



International Conference on Media Studies

2-3 June 2017 – Warsaw, Poland
organised by Interdisciplinary Research Foundation

and

London Centre for Interdisciplinary Research

Preliminary Programme

Friday, 2 June, 2017

09:00 – 09:30 Registration

09:30 – 11:00 Session 1:

Ariel E. Reyes, University of Southern California (USA)
Cinematic Collusion of Racism and Social Class in Cuba

Mariam W. Mekheimer, Cairo University (Egypt)
Multimodal Discourse Analysis of Egyptian Political Movies: A Case Study of "People at the Top *Ahl Al Kemma*" Movie

Woo Jin Chang, Ajou University (South Korea)
Chan-Wook Park's Vengeance Trilogy and Voice-over Strategy

11:00 – 11:30 Tea/Coffee

11:30 – 13:00 Session 2:

Amina Merabet, Tlemcen University (Algeria)
Sports Sponsorship Through Social Media and Brand Equity. The Mediating Role of Gratitude

Hatice Cakir, Marmara University (Turkey)
Effects of Advertising on Children's Consumer Behaviour in Turkey

Abdulsamet Günek, Ataturk University (Turkey)
Nation Branding: A New Type of Soft Power

13:00 – 14:00 Lunch

14:00 – 15:30 Session 3:

Angela Esposito, University of Glasgow (UK)

The Rise of Cooking Television Show Formats Within Mixed Media Environments and the Multiplatform Era

Dennis Rosenberg, Rita Mano, Gustavo S. Mesch, University of Haifa (Israel)

Is It About Experience or Health Beliefs? Examining the Factors Influencing Intentions to Use Social Media for Health Purposes

Fawad Baig, Sehrish Mushtaq, Technische Universität Dresden (Germany)

Fault in the Language: Political Rhetoric, Partisan Media and Mass Polarization on Facebook

15:30 – 16:00 Tea/Coffee

16:00 – 17:00 Session 4:

Aristea Papadimitriou, Malmö University (Sweden)

Future Communication: Posthumans and Artificial Intelligent Agents

Giovanna Casimiro, University of Sao Paulo (Brazil)

Interaffective Swing: The Physical Social Media

17:15 Warsaw City Tour

Saturday, 3 June, 2017

09:00 – 10:30 Session 5:

Darrell Newton, Salisbury University (USA)

Going to Britain? Postwar West Indian Immigration, and BBC Broadcast Policies of the 1950s

Inci Cinarli, Sergul Tasdemir, Galatasaray University (Turkey)

Cultivating Fear, Harvesting Uncertainty: How Breaking News Concept is 'Broken' in the Post-Truth Era?

Şakir Eşitti, Ardahan University (Turkey)

Social Media, Public Sphere and Online Trolling: Effects of Trolling Activities to the Online Public Debates

10:30 – 10:45 Tea/Coffee

10:45 – 12:15 Session 6:

Simin Dolatkah, Samin Gheitsy, University of Tehran (Iran)

Reflection of Gothic Literature Elements in Tim Burton's Oeuvres

Vikrant Kishore, RMIT University (Australia)

Weaving Song and Dance Sequences in Films— Understanding the Role of Dance Directors in Bollywood Cinema

Rukhsar Parveen, Shahid Ali, Guru Ghasidas University (India)

Role of Indian Cinema in Creating Gender Equality in Reference to Prakash Jha's Movie Raajneeti, Satyagraha and Jai Gangaajal

12:15 – 12:30 Tea/Coffee

12:30 – 14:00 Session 7:

Ieva Aurylaitė, Kaunas University of Technologies (Lithuania)

The Decentralization of New Media in Local Governance: An Analysis of Lithuanian Municipalities

Araz Ramazan Ahmad, Khdir Mohammed Ahmed, University of Raparin (Iraq)

Which Governments May Control the Mass Media, Iran and Kurdistan Region of Iraq as a Case?

Dominika Popielec, Kazimierz Wielki University in Bydgoszcz (Poland)

Whistleblower as a Special Source of Information in Investigative Journalism

14:00 – 14:45 Lunch

14:45 – 16:15 Session 8:

Ivonne Dekker, Dennis Nguyen, University of Applied Sciences Utrecht (The Netherlands)

Framing the Syrian War in Non-Mainstream Youtube Videos: An Exploratory Analysis of Alternative Public Spheres on the Web

Jason Qian Chen, City University of Hong Kong (China)

The Age of Bullet-Curtain: Danmu (Overlaid Comments), Text Boxes and Beyond

Tahmineh Shaverdi, Academic Centre for Education, Culture and Research (Iran)

Social Capital in Offline and Online Social Network (OSN): A Case Study of Iranian University Students

16:15 – 16:30 Tea/Coffee

16:30 – 18:00 Session 9:

Fiona Abades Barclay, Independent scholar (UK)

"It Is Not Luck, It's Called Discipline". Exploring Discourses of Fitness and Gender on Social Media Networks

Titty Varghese, Vishnu Muraleedharan, Kaunas University of Technology (Lithuania)

Political Communication on Violence Against Women: A Discourse Analysis from Kerala

Gladys Edobor, Omobude Henry Eguavoen, Halom Nigeria Company (Nigeria)

Communication: An Essential Aspect of Diplomacy