study on the Model of Media Strategies of the LGBT Rights Movement in Taiwan

Cheng-Nan Hou, I-Shou U, Taiwan

Queer Tales of Morality: The Press, Gay Marriage, and Hegemonic Framing

Carol M. Liebler, Syracuse U, USA

Joseph Schwartz, U of Iowa, USA

Todd Harper, Ohio U, USA

Visibility of Sexual Minorities in the Post-1989 Slovak Media

Viera Lorencova, Fitchburg State College, USA