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ENGLISH RESEARCH PAPER ABSTRACTS

- **Image of Arab Women in Arab Media** 2-3
- **Traditional VS New Media** 4-7
- **Media and PR/Marketing/Advertising** 8-14
- **Media and Education** 15-18
- **Media and Politics** 18-24
- **Audience Studies** 24-32
- **Vision for the Future of Arab Media in the Digital Age** 32
- **Media Effects** 33-38
- **New Media** 39-42
- **Citizen/ Civic Journalism/ Social Change** 43-46

IMAGE OF ARAB WOMEN IN ARAB MEDIA

Media play an integral part in the reflection of the Arab woman's image. In the past few decades, many media outlets and several organizations have started to dedicate special attention to the role of the media in enhancing the image of women and leveling up her status. Different media initiatives try to portray the real image of the Arab women by minimizing the cultural gap, used to be in previous research studies, between the real image and the image portrayed in the media. These initiatives vary from the way of reporting on women's status, or organizations focusing on the main issues that concern Arab women trying to eliminate several obstacles, or strategies applied in order to increase women's awareness as being vital component in Arab society and the techniques the media should apply to enhance their images.

The Arab Women Media Strategy

Hussein Amin *American University in Cairo, Egypt*

Role of the National Council for women in redirecting and enhancing female images and standards in and via Egyptian Media

Mervat Abou Oaf *American University in Cairo, Egypt*

Image of Egyptian Women as Portrayed in the Independent Egyptian Newspapers: A Content Analysis study

Rasha Allam *American University in Cairo, Egypt*

Tramps, Terrorists, Troublemakers, and Sweethearts: Arab and American Women in Hollywood Films through a Changing World's Lens

Alia Yunis *Zayed University, UAE*

Gaelle Duthler *Zayed University, UAE*

This research paper examines the portrayal of Arab women in film and television from the silent movies to today by comparing it to the portrayal of the American women over the same time period. Both media roles have changed dramatically. The Arab woman of early Hollywood films was played as an oversexed harem girl. On the other hand, the American woman's roles started out in Hollywood as lily-white, almost asexual. Both women's portrayals would be unrecognizable in today's Hollywood. During World War II, the Arab woman becomes an invisible part of her society while the American woman plays a vital part of hers in the form of Rosie the Riveter to represent strong, working women needed to man the factories during the war. After the war, the Arab woman remains invisible while the American woman embodies perfect motherhood. This image remains until the early 70's, when certain events like Black September result in the portrayal of the sexy but deadly Arab woman and the women's movement brings about the tough American woman. Since September 11, 2001, Arab women have been relegated to yet another role, the veiled, beaten and voiceless woman needing to be rescued.

TRADITIONAL VS NEW MEDIA

The Marriage of Traditional Media and New Media Technologies

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Since their inception and proliferation, the new media technologies with their different channels have brought about profound changes to the media landscape. Widely discussed, how they have revolutionized audience participation; once were only consumers of media products, now audience through new media outlets, can become producers voicing their opinions that have been muted before. Among the blessings of the new media technologies is fostering opportunities for activism and fulfilling needs for self-representation that were scarce via traditional media.

The attention that has been given to new media technologies and its manifestations is great among media scholars over the last decade, and has mounted with the birth of significant new technologies like Facebook and YouTube. An important question worth tackling is how the traditional media survive in lights of the changing media spectrum. Riding the waves of change and utilizing the emerging technological techniques becomes an inevitable topic in studying traditional media reactions to the technology revolution. Some of the traditional media outlets succeed in utilizing technology to revive how they function and to stay appealing to the a wide scope of customers.

How effective can the traditional media and the new ones work together is the focal point of this paper. The paper will draw upon a personal experience of its authors, in which they have used: Facebook, YouTube, and online advertising to complement the work of their TV program dubbed, "Shakl Tani," that discusses self-help topics. Concluding from this experience, the authors believe that the new media technologies can complement the traditional media reaching powerful results. Through the usage new media technologies, authors managed to reach a wider range of audience and succeed in engaging the program's target audience. Also, authors concluded that through the interactive nature of new media, media stakeholders can continually work on improving their work to better fulfill audience's needs.

A Historical Consideration of Traditional Society in the Middle East: Learning all Over Again

Karin Wilkins *University of Texas-Austin, USA*

Fifty years ago Daniel Lerner published his classic text on *the Passing of Traditional Society* (1958). His juxtaposition of a modern entrepreneur in relation to a traditional chief underscores a linear path of inevitable transition, as individuals develop empathic potential once exposed to media. While this text has served as an illustration of a dominant paradigm in the field of development communication more broadly, this specific work also delves into a particular approach to the *modernization* of the Middle Eastern region specifically. Despite prominent critiques in the academic community regarding the patriarchal, xenophobic, and simplistic character of this model of social change, I speculate that the dominant themes articulated in Lerner's model live on in current public discourse in the US.

The research presented here will explore the degree to which central tenets of this description of how social change occurs in the Middle East have persisted and adapted in the last fifty years. The sources of materials will include a broad examination of the types of development projects engaged in the Middle East over the last fifty years funded through USAID, representing the governmental donor supporting Lerner's work; in addition, a broad content analysis of US news coverage of development issues in the Middle East will consider the extent to which modernization still plays a role in this discourse, and how the meanings of modernization might have shifted, or even been sustained, over these fifty years. The course of history over this half century may demonstrate the enduring character of Orientalism, or perhaps potential for particular frames to shift over time.

Trends in Media Usage in the Middle East

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This paper illustrates trends in media usage in Qatar, the UAE, Lebanon, Saudi Arabia, Morocco, Egypt, Jordan, and Iraq based on national media use surveys conducted by InterMedia from 2006-2008. A preliminary review of our most recent data indicates that traditional media outlets—radio and television—remain the most popular sources of news and information in the region even though more people are using the internet, cell phones, and other “new media”. (In some cases, the use of these traditional outlets is increasing). This paper/presentation would lay out usage trends for traditional, “new” media, and word of mouth communications and identify the most popular radio and television outlets and internet sites. It will break down media usage trends by age, sex, and other demographic variables.

Mass Media in Oman: Challenges and Opportunities

Shawaluddin Anis *Nizwa Ministry of Higher Education, Oman*

A strong and independent media is an asset to any society world over. Over the past 37 years Oman has worked hard to build a credible media both domestically and internationally. The evolution of Mass media in Oman has transformed the Sultanate's mass media which is almost virtually non-existence into a slow, steady and progressive modern nation that pose new challenges of the modern world ahead.

The scenario of Oman mass media before 1970 was virtually nonexistence. Today, with the advancement of media technologies coupled with the adoption of open sky policy, its media coverage extends via satellite not only across the Arab world particularly the GCC countries (Kuwait, Saudi Arabia, Qatar, United Emirates, and Oman) and through the internet connections, it now stretches almost to every part of the globe. It has made an impressive advancement within a very short period of time in terms of technical resources as well as quality of program contents. It broadcasts now 24 hours a day and its transmissions can be accessed not only throughout Oman, GCC countries but also around the world through satellite transmissions from its websites.

The non-government media set up and run by private sector supported with the government media – has important functions in providing alternative media contents and supplementing alternative information towards the awareness of the nation's economic growth, social, cultural and thus provides political stability needed for the nation's advanced towards the 21st century. Least, it does not pose threats nor it popular thinking, role of mass media has been further expanded and strengthened in conjunction with the establishment of the Royal Decree No. 95/2004 on the Law of Private Radio and Television Stations joined the ranks Omani's privately owned press.

This paper attempts to provide a brief scenario of mass media in Oman from 1970 to date. It discusses challenges and opportunities serving the Omani demanding society.

From Local to Global: Can Local Journalism Be a New Approach to Environmental Awareness?

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The primary issue of developing countries is economic development. The issue of environment is also held in economic aspects and the investments of the environment related companies come against us as news. Environmental problems do not loom large in media unless they are critically important. Turkey is a developing country as well. Since it has a location between Middle East and Europe, its agenda mostly consists of European Relations, Middle East question and Iraq. The rest of this agenda has predominantly economy news. However, due to industrialization, distorted urbanization and increased energy needs, environmental problems in Turkey come up to a point which cannot be returned. To draw organizations, news routines, editorial processes and reporting qualifications affect the neighboring news to take part in national media. Because of its geographical location it is difficult for environmental problems to be perceived as leading problems and find a place in Turkey's national newspapers. The importance of local media arises in creating awareness about environmental issues and composing public opinion in order to find solutions. Due to media is considered as a more effective method. It is the target of a researcher to determine whether this situation which is seen to be effective theoretically will also have the same affect in practice. In the research, content analysis will be applied to the local newspapers in Turkey. With the collected data, which news is published in what size is going to be stated. The study has importance since it contributes to literature.

