



# International Conference on Media Studies

2-3 June 2017 – Warsaw, Poland

organised by [Interdisciplinary Research Foundation](#)

and

[London Centre for Interdisciplinary Research](#)

## Updated Programme

**Friday, 2 June, 2017**

09:00 – 09:30 Registration

### **09:30 – 11:00 Session 1: International News and the Power of Media**

Chair: Ivonne Dekker

#### **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?

#### **Ieva Aurylaitė, Kaunas University of Technologies (Lithuania)**

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

11:00 – 11:15 Tea/Coffee

### **11:15 – 13:00 Session 2: Media and Culture**

Chair: Anna Hamling

#### **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

**Simin Dolatkhah, Samin Gheitasy, 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

13:00 – 14:00 Lunch

**14:00 – 15:30 Session 3: Marketing Strategies and Social Media**

Chair: Fiona Abades

**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

**Hatice Cakir, Marmara University (Turkey)**

Effects of Advertising on Children's Consumer Behaviour in Turkey

15:30 – 15:45 Tea/Coffee

**15:45 – 16:30 Piotr Jaskowski, Mateusz Patera (Laboratory of Media Studies, University of Warsaw)**

Analysis of BiznesRadar.pl Application. Eyetracking in Usability Research

17:00 Warsaw City Tour

**Saturday, 3 June, 2017**

**09:00 – 10:30 Session 4: Communication and Media Technologies**

Chair: Vikrant Kishore

**Aristea Papadimitriou, Malmö University (Sweden)**

Future Communication: Posthumans and Artificial Intelligent Agents

**Ievgeniia Diadko, Interdisciplinary Research Foundation (Poland)**

The Role of Media in Adult Learning

**Giovanna Casimiro, University of Sao Paulo (Brazil)**

Interaffective Swing: The Physical Social Media

10:30 – 10:45 Tea/Coffee

**10:45 – 12:15 Session 5: Gender Roles and Globalisation of Media**

Chair: Darrell Newton

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

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

**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

**Fiona Abades Barclay, Independent scholar (UK)**

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

12:15 – 13:00 Lunch

14:00-16:30 Visit to TVP Channel