MEDIA AND PR/MARKETING/ADVERTISING

New Media and Public Relations in Oman: Embracing Innovation in the Digital Era

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The revolution in communication technologies and media globalization is leading to a global economy that is based on knowledge and high-tech industries that will be highly competitive global industries. Businesses are functioning in an increasingly complex social, economic and political climate. The economies of the Middle East are also being challenged by complex choices for ensuring sustainable development. Business organizations in Oman have begun to take an active interest in social and environmental issues. Public relations is the key to this emerging corporate social responsibility. This paper analyzes how Public Relations in Oman contributes to an understanding of this complex economic environment and to reach decisions and function more effectively by contributing to mutual understanding among various stakeholder groups and institutions. It will also address how the profession of Public relations in Oman is embracing innovative media strategies through the Origin Oman campaign, branding initiatives and environmental campaign to fulfill its goals of corporate social responsibility. The paper also looks at the implications of public relations in bringing private and public policies into harmony in Oman.

Innovative Changes in Media: Issues and Challenges Related to Mobile Technology

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Since the continuous metamorphosis of technology today has also radically changed the media landscape, building up of a creative and meaningful nexus of links and connections with the given target audience and consumers has become a matter of paramount importance and priority. Marketers have also realized that connecting with the consumers is an ongoing journey where a consumer may stop at different touch points. This 360 degree communication requires the marketers to exploit both the traditional and ultra-modern systems of media so as to introduce more innovative changes in technology and to cope with the newly emerging and volatile issues and challenges in the field.

The marketing communicators today have to transcend the established shorelines, have to break the stereotype and look into the future when technology would become a major and formidable challenge. Mobile technology is one such area where this sort of

Herculean task is particularly desired. Mobile technology, no doubt, has become very promising in India and has so far yielded results which are highly rewarding. However, it is yet to reach the target the market of more than 400 million people.

Making mobile technology stronger than the online electronic media and other media devices is certainly an uphill task offering enormous challenges which the marketers have to negotiate through effective strategies so that a true media millennium can be made possible.

The real task before the marketers as media planners is to promote media accessibility to the consumers through innovative media strategies. The present paper analyses and makes an inquiry into the issues, challenges and complexities related to mobile technology and suggest innovative media changes and strategies.

Introduction

Youth form almost 67% of the target audience of advertising companies. A basic understanding of behavior, attitudes and the tastes of youth is of considerable significance to the marketers to design their advertising strategy accordingly. The confusion with the rapid flow of ideas, the changing street scenes and the fusion of various cultures makes the youth even more complicated. Against this backdrop, understand the youth would help marketers further to position their product.

As India prepares to stake its claim as a leading global power, the opportunities for, and consequently the pressure on today's youth is considerable. India's youthful consumers, who are fashion conscious, should drive demand forward. Nearly half of India's 1 billion plus population is under the age of 20, which includes 163 million teenagers. By 2015, the under 20 crowd will make up 55% of all Indians (Lakshman, 2007). It is this them to make their presence felt in the society. For this change to happen, the basic elements are their behavior and attitude.

The Advertising Challenge

In the coming years, the resources that will be critical for ensuring the success of any organization are essentially creative people, ideas, information and networks; there will be less and less emphasis on physical infrastructure and layers of bureaucracy to deliver the value desired by customers-and advertising agencies will not be an exception. Advertising has to become even better at its historical strengths like human interaction, visual excitement and storytelling, creating shared experiences at a mass level, and making emotional connections. This in itself is a real challenge.

In the past, media schedules relied on the power of repetition, the power of OTS (opportunity to see) to ensure that the advertiser's message is successfully connected. We now know that young people with hard-wired low-attention spans get bored with repeat viewings-rather than being 'as avoiders', they are actually 'repetition avoiders'. They decode very quickly and either discard or adopt. If they adopt, then it is they who do argument for saying that empathy, inspiration and emotional context have new value as our analytical skills struggle to cope with the information deluge. What does not change is the means of distribution-and ideas that are sufficiently compelling will

become shared experiences because they are disseminated among thousands, maybe millions, via the networking effect of people and technology (Duncan, 2007). The need of the agencies of tomorrow to reposition themselves in the fast-changing business and advertising world cannot be overemphasized.

An Exploratory Study

A survey was conducted across the city of Pune, Aurangabad in the state of Maharashtra to study the changes in the attitudes and behavior of the youth who constitute the young and the next generation consumers of India. A sample size of 200 respondents, ranging from age of 15 years to 30 years, was considered for the study. The respondents were further stratified into three age groups of 15-20, 20-25 and 25-30 years. The study broadly focuses on the lifestyle of today's youth covering their spending habits, usage of time, brand consciousness, consumption of alcohol and smoking, attitude towards festivals and other cultural occasions, and the extent to which they are influenced by peer group in buying decisions. A structured questionnaire was administered to the respondents to elicit the information.

Advertising Process in PR Department of Commercial Organizations: A Case Study of Banking System in Iran

Ghodsii Bayat Allameh Tabatabaiee University, Iran

Since advertising in all forms (electronic & non electronic) is one of the most important factors to achieve organizational goals in commercial systems specially banking systems, this paper compares the state of advertising process in comparison with other PR practices in Iran's public relations & executive managers points of view in private & public Iranian banks.

This article wants to determine the priorities of the PR department's practices in Iranian private and public banks with a survey among the two mentioned managers.

The article tries to answer the following questions:

1. What are the PR department's practices in Iran's banking system?
2. According to the survey among the two above mentioned managers, what is the most effective practice in the PR micro system in Iran's banking system?

According to the above survey, is there any significant correlation between each of the PR practices and the achievements of banks?

Components of Corporate Reputation on the Egyptian Organizations Websites

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This study is going to search for components of the corporate reputation introduced on Egyptian Organizations Websites. Corporate reputation is the trust that the corporate creates by keeping its promises in a decided manner. Reputation components include innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, quality of products or services, and global competitiveness. The main question of this study is: How are organizations using their websites as a communication medium to build good reputation and manage it? Companies were evaluated on dimensions ranging from leadership and vision, social responsibility, emotional appeal, products and services to workplace environment and financial performance.

Framing War and Peace Journalism of the Perspective Talibanization in Pakistan

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This paper aims at empirically testing John Galtung's model of 'Peace Journalism' by analyzing Talibanization in Pakistan of the four leading Pakistani newspapers (Dawn, The News, Jang and Express) from March 2008 to August 2008. This period has been chosen because new government in the country came to power after Musharraf.

The literature on war and peace journalism suggests that modern media are a major concern to combatants, publics, and media professionals and have insightful effect on calling attention to the conflict arena. Media coverage is integral to shaping the course of events in war and peace. Conflict reporting leads to accusations of bias from both sides (Galtung & Vincent 1992; Wolfsfeld, 2003; Lynch 2005).

Of the 427 stories of the editorial page in the specified newspapers, most of them framed war journalism than peace journalism. The mean story length of the overall coverage is also higher for war journalism. Compared to the Urdu press, the English press was dominantly war oriented. Taliban receive more unfavorable slant than favorable in the overall coverage. However, the unfavorable slant was found in the war journalism stories.

The four most prominent indicators of war journalism frames were 'differences-oriented', 'elite-oriented', 'dichotomy of good guy and bad guy' and 'zero-sum-oriented'. The four most salient indicators supporting peace journalism frame, were 'solution-oriented', 'people-oriented', 'causes and effects' and 'multi-party oriented'.

What Investors Want to Know from Communication Specialists

Nirvana Bechan *Cape Peninsula University of Technology, South Africa*

The objective of the study is to improve the impact of the function of Investor Relations by suggesting strategic communication tools and channels that can enhance the reputation of the organization and increase the value of stock.

Shareholders have very specific information needs. They look out for information that makes them buy shares, sell their shares or keep their shares. They control the resources that enable the company to operate and expand. According to Laskin (2007:2), the function of Investor Relations is to allow companies to Investor Relations defines Investor Relations as “Enhancing corporate value through effective communication” (Laskin,2007:2)

Much of Investor Relations is about the building of trusting relationships between an organization and the investments community. Strong relationships between an organization and its investors are important in times when external factors such as timing of communications and disclosure of certain elements that may not be of benefit to the organization such as financial losses. In these times, companies depend on investor confidence and trust.

According to a 2006 Hill &Knowlton survey (2006:3), when financial analysts talk about non-financial aspects in their evaluation of a businesses value, they are referring to execution of communication strategy, transparency, strong codes of governance and clear and consistent communication with stakeholders. This investigation interviews 40 big business analysts, investors and shareholders in order to ascertain what they deem to be significant indicators of a company’s growth and potential apart from its financial performance. It is argued that these non-financial factors require effective strategic communication management to all stakeholders concerned. In addition each stakeholder group (investors, in terms of this study) requires individual attention by the communication specialist in order to build the best possible position for the company on the marketplace.

Corporate Reputation and Communication: The Case of “Arla Foods” and Prophet “Mohammed” Cartoons

Khaled S. Gaweesh *Cairo University, Egypt*

Corporate reputation is an asset for any organization and it could be influenced by many factors either controlled or uncontrolled by the organization itself. What happened with “Arla Foods” the producer of many well-known food brands (Lurpak and Anchor for example), that they found themselves trapped in a critical crisis that has affected the corporate reputation by the famous Cartoons about Prophet Muhammad. The company did not create this crisis neither participated in it but it had to deal with the boycott adopted by traders and consumers in the Middle East which caused dramatic decline in the sales figures.

The prospect study will try to analyze this situation, looking at the importance of corporate reputation (CR) to all corporations, the factors that could affect this reputation, and the role played by communication in maintaining and improving this reputation. The study will focus on the case of “Arla Foods” using a case study approach trying to look thoroughly at their response and how they could succeed in getting back to their business.

Although the main concern of this study is not the use of innovative media, it is trying to adopt a wider perspective looking at the communication strategy and actions taken by “Arla Foods” regardless of the media that has been used. My point of view is to look at the management of corporate communication in a new environment not only in terms of media use but also in terms of new situations created by the capabilities of new media.

Issues and Challenges in Rural Advertising in India

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Anil Bhavsar *MSG College, District-Nasik, India*

Almost 60% of the world’s population lives in rural areas. The proportion of rural population is even higher in India, where 70% of the population lives in rural areas. India’s rural business houses offer huge untapped potential for business houses, hence the demand for consumer durables like color televisions, refrigerators, air-conditioners and microwave ovens which were once believed to have a market primarily in urban areas, is now picking up the rural domain. Thus, the rural business house for many products is growing rapidly in India and simultaneously, the tastes and preferences of rural consumers are undergoing transformational changes.

Rural advertising is, therefore, gaining ground in today’s competitive world. The products that are offered to rural consumers may or may not be different. But the way they are marketed has to be carefully thought out, for rural India has its own set of

issues and challenges like low literacy rate, lack of good communication system, limited transportation, high poverty level etc. to cope up with these challenges, business houses use a variety of advertising and also media mix strategies which are unique to rural areas.

However, to be successful in the rural market, business houses will have to be innovative and sensitive while devising their advertising strategies. The Indian rural market is indeed huge and offers a lot of potential. Business houses and advertising agencies should focus their attention on the existing issues and emerging challenges related to rural advertising. This paper examines and analyses prevailing issues and possible challenges related to rural advertising and suggests remedial effective advertising and promotion strategies to overcome them.

Psychological Contract as an Innovative Approach in Media Management in Turkey

Güzin Kiyik *Anadolu University, Turkey*

Sule Yüksel Öztürk *Anadolu University, Turkey*

The psychological contract is a concept moving from start point “Happy employee are also happy business” and have increased its importance today. Psychological contract, defined as the invisible perception and belief against corporation by employees and as an unsigned agreement between employees with the organizational, is thought the method that to be one step closer towards to the people in the postmodern management approach. The purpose of this study is to examine the concept of psychological contracts in the context of the media sector in Turkey. The one of major problems in the media sector in Turkey is short-term working life replacing the concept of lifetime employment at the present time. Besides the problems will be questioned in this study such as the lack of internal communication, failures in promotion system, consist of performance lost due to reduce of corporate loyalty, falling corporate profits. At the end of the research how to overcome these problems will be search answers with a view to innovative in terms of the concept of psychological contract. So, it will be found to answer whether the question possibility of being discarded negative perception and beliefs against organization by raising organizational loyalty of employees in media sector. While the problem is determined initially this research, researchers were used focus groups discussions, doing with people who works in media presently. Then it also will be utilized written source that the available statistical data of previous researches and gathering literature about the psychological contract on the media sector. The aim of this study is to examine problems of media sector in Turkey in terms of psychological contract relating an innovative point of view. Also it is purpose of contribute to media management literature.

MEDIA AND EDUCATION

Exploring the Video Productions of Egyptian Applied-Arts Students

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The present paper summarizes the main findings identified during a research project on the use of video of youth self expression and communication. This project was conducted within the department of photography, cinema, and television, faculty of applied arts, Helwan University Egypt, where the researcher is working as a media production lecturer. Over one academic year, and during a level-3 media production course, the researcher was involved in teaching 16 Egyptian students from different backgrounds how to produce short video films. In groups, the students planned, produced several short video tapes on a range of themes. Afterwards selections from the students' productions were presented to a sample of 23 adolescents representing the students in other academic levels at the same department. The viewers watched and produced video films and their responses to each production were observed and analyzed. The viewer's comments were also directed to the young video makers and the reactions of those young creators were recorded and discussed as well.

The paper focuses specifically on how young students as video makers learn the "languages" of video production and how they conceptualize their audience. Issues of reception, in which ideas about a shared sense of "youth experience" and young people's conceptions of their counterparts are both playing key roles here, and therefore are examined and analyzed. A review of the rationale and methodology of the project frames a main part of the study as well. Finally, the research discussion presents the multiple and interrelated finds of the entire study and the implication they hold for communication, youth video production, audience interpretation and media education in general.

Analyzing Internet Use of the Different Faculties' Students in Anadolu University

Merude Canan Pzturk *Anadolu University, Turkey*

The purpose of the study is to evaluate the internet use of the differences between the CSF's students especially the Department of Public Relations and Advertising and other faculties' students in Anadolu University, the differences between Internet- based communication skills and traditional communication skills in the CSF's students, and the differences of gender characteristics in the CSF's students. For this purpose, the questionnaire will be applied to the CSF's students. For this purpose the questionnaire will be applied to the other faculties' students which will be random sample. The study will be researched by the quantitative research method.

For this purpose a frequency of internet use will be measured, based on respondents' estimates of the time and frequency with which they went online, used email or used chat services will be calculated and the breadth of internet use measure examined the range of applications for which respondents used the internet. Among those who use the internet will be asked about the internet activities. These include use of internet for communication (e.g, send or read email, send instant messages to someone who is online at the same time, take part in chat rooms or online discussions with other people), for information (e.g., research online for your job, looking for information about a hobby or internet, get financial information, check sports scores)for entertainment (e.g, listen to or download music, play a lottery or gamble online) and for consumer purchases (e.g, buy a product online, buy or make a reservation for travel service do banking online) the internet breadth index is the sum of the activities they participate in.

Online Social Interaction Processes with Design Studio

Simge Göksoy ,*Bahçeşehir University, Turkey*

Computers are in use in various processes within education. With the introduction of Internet, computers have become not only tools for producing course material but also a medium for accessing information and for communication. In design education Information and Communication Technologies (ICT) are used in classes and in design studio. Design studio is the core of design education. It consists of a common process whose steps are introduction of a design assignment by instructors, development of design projects by students, and students' presentations of the final stage of their design. Physical design studio is a social environment open to 'communication' where students, instructors and invited people interact on the basis of the assigned design tasks (Öztoprak, 2004). According to the literature, both project based and free conversation among studio crowds, are important and necessary interactions which have a major role in design process (Schön, 1987). It is stated that physical studio is a social environment where such interactions are possible but that there are

complications in the existing studio in relation to the interactions among people (Craig and Zimring, 2000). Even though social interaction in online environment has its challenges and disadvantages - e.g. technological challenges or lack of face-to-face interaction - it is also proposed that virtual studio environment can be a means of constructing the necessary interactions (Craig and Zimring, 2000).

In this study it is proposed that online social environment where studio people interact and collaborate can supplement to the social environment within physical design studio. The already existing forms of online communities can be taken as examples to be analyzed. A recent related term is the Social Network Site (SNS) which is a web-based network environment of social relationships. In this paper the structure of the SNSs will be explored as a model for the proposed online social environment as the supplement to physical design studio.

Online Social Network and Communication Privacy Concern

Azza Abdel-Azim Mohamed *United Arab Emirates University, UAE*

Introduction:

Much of the media coverage surrounding young people and online social networks has focused on the type and amount of personal information teens make available on these networks. Are they sharing information that will harm their future? Are they sharing information that puts them at risk of victimization? And are females differ than males in managing their communication privacy?

Research Topic and Theoretical Framework: Online social network, such as MySpace, Friendster or the Face book have experienced great growth in membership in the Arab world recently. These networks offer attractive means for interaction and communication; it raises privacy and security concerns as well. Communication privacy Management theory is the theoretical framework of this study.

Research Questions:

- 1- What are the online social networks the young people are member in?
- 2- What are the motives of using online social networks?
- 3- What sort of information young people usually put in their social network profiles?
- 4- What type of information young people never mention in their online profiles?
- 5- How far young people trust their ability to control the information they share?

Research Hypotheses:

- 1- Older teens will be more concerned about managing their communication privacy via social networks than will younger teens.
- 2- Females are more concerned with managing their privacy than males.
- 3- There is correlation between household size and teen's communication privacy management.

- 4- Interpersonal communication correlates positively with communication privacy concerns.
- 5- Internet usage rate correlates positively with communication privacy concerns.

Research Sample:

The sample composed of 400 university students in United Arab Emirates. It is distributed equally among governmental and private UAE universities and will represent males and females equally.

MEDIA AND POLITICS

New Arab Media, New Politics: How and Evolving Media Environment Affects Political Dynamics

Philip Seib *University of Southern California, USA*

New Arab media – in this study, primarily satellite television and Internet – based venues - - are evolving as the media and political environments in which they operate continue to change.

Although the “Democratic Republic of Al Jazeera” remains a mirage, new Arab media directly or indirectly are affecting the political dynamics of the Middle East by broadening political discourse in the increasingly crowded and competitive media universe, with the number of Arab satellite channels and the number of blogs and other Internet forums growing significantly.

An “Al Jazeera effect” can be seen, encompassing the use of new media as tools in political affairs ranging from democratization to terrorism, and including the concept of “virtual states”. This paper will present a concise appraisal of how this affects Arab politics and Arab states relations with the rest of the world.

“The Media” are no longer just the media. They have a larger popular base than ever before and, as a result, have unprecedented impact on politics at many levels. The media can be tools of conflict and instruments of peace; they can make traditional borders irrelevant and unify peoples scattered across the globe. Examining this phenomenon within the context of Middle East politics may provide ideas about how similar change might occur throughout the world

To whom Al-Hurra Bells Toll? An Investigation into the Impact of Al-Hurra TV on Arab Journalists and Journalism Educators

Mahmoud M. Galander *Qatar University, Qatar*

Research Synopses:

This study investigates Al-Hurra TV as a tool of US public diplomacy in the Middle East. To determine its impact and effectiveness, the study bases its investigations on a survey of Arab journalists and journalism educators to gauge their attitude toward, and opinion about the channel; and analyzes some of Al-Hurra programs to identify the policies and styles of persuasive communication adopted by the station.

Rationale:

Ever since its inception, Al-Hurra TV, like its sister radio station Sawa, has received heated controversy in both the Arab region and in the US. The intentions of Al-Hurra as US government tool of public diplomacy were clearly expressed by President Georges Bush who declared in an interview with the station on its inaugural day that Al-Hurra will help combat “the hateful propaganda that fills the airwaves in the Muslim world...” the official website of the channel declares that it is “...dedicated to presenting accurate, balanced and comprehensive news...to broaden its viewers’ perspectives, enabling them to make more informed decisions”.

Methodology:

Specifically, the study will attempt to:

1. Survey of a sample of the target population of Arab journalists and media practitioners.
2. Content Analyze as a sample of the programs of Al-Hurra TV in search of the persuasion techniques and styles used.
3. Evaluate the findings in search of the channel’s impact on the audience in the area.

Rationale:

Background:

Since the invasion of Afghanistan and Iraq, the US image in the Arab world has been a source of concern to American politicians and students of politics. Opinion polls in the Arab world, various Arab writers and analysts, and radio and TV programs in the area have not ceased to demonstrate a negative attitude towards US policies in the area. In response, an enthusiastic program of image improvement in the Middle East was adopted by US government. Officially identified under public diplomacy activity, this program included Hi magazine, Sawa Radio station and Al- Hurra TV station. The first two have not received much praise by scholars and observers, whereas the third remains under close scrutiny. The place and role of the Arab media elite in shaping Arab public opinion and attitude is well documented, hence the investigation of their use of, and attitude towards Al-Hurra will provide a conceivable criterion for the evaluation of Al-Hurra as a medium of American public diplomacy in the Middle East.

Islam and Oil: The US's "Special" Relationship with Saudi Arabia and its Representation in the News

Deepa Kumar *Rutgers University, New Jersey, USA*

When it was learned that 15 of the 19 hijackers in the 9/11 attacks were Saudi nationals, it caused a furor in the United States that opened Saudi Arabia to the kind of scrutiny and criticism not seen before. Saudi Arabia's educational system, its treatment of women, its political system and its economic policy were all subject to criticism both in foreign policy journals and the mainstream media. Public opinion of Saudi Arabia went from 56% holding a favorable in early 2001, to only 24% in December. A widespread campaign emerged to discredit Saudi Arabia, and in a matter of years a decades long ally of the US was turned into an enemy. This paper outlines the history of the relationship between the US and Saudi Arabia, and its representation in the mainstream media. We discuss the logic of "oil for security," which was, and continues to be, the bedrock of this relationship. Yet, Islam has also played a role; it has been vital to Saudi Arabia's projection of its power and legitimacy in the region, and it was a crucial element in the US's Cold War rivalry with its "godless" counterpart. Both these dimensions will be explored. We then analyze the representation of this relationship in the mainstream media in the US by studying coverage in two national newspapers, /The New York Times/ and the /Washington Post/, as well as two news magazines, /Time and Newsweek/. To round out the discussion on either side of the political spectrum, we also study coverage in two right wing periodicals /National Review /and /The Weekly Standard/, as well as one from the liberal end /The Nation/.

New Media Technology and its Impact on the Democratic Process of Middle Eastern Countries

Serajul Bhuiyan *Auburn University at Montgomery, Alabama, USA*

The paper explores the impact of new media technology on the democratic process in the Middle Eastern countries. The author discusses in detail on how Arab Streets are turning into a public sphere in which greater number of people will have a say in governance and public issues in the future because of increasing level of education, use of new media technology and easy of travel. Based on the theoretical framework of technological determinism, the author also explores how new media technology, especially, Internet has become a promoter or an effective enabler of democracy in the Middle Eastern countries, even access to information technology has not really reach critical mass in the region. The anticipated long-term changes such as increasing amount of flow of information, new ways of interpreting that information and the rise of new kind of virtual communities in the Middle East due to new media technology have been documented in the paper. This paper concludes with the remarks that the new media technology is producing growing civic pluralism in the Muslim World which will result in organized demands for equitable treatment by government.

Frost/Obama: or How the al Jazeera English Coverage of the 2009 Gaza Conflict Served as a Platform for a Wider Reconsideration of the “War on Terror”

Wayne Hunt *Mount Allison University, Canada*

Frost/Nixon was a movie released in 2008. It was based on a play by the same title written by Peter Morgan. Morgan worked from a series of news transcripts dealing with the epic television interview which Richard Nixon gave to the broadcaster David Frost following Nixon’s resignation as President of the United States. But Morgan used a certain amount of “poetic license” in building a dramatic account of a telephone conversation between a drunken Richard Nixon and Frost, with Nixon telling Frost that the final interview would make or break the other’s career. The closing titles of the movie describe how Frost went on to future success in the world of media, while Nixon died in disgrace several years later. This same admixture of fact and fiction can serve as a useful *thought experiment*.

Frost went on to become Sir David Frost and he went to work for Al Jazeera English where he hosts a programme entitled *Frost Over The World*. But there were a number of intriguing what ifs... What would happen if Osama bin Laden were still alive and if he agreed to the airing of pre-recorded interviews? He has made strategic use of Al Jazeera in the past. How would he handle questions about media coverage of the 2009 Gaza conflict? During the offensive, Al Jazeera English and its Arabic language sister, aired far more graphic pictures than its mainstream media competitors of injured Palestinian women and children. American viewership of Al Jazeera English rose dramatically, partly as a result of the fact that they had what CNN and others did not have: television reporters inside Gaza. The Israeli government refused to allow other networks to send reporters in during combat operations. Viewers in the US and Canada were not watching Gaza footage on cable television however, where the English language Arab network has almost no presence. Parenthetically, it should be noted that the Canadian Radio-television and Telecommunications Commission (CRTC) is engaging in a process to right the matter – or at least for the Canadian market -- at the moment. Instead, the station streamed video of the Israeli offensive on the Internet where it was used by citizen journalists (Pintak). It also used the microblogging site Twitter to provide real-time, eyewitness accounts. It experimented with interactive maps and actively sought out people who could offer photos and visual testimony to the human dimension of this war. In order to do this, a new media architecture had to be put in place which built on Al Jazeera’s history of Palestinian coverage (Zayani).

What were the foundations of this architecture? A few months before the Israeli attack, the network placed its broadcasts on a new platform called Livestation, which allows free use of high quality online feeds. The service was developed by a London-based technology company which was partially backed by Microsoft Corporation and which

had a number of other news networks signed up as well, including Bloomberg Television and BBC World. During the Gaza crisis, Al Jazeera was the most viewed news channel on YouTube's "News and Politics" category. In the same period, the network's video stream jumped by 600 per cent in worldwide viewership, with about 60 per cent of those viewers being located in the United States, according to the station's internal numbers (Surk and Schreck). There was talk that the Gaza crisis would do for Al Jazeera what the first Gulf War did for CNN – in other words turn it into a global media presence. In this case it did so by presenting the other side of a story.

By presenting these arguments in a dramatic form, this paper adds insights into an academic literature which argues that Al Jazeera English will be more successful covering wars in parts of the world which traditionally do not receive adequate mainstream coverage, than in adding much that is innovative to developed mainstream media markets. But in a more important way, Al Jazeera English may be helping people in the United States, as well as in the rest of the world, question the assumptions behind the Clash of Civilization and the War on Terrorism that originated with the previous Bush administration in the United States (see, for example, Seib).

“Othering the Self”: Hamas and Fatah Battling for Public Opinion Online

Abeer Najjar *American University of Sharjah, UAE*

The Palestinian-Israeli conflict is one of the most contested political conflicts on the media arena. During the latest Israeli war on Gaza, the Israeli information ministry, the foreign ministry and the Israeli military have intensively been using new media to get their messages through to the rest of the world. Moreover, in this conflict, media war was fought in the mainstream media as well as in online media. Social network sites and video downloading sites as Facebook, My – Space, You – Tube, Meta – Café and others were one of the fields in which this battle between the two Palestinian parties took place. According to many of Hamas supporters, the P A and its Fatah's affiliated president Mahmoud Abbas were part of the plot in what was seen as the war on Gazans. For Fatah supporter, Hamas was following a Syrian and Iranian agenda exposing the Palestinian people to more suffering. The term “Gazans” appears in many publications and news bulletins to emphasize the following argument, it was only them who are attacked by Israel. This argument keeps the door open for doubts and accusations against other Arab and Palestinian parties, especially the so-called moderate countries, including Jordan, Egypt, Saudi Arabia and the Palestinian Authority which is dominated by Fatah. This paper focuses on the PA and Fatah as the “Other”, for Hamas and its supporters during the War of Gaza December 2008- January 2009. It examines the user generated content (UGC) in the above mentioned sites comparing the attributes associated to each party by the supporters of the other to those attributed to Israel.

Coverage of the 2006 Israeli Lebanese War: A Comparative Content Analysis

Sara El-Khalili *American University in Cairo, Egypt*

Ahmed Montasser *American University in Cairo, Egypt*

Sherihan El-Ghazaly *American University in Cairo, Egypt*

A number of 353 stories on 102 front pages of America's The New York Times, Egypt's Al-Akhbar, and Lebanon's Al Diyar were examined using a quantitative content analysis methodology to compare the newspapers' coverage of the Israeli-Lebanese 2006 war. The researchers compared the amount of war coverage in the three newspapers and the subjects covered. Tones of coverage towards Hezbollah, Israel, and Lebanon were also examined. The study found that the amount of coverage as well as the tone varied in the three news papers. However, the researchers found that balance in coverage is not equivalent objective reporting. The New York Times mentioned Hezbollah and Israel almost evenly in its war stories but its tone of coverage was anti Hezbollah and pro Israel.

A qualitative analysis of the language usage in the three newspapers was essential to understanding how the newspapers manipulated the tone of coverage. The performance of media at war questions the core of the notions of objectivity and journalistic ethics. How the American versus the Arab media covered the War on Lebanon proves the saying that "one person's freedom fighter is another person's terrorist."

Wikipedia, the Armenian 'Genocide', and the Search for Truth

Matt J. Duffy *Georgia State University, USA*

The paper examines the Wikipedia entry for 'Armenian Genocide' to observe how the online encyclopedia attempts to act as an arbiter for truth. The author starts with a brief history of Wikipedia including the arguments in favor and opposed to its unique, open-source mechanics. The paper then examines Wikipedia's editing protocol, "neutral point of view" policy, and normative call for consensus. The paper then discusses the concept of truth, reviews various methods for discerning truth, and examines opinions about Wikipedia and its relation to truth. Then, a textual analysis examines how the 'Armenian Genocide' entry has evolved over the years and how its authors have defended their changes and supported their positions. The entry has consistently increased in certainty that genocide is the correct word to refer to the fate of the Armenians. Finally, the author discusses how Wikipedia's model changes the traditional search for truth and how this

technological advance helps or hinders this search. The author finds that Wikipedia fills a much-needed communication niche in a postmodern world in which many doubt that “absolute truth” exists.

AUDIENCE STUDIES

Gender and Perceptions of Celebrity Advertising in Egypt

Rasha Abdulla *American University in Cairo, Egypt*

Kevin Keenan *American University in Cairo, Egypt*

This paper examines what is commonly called "celebrity advertising" in Egypt. Celebrity advertising is advertising using celebrities (movie stars, pop singers, football players, etc...) as the main characters in a campaign promoting a product or service.

The paper utilizes a survey of 383 students about the topic. It looks at attitudes and preferences towards advertising campaigns using celebrities in Egypt. The main independent variable is gender. Other variables include socio-economic background, age, television exposure, and advertising exposure.

Results indicate a strong perception on the respondents' behalf of the power of advertising, particularly of celebrity advertising on the product's social image. Television exposure analysis indicated that longer hours of television watching actually play down the perceived effect of celebrity advertising. This could be due to a desensitizing effect that takes place the more hours respondents spend in front of the television screen, or it may be that heavy viewers use television differently in terms of satisfying gratifications of personal utility such as passing time, escape, and having background noise.

Going to the Movies: An Investigation into the Factors which Influence the Egyptian Audiences' Choices of Motion Pictures

Mustafa Yousry *Helwan University, Egypt*

Movies have become a big part of everyday life Worldwide. In fact, their popularity seems to grow with time, despite the harsh competition for people's leisure time and money. This study attempted to determine the factors most helpful to the Egyptian audience in determining their choices of motion pictures. It tried to spot the mediums most efficient in making the Egyptian audience want to go to a film theatre to watch a specific movie. The following seven factors/mediums were examined to answer these

research questions: movie stars, directors, trailers, general advertising, word of mouth, movie genre, and reviews.

A simple but efficient research instrument (i.e., a questionnaire form) was designed and produced for the purposes of this research work. This survey was able to approach the Egyptian audiences and explore why a spectator chooses to see a certain movie of the many offered. Data were collected with the help of a sample of 58 respondents contacted by e-mail. Data analysis indicated that more than one factor play a role in encouraging the Egyptian audiences to watch a specific movie. The study results suggested that both the genre of the movie and the stars appear in it are usually the two most important reasons in determining the Egyptian audiences' choices. Further research using larger samples and examining more factors and mediums appear to be warranted.

Winning Hearts and Minds: A Study of Egyptian TV and DW's "Youth Beyond Border"

Radwa A. Mobarak *American University in Cairo, Egypt*

One of the main functions of international broadcasting has always been public diplomacy. This function was highlighted after the events of September 11, 2001, employing efforts to support foreign policies. Broadcasting across borders became the central political instrument to win hearts, change minds and downplay differences between the East represented by Arab and Muslim countries and the West, represented by the United States and Europe.

But years after the tragic events, the focus of international broadcasting changed back from politics to culture. It was clear that differences in ideologies were not as important as cultural distinctions. Fuelled with the need to understand the other and bridge gaps, international broadcasting became an instrument of cultural exchange.

With that line of thought, Egypt and Germany have initiated an innovative international broadcasting effort to open up channels of information between youths from both countries. The initiative, a television program called "Youths beyond Borders", was broadcast both on Egyptian TV and Deutsche Welle simultaneously.

This paper attempts to gain a deeper understanding of the reach of the program and how it might have affected Egyptian youths. It will also analyze episodes from the program, providing a view of the agent.

Connecting and Communicating on Facebook: A field Study on the Uses of Arab Youth in Egyptian Universities

Amy Albert *6 October University, Egypt*

This paper describes a study of the impact of Facebook on Arab youth. It seeks to answer two main questions: first: who is using Facebook? Are there differences, such as by gender, year in school, residential status, or weekly income between those who join? Second: how is Arab youth using Facebook? Is there a difference in youth use of profile elements, their motivations for using Facebook?

To address these questions: a *survey* with 400 students was conducted from 6 October University and Minia University, using the traditional questionnaire.

The paper is organized as follows. We first review related literature. The next section outlines the methodological approach for an empirical test of research questions. We then present results, highlighting the explanatory power of selected profile elements. The paper closes with a discussion of the implications of our findings, as well as study limitations and overall conclusions.

Uses and Gratifications Structure

M.D. Lawrence, *University of Poona, India*

Kasi Viswanathan, *Majan College, Sultanate of Oman*

Sanjay Mali, *India*

The Internet has become impossible to ignore in the past decade or so. Even people who do not own computers are increasingly using the new medium. With more than 50 million people estimated to be communicating on the Internet, communication researchers now consider this network as a mass medium. Until recently, mass communication, staying with the traditional broadcast and print media (Stafford, et al., 2004)

Uses and Gratification (U&G) is a time-honored media use theory, helpful for understanding consumer motivations for media use, and has been applied to scenarios ranging from radio to television, cable TV, TV remote controls, and now the Internet. The Internet provides wide range of networked telecommunications and media content delivery capabilities.

The utility of the Internet as a powerful telecommunications medium is compelling, and the Internet is far more than just a conglomeration of websites selling goods. Yet, given the necessity of attracting online buyers to support online market offerings,

understanding why consumers choose to use the Internet has great relevance in the commercial model of online business.

Most of the studies done on the U&G in the Internet are in American and European contexts. This paper uses the U&G structure of the Internet users in the Indian context. The gratifications identified in this study can guide the management practitioners and scholars to understand why users are attracted to the Internet, and help advance research in advertising to education to psychology. An understanding of individual motivations may help media researchers to better understand media effects.

The study examines the gratification structure of male and females separately. The differences between the light and heavy users of the Internet are examined based on the gratification structure obtained.

Making the Most of Audience Feedback: A Methodological Comparison between Focus Group and Small Group Research Designs

Karin Wilkins *University of Texas-Austin, USA*

The quality of market research is contingent upon the generation of useful, valid data from audiences, both in the inspiration of ideas, the testing of messages, and the evaluation of projects. Many research projects rely on focus group information as a valuable way to solicit group dialogue on the potential and actual value of mediated messages. Focus groups tend to be created by a researcher, who selects participants who do not know one another before entering the research process. In contrast, a small group technique invites one informant to select and bring in other participants known to him or her. In order to assess the comparative strengths and weaknesses of these two methodological procedures, I will assess the process and outcomes of a research project using both techniques. In this research project, 16 groups were invited to discuss their perceptions of social issues and of films: of these 16, half were dedicated to Arab American and half to other US-based constituencies; evenly across these groups, half were generated through focus group and half through small group processes (thus four in each sub-group). In terms of process, I will compare the size of the groups, the length of conversations, the ease of scheduling, and the perceived comfort of the conversations. In terms of outcomes, I will contrast whether the types of responses given to questions differed across focus and small groups. This methodological exploration may be crucial in contributing to improving audience research in understanding perceptions of media campaigns.

A Comparative Analysis of Consumer Ethnocentrism among Arab and US Audiences

Kevin Keenan *American University in Cairo, Egypt*

James Pokrywczynski *Marquette University, USA*

In literature on international advertising, “country-of-origin effects” relate to how the mention of where a product comes from can impact consumer perceptions of quality, value and intention to purchase. Since the concept was originally proposed by Schooler (1965) over 40 years of research has documented instances of both positive and negative effects.

General findings and predictions from country-of-origin studies suggest that ads associating products with developed countries are likely to produce more favorable attitudes and increase purchase likelihood, while those linking products to a developing country may have the opposite effect (Dinnie, 2004). Further explanations of the phenomenon focus on the psychological notions of consumer ethnocentrism (Sharma, Shimp, & Shin, 1995) and animosity (Riefler & Diamantopoulos, 2007)

The concept of consumer ethnocentrism involves message receivers having a certain set of feelings or pride that leads them to prefer products from their own country. Animosity is rather the reverse, with consumers actively disliking products from a country they have negative feelings about, due to historical, political, cultural or other factors. This, the mention of a product’s country of origin may have both positive and negative effects on different audiences, depending on whether it triggers ethnocentrism or animosity.

While writing on the topics of country of origin, consumer ethnocentrism and animosity is quite extensive (in fact, a February 2009 Google scholarly search for articles including all of three terms produced over 900 hits) , there has been very little attention to how they might be applied in the Arab world. There has also been only minima comparative work done to consider differences among various countries.

Of the limited country-of origin research done in the Middle East, Keenan and Al Kadi (2004) suggest that animosity toward the US and the West is responsible for certain negative findings about advertisements for American products in Egypt. Albarq (2007) attributes results found in Jordan to consumer ethnocentrism, and shows such effects stronger among those with less interest in travel outside their home country. Thus, it would seem that both of the generally established explanations of country-of origin effects found elsewhere , animosity and consumer ethnocentrism might have application in the Arab world under certain circumstances.

Prior studies that have used comparative approaches indicate there are likely to be variations in how country of origin works in different parts of the world, though still, none of them have include Arab populations among their comparisons, Gurhan-Canli and Maheswaran (2000) found differences between Japan and the United States, while Meng , Nasco and Clark (2007) observed similar differences between China and the United States.

In both of these cases, the authors suggest distinctions between collectivist and individualist cultures may explain their findings.

The study being submitted here for consideration for presentation at the 2009 AUSACE Conference is based on points covered above. It reports on research conducted in March 2009 among a sample of 192 consumers, 93 in the United States and 99 in Egypt. The principle variable of interest is consumer ethnocentrism with respondents in both countries asked to evaluate their feelings about products produced in their own country, relative to those from other countries. Measures of “worldliness” based on travel and living experiences outside their own country, and demographic items of gender and socio-economic status are also included in the analysis.

Initial findings show country differences in line with the individuals/collectivist distinction. There is also evidence, for both the US and Egypt samples, that consumers who have lived or traveled abroad are less inclined to exhibit consumer ethnocentrism. Neither gender nor SES appear to be related to consumer ethnocentrism. Further multivariate examinations of the data are planned prior to preparation of final research report and hopefully presentation to AUSACE.

A Cultural Perspective: A Survey of US and Egyptian Students re: Their Perceptions of Persons with Disabilities

Naila Hamdy *American University in Cairo, Egypt*

Philip Auter *University of Louisiana at Lafayette, USA*

Aya Ateya *American University in Cairo, Egypt*

Vernon Humphry *University of Louisiana at Lafayette, USA*

People with disabilities (PWD) have been treated as a minority in different societies. In many instances, their rights have been overlooked, their voices have been neglected and their opportunities for survival have been threatened. Thus, this has negatively affected their chance to lead a better life and to participate in society. Negative perceptions or stigmas towards people with disabilities have been a barrier to their integration in society, and a key to their marginalization. Stigmas are more evident when

it comes to gender and disability, where in some societies disabled women suffer from the 'double disability' of representation and rights.

Despite advances precipitated by many equal rights movements, the portrayals of PWD's in literature and electronic media have often remained stuck in a stereotypical early twentieth century construct. Persons with disabilities are generally portrayed as one of three ways; the disabled innocent, the disabled evil, and the disabled inspiration. The disabled innocent appears to invoke pity and acquire donations; the disabled evil to reflect an evil nature of the individual; such as the evil characters of many movies or books, and the inspirational disabled to inspire awe such; as Helen Keller, someone who has overcome great obstacles.

This research will use the Disability Social Relations Generalized Disability (DSRGD) Scale to explore the commonalities and differences of perceptions about people with disabilities across cultural divides. The DSRGD scale measures the effect of the social context on perceptions towards people with disabilities. The scale used the social contexts of friendship, marriage and workplace. The survey instrument also elicited information about the portrayal of PWD's in the media (Television, Internet, movies, radio and print). University students in Egypt and the United States will be surveyed about their perceptions of people with disabilities and the influence media representations have on their perceptions.

Effects of Viewing Drama on the Egyptian and American Youth Perception of Family concept

Philip Auter *University of Louisiana at Lafayette, USA*

Mohammed Rida *Modern University for Technology and Information,
Egypt*

Jailan Sharif, *Modern University for Technology and Information, Egypt*

Fawn Roy *University of Louisiana at Lafayette, USA*

Cultivation theory suggests that people develop perceptions of how the world is based on their media experiences. This is particularly the case when one can have limited or no experience with an issue-other than through the media. Perceptions of family and life in other cultures are a prime example of this.

Most Egyptians and Americans have little or no opportunity to experience the other's culture-except through what they see in TV and film. The US imports very little Middle Eastern media, but Egypt's rich cultural history has made it a centerpiece of many dramas, fantasies and horror/science fiction pieces. On the other hand, Egypt has a rich media of its own, but does import US dramas and therefore Egyptian youth may have greater "experience" with US family life as presented in US programming.

The purpose of the current study will be to sample about 400 US and Egyptian students to determine their media viewing levels (TC, film, etc..) as well as the type of content (local, foreign...etc..) Respondents will also be surveyed regarding their perceptions if family-both in their home country and in that of the other culture. It is hoped that this research will shed additional light on how consumption of media can cultivate perceptions about another culture and their family experiences.

Student Use of Media: Have blogging and Tweeting Replaced Reading and Viewing?

Judy Van Slyke *Virginia Commonwealth University, Richmond, USA*

Naila Hamdy *The American University in Cairo, Egypt*

June Nicholson *Virginia Commonwealth University, Richmond, USA*

Mohammed al Nawawy *Queens University, Charlotte, USA*

Philip Auter *University of Louisiana at Lafayette, USA*

Yousef al Failakawi *University of Kuwait, Kuwait*

Sahar Khamis *University of Maryland, USA*

Saadia Malik, *Qatar University, Qatar*

What's happening to how journalism, public relations and other mass communication students get the information they need and want? And what's happening to the kind of information they are most likely to seek?

Four faculty members teaching at universities in Egypt, Qatar, Kuwait, and the United Arab Emirates and five teaching at USA universities in Virginia, Maryland, Louisiana and North Carolina propose a panel discussion for the 14th annual AUSACE international conference during which they would present the findings of their research into student media and news/information consumption patterns.

Each researcher will ask students in one or more of his/her classes to keep a log of their media use for a period of two weeks (most likely the first two weeks of October 2009), noting the type of information (news, entertainment) they consumed and the media they accessed to get this information (traditional media, social media, cell/mobile phone, etc...) Researchers would use a common instruments and set of instructions for the students so data collected could be prepared across institutions and countries. Each researcher would prepare a brief summary of his/her findings that would be distributed at the panel session in Cairo. And each would prepare to speak briefly at the panel

session, addressing the implications of what they learned about student media use for teaching journalism, public relations and mass communication students.

VISION FOR THE FUTURE OF ARAB MEDIA IN THE DIGITAL AGE

Journalism Education in the Information Age

Mervat Abou Oaf American University in Cairo, Egypt

Arab Public Opinion in the Digital Age

Mohamed Selim American University in Cairo, Egypt

Regulating Broadcast Media in the Middle East

Rasha Allam American University in Cairo, Egypt

Online Islam: Function of Islamic websites

Sara el Khalili American University in Cairo, Egypt

The Middle East started to convert into digital media despite the fact that many of the Middle Eastern countries share a common language, culture, religion and geography; there are many differences and diverse political ideologies. Major questions arise from these developments. In the millennium ahead, what effects will these influences have on emerging issues came out of the digital era such as multinational diversity, cultural integrity, and the demands for new journalism education and training, the implementation of new public opinion methods, regulations and others.

MEDIA EFFECTS

Collective Identity in the Virtual Islamic Public Sphere: Contemporary Discourses in Two Islamic Websites

Mohammed el- Nawawy *Queens University, Charlotte, USA*

Sahar Khamis *University of Maryland, USA*

This study utilizes a textual analysis of selected threads from the Arabic discussion forums of two of the most popular Islamic websites – Islamonline.net and Islamway.com-to explore the potential impact of the new Islamic virtual public sphere, and the reconfiguration of the virtual Umma (Islamic Community) online, on the creation of collective identities. The study also assesses whether the discourses and deliberations taking place in the two sites' discussion forums exemplify an ideal Habermasian public sphere, through *Shura* (consultation), *Ijtihad* (interpretation) and *Ijmaa* (consensus) as defined within the Islamic context. Findings indicate that there is an uncritical, unquestioning type of emotional consensus among posters who did not exemplify a truly rational-critical debate, particularly when it came to issues of political salience. Discussions among the posters show that they consider being a “Muslim” as the most important identity signifier in their lives. However, in some cases, especially while discussing political issues of a Pan Arab nature, a parallel Arab identity also emerged, confirming the parallelism and interrelatedness of Arab and Muslim identities, and the overlap between mediated Arab and Islamic public spheres.

Malek Farouq and the Egyptian nation: transnational television and expressions of communal identity in Arabic language Media

Tarik Ahmed Elseewi *University of Texas at Austin, USA*

This paper is guided by the central problematic of describing the relationship between transformations in the global communication landscape and expressions of national and communal identities. My goal is to subject discussions of general media globalization to specific situations of cultural production in order to try and bring some analytical structure to a bewildering slew of political, economic, and cultural transformations in the contemporary Arabic speaking Middle East.

A useful way to make some sense out of the global transformations in breadth and form of electronic communication is to contextualize broad changes by focusing on specific productions in specific contexts in order to talk about specific changes. By bringing attention to that place where production, distribution, and consumption of media

products take a more concrete form: in the media text, we can subject specific situations to questions thrown up by these broader social changes. This paper seeks entry into these questions of structural change by focusing on a specific country, Egypt, and a specific text, the Arabic language serial *Malek Farouq*. Discussing the production, distribution and discursive conditions of the 33 episode Ramadan serial allows us to contextualize larger tensions thrown up by the new transnational communications infrastructure in the Arabic speaking Middle East. These include tensions over the proper articulation of the nation, state and communal ideology in a transnational context and the role of the imagination in the contexts of political and personal choice.

Bloggers in Iran: rebellious Voices Foreshadowed the Election Violence

May Fawaz *Georgia State University, USA*

This paper describes how internet technology is manifesting itself in the Islamic Republic of Iran both in society and polity. With computers and internet in more Iranian hands than ever, reformists, liberals, youth, women and other segments of the Iranian population are finding means, including blogging and *youtube*, to communicate their plight to each other and the outside world. Opposition to the regime is growing, and the Islamic republic's practices are being further exposed to the world. Amid such radical changes, culminating in the 2009 presidential election violence, the Iranian regime is facing the dilemma of global technological advancement. While it is utilizing Western technology to develop its military power, it is trying to suppress people's access and use of Western media technology (Satellite and internet) in a relentless attempt to conserve its dogmatic values and practices.

Qatari Attitudes and Usage Patterns of the Internet

Eiman Issa *Qatar University, Qatar*

For years Qatari households refused to get Internet connections fearing that teenagers will abuse it through behaving in a manner that is not in line with the culture and religion. In a culture where educational institutions are segregated, the Internet would provide a means for teenagers to communicate with the opposite sex, which violates the community's acceptable standards of behavior. Yet recently this attitude has started to change, with only 3.8% of the population using the Internet in 2000, a significant 37.8% of the population were using it by 2008 (Internet World Statistics). This research examines the changing attitudes of Qatari parents towards Internet use. It also examines the Internet usage patterns of Qatari teenagers in terms of uses and gratifications. This is done through a survey conducted on a simple random sample of 100 teenagers and 100 parents. Also, an in-depth interview is conducted with an expert on Qatari media in order to examine expected future changes in the attitudes of Qatari nationals towards Internet usage

Imaginary Game, Real Depression

Serkan BIÇER *Anadolu University, Turkey*

In this research, the aim is to define how people of modern times are bound to an image of a virtual computer world which clans and societies live and whose mountains, rivers and residential areas created by graphic programs designed thanks to the global technological developments. In this context, the focus is on a very popular game called “Call of Duty 4” played by thousands of people all around the world.

The questions that are going to be analyzed and answered in this research are: what do the clans and societies in computer games, to which modern people become addicted, symbolize? How do people become addicted to these games any why do they enjoy this addiction? Anthony P. Cohen says that: “society leans against consciousness”. So, is it possible to create a similar world in which people feel alive by computers? What kind of symbolic and cultural components have importance in this context? These questions constitute the basis of this study in which the focus will be on how do the modern people move away from the real world because of the new digital culture and technology; and how do the modern people changed the active communication style they have been using for years into a completely different cultural communication style.

Most of the members clans have never experienced such a life style expect for the one in which they were born, so this dilemma will be one of the other issues which will be questioned in this study. Besides this, this research – study will be an attempt to define and understand the structure, style, continuity, and the mechanism and the actors of this new world. Affective cultural forms created by changing societies in this process of globalization, creation of identities in the digital world and how they grow will also be analyzed in this study.

Memories of Violence among Media Users

Hebatallah El Semy *United Arab Emirates University, UAE*

Memories of the events of childhood and early youth are rarely the subject of research in communication studies. Memories of early media experiences are much less so. Memories are perhaps felt to be too slippery to pin down and to analyze, almost impossible to quantify or to describe precisely.

Research suggests that it is the violence in factual television, especially in news programs that young people find most distributing, and even frightening. Violence in national and international news appears to be remembered for a much longer time than other news and such memories can be stark, vivid, and precise, though sometimes muddled and exaggerated. These constructions of the memories of media events of childhood and early youth are the subject of this research effort, and in particular those

events that are intrinsically violent such as wars, assassinations, deaths, and communal clashes. The primary focus of this paper is on the memory of media images of violent events that took place during the people's childhood and adolescence.

The study is to be conducted on three generations in two different countries; Egypt and UAE. Three focus groups (with around eight respondents each), one for each generation, would be held in each country. Some open-ended questions related to memories of the media events occurring during the childhood periods for the three generations will be included in this study. Three age cohorts were selected for the focus group discussions: 70-75 years of age, 40-45 years age, and 15-20 years.

The paper offers an analysis of these three generations' memories of the media events of their childhood, and the global nature of these memories. The basis of the analysis will be transcripts of the focus groups conducted with the three age-cohorts. The main questions that will therefore be addressed in this paper are:

1. What kind of memories do the three generations have of media events of their childhood, especially of those events that reported violence?
2. What form do these memories take with reference to both national and international events?
3. What makes an event "international " or "global"?
4. Are there any generational differences in the memories of the media events of one's childhood?
5. How are these narratives of childhood events constructed in terms of geography, chronology and politics of memory?

Diversity or Exception? Exploring the Cultural Implications for Cyber Content

Lamees El Baghdady *The American University, London, UK*

Culture takes diverse forms across time and space and that this diversity is embodied in the uniqueness and plurality of the identities and cultural expressions of people and societies making up humanity; recognizing the need to take measures to protect the diversity of cultural expressions including their content, this research aims to explore the interrelation between Internet policies and the preservation of cultural rights; especially for the Egyptian society as Internet has become a fast growing virtual medium that can play a role in.

Cultural rights have been integrated at the 'cultural exception debate' with GATT agreement and the position of UNESCO at the declared Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

This paper raises significant current questions and explores answers for them; such as, what is the position of Internet regulatory policies and frameworks toward this issue? In

light of latter point, what is the expected way(s) to deal with the cultural content transferred via Internet? Does the cyber content also fit the controversial issue of cultural protection? What are the effects and implications of having a governing model that regulate the flow of virtual cultural products for the micro individual level?

Finally, this research aims to investigate the above questions and explore further prospects and implication for the role of Internet as a fast growing virtual medium in respect to cultural protection of some Egyptian cultural artifacts.

Chatting or Sharing Documents? An Analysis of Effectiveness of New Media Technologies in Development of Communication Opportunities in Business Environment

Hüseyin Atlunlu *Anadolu University, Turkey*

Güzin Kiyik *Anadolu University, Turkey*

The definition and functioning of media is changing day by day. With the entrance of Internet into public life, computer-based communication, major computer networks, television and mobile phones have been considered within the concept of media. Including interactive and multi-faceted communication flow, this situation has been extended beyond one way communication and expressed as the concept of “new media”. New media technologies have grown up in organizational communication in the work environment beside their individual usage in daily life. Furthermore, internal file-sharing systems in companies, integrated information systems, synchronous communication tools (MSN, Gtalk, YIM etc.) and asynchronous communication tools (e-mail) used by corporate employees can be added to this concept. The aim of this study is to determine for what purposes the computer and internet-based communication tools are used by employees in business environment. In this manner, employees’ attitudes and behaviors related to these tools will be examined.

First, a literature review on new media will be done. In the second part of study, a survey technique developed by researchers will be implemented to the sample group selected from the staff of Anadolu University Media Center, Turkey. This study will then shift to a situation analysis about usage of new media technologies in organizations.

The Effects of New Information Technology (NIT) on Organizational Structures, Functions, and Human Relations

Mahboub Hashem *American University of Sharjah, UAE*

The purpose of this paper is to analyze and discuss the theoretical models concerning NIT and their various effects on organizations, namely their effects on structures, functions, and human relations. The questions of why and how NIT affects organizational verve in major ways have been on the minds of scholars worldwide for some time. Therefore, the relationship between NIT and organizational transformation alarmed many researches in a variety of fields. Ever since Leavitt and Whisler's (1958) influential article concerning Management in the 1980s, rumors on the role NIT in organizations and its implications for organizational design have prospered and a few scholars in academia question the scale of NIT effects on the process of teaching and learning from elementary school all the way through university instruction. Computer, as the most influential medium or NIT, has been identified to have the highest impact of all new media. **A key assumption is that the use of NIT increases the probability of desirable consequences for individual users and organizations.** While the role of NIT in affecting organizations is obvious, only a very few explanations of their current effects seem plausible. Alas, the literature effects concerning organizational structures, functions, and human relations. The reasons behind this contention are that the literature contains works by scholars from a variety of fields with interdisciplinary specialties, including Information Science, Organizational Communication, Management Science, Computer Science, and Management Information Systems, each with its own favored conceptual and practical biases. **These problems may be solved through focusing on substance concerning theory formation, structure, and orientation,** just as Kling (1980) identified and discussed six theoretical perspectives related to computing and social analyses, or like Kling and Scacchi (1982) discussed the differing assumptions about technology, infrastructures, and the dynamics of change in "discrete-entity" vs. "Web" models.

NEW MEDIA

The Uses of Mobile Telephony in UAE: Blending Modernity and Tradition

Mustafa Taha *American University of Sharjah, UAE*

Mobile communication research is gaining ground in many parts of the world, but receives little attention in the Arab world. Using the uses and gratification as well as diffusion of innovation theories, this study explores the uses of mobile technology in the United Arab Emirates. The study investigates the effects of using mobile telephones on face-to-face encounters, particularly traditional extended family ties. It puts special emphasis on the uses of mobile communication to meet the economic, social, and cultural needs of a modern society. The paper aspires to understand how the need for mobility is reconciled with indigenous values, cultural traits, and familial relationships.

The New Mobile-Determine Culture Paradigm

Dobrinka Peilcheva *South- West University, Bulgaria*

This article is based on two sociological surveys dealing with the internet and mobile telephones, conducted in Bulgaria in 2008 with the participation of the author. The survey findings made it possible to trace several sociocultural processes and trends showing convergent dimensions. The most important of them examined in this article, are related to: highlighting the mutual interchangeability of these two metamedia in various contexts; the transformation of individual communication participation from a passive into an active endeavor; the restructuring of the communication space and the preconditions for this; the revival of letter writing and the restructuring of written communication; the reorientation of interpersonal communication toward greater mobility and its electronic determination; the emergence of a new kind of mobile-determined culture paradigm; individuals' becoming independent media; the completion of the framework of processes of mediatization (medialization) of society.

Coptic Diaspora: Ancient Faith Builds Virtual Community

Nancy Beth Jackson *Zayed University, United Arab Emirates*

Nearly 2000 years old, the Christian Coptic Orthodox Church of Egypt is the largest and arguably the oldest Christian community in North Africa and the Middle East. Tracing their heritage and language to Pharaonic Egypt, the Copts were converted by St. Mark barely a decade after Christ's crucifixion. By the second century A.D. almost all Egyptians were Coptic Christians. Only Rome surpassed Alexandria in importance in Christendom. In the Egyptian desert, Coptic hermits gave birth to monasticism, which shaped Western civilization and preserved ancient manuscripts from Greece, Rome and the early Muslim world. Throughout history, Copts have played influential roles in the economic and political life of Egypt.

Although often still powerful and privileged, Copts today are a minority in Egypt, which is 90 per cent Muslim. With an aging and ailing patriarch, the church is losing members to Evangelical Christian denominations and Islam. It also must find ways to keep alive the ancient Coptic religion, culture and identity in a recent but growing diaspora. An estimated two million Copts live abroad, primarily in Australia, Britain, Canada and the United States.

This paper will examine how overseas Copts have adopted new media technologies to boost religious faith and political activism outside of Egypt and to draw global attention to the church at home. Traditionally Copts retreated to desert monasteries to revitalize their faith. Now they meet in a virtual community, linked through websites, webcasts, online video and audio, Internet social networks, electronic forums and personal e-mails to clergy.

Facebook: New Generation Toy

Serkan BİÇER *Anadolu University, Turkey*

While we are talking about technology it is mentioned not only as a tool described due to its usage worth, but also new ambiances and new contexts. This property of internet shows it as a new social relationship area. Therefore, our daily relationships appear in another dimension and by the help of internet new concepts such as imaginary location, imaginary reality, imaginary groups, and imaginary identities emerge. Imaginary groups create new belonging areas for the people.

Taking parts in internet, Facebook has become popular recently and found a wide range participation in Turkey. Different from other social participation sites, here members give their real personal information and can prepare a personal page. In this study, it has been tried to find out the reasons of the students of Anadolu University, Faculty of Communication becoming a member of Facebook and adding their personal information

to this site. Here the aim of this study is to learn the difference of Facebook according to the students and why they reveal their privacy in the most unreliable site on internet. Also it has been considered that how the student members of this site satisfy. Another question is why mostly women are the members of this site. According to research, while women members from 1/3 of the social sites members, in Facebook, they form %62 (sixty-two percent) of the members.

In this work, data have been gathered via questionnaire. Three hundred students have attended this questionnaire. Because of the fact that we are surrounded by imaginary groups and culture and therefore new types of relationships, manners, and behaviors appear in these days, this Facebook study is important. Also it is significant that why the individuals trust on and prefer Facebook site which is founded in an unreliable surrounding to the other sites. It becomes important to reveal the relation between this social sharing site and the others and understanding this type of culture by the help of this study.

Breaking Silence along the Nile: Facing Sexual Harassment in Egypt through Facebook

Eman Essam, *Cairo University, Egypt*

Communication is the essence of being human where throughout history man expanded this ability till today where technology became a vital tool to enhance communication which was proven by the human development report in 2001 that technology empowered people's capabilities in promoting their decisions and contributing knowledge especially through the internet that raised all issues of political and social rights. Among websites that enhance internet rule was social networking sites such as Facebook, MySpace, Orkut where Facebook is the most used worldwide gathering 98 million users allowing them to exchange news and discuss both public and private issues and expressing people both politically and socially especially in Egypt where Facebook became a platform for political activism, such as promoting anti-government demonstrations as in propagating for the 4th of March 2008 strike in Egypt proving its strong influence although only around 5 million Egyptians have access to the internet due to many factors including illiteracy and poverty rates.

As for that, this study aims at knowing the influence of Facebook in expressing Egyptians socially in facing sexual harassment as a phenomena that spread recently against women in Egypt in many forms starting from using basic tone of aggression and causing the target to feel violated or unsafe where a study by the ECWR (Egyptian centre for women rights) found from a performed survey on 3,5000 respondents that the overwhelming majority of respondents experienced sexual harassment as a part of life where Less than 2% of women reported going to the police for help.

The study raises the question whether Facebook was used to break Egyptians silence, bringing the issue to public debate and encouraging active involvement through

analyzing Egyptians administrated Facebook groups¹ related to sexual harassment² through a content analysis based on a model suggested by the researcher.

The Application of Media Convergence in Egypt: Current Situation, Obstacles and Potentials

Mohamed Ahmed *American University in Cairo, Egypt*

As it has happened throughout history, the way of communication between people is changing and being affected by the new inventions that are presented in the technological advancement and the electronic revolution in our time. Letters, Fax and Telex are being replaced by emails. Online web conferences are replacing traveling and flying thousands of miles for physical meetings. Electronic signatures are now considered legal evidence in courts in many countries. The script of which people communicate is being rewritten and media convergence is a major part of the new script. This script allows every member in the global society to view, send and share information with all the other members as if they all live in the same neighborhood. The main characteristics of media convergence are the efficiency and convenience in sending and receiving information with maximum penetration and mobility. Presently, the new notion seems to be very promising and motivating to many countries in the world. According to the Egyptian geographical location, labor force IT and telecommunication infrastructures and other factors, Egypt is at the tip of this lost of these countries.

The purpose of this paper is to demonstrate the different definitions of the new notion-media convergence-and to study its applications in Egypt. During the last two decades, Egypt has been developing powerful telecommunication infrastructure that qualifies it to be a huge hub or node that connects different parts of the world on the international telecommunication network.

Additionally, there have been many initiatives concerning the development of the information society in Egypt. Depending on the digitalization technology and the IT application, these initiatives create the integration of the new telecommunication means such as the internet satellite connections and mobile telephone networks into different aspects of life like education, health, business and finance, governmental services and others.

The main output of this study is the evaluation of the current situation of the Egyptian IT and telecommunication infrastructures, how this effects the application of Media convergence and the obstacles and potentials of applying media convergence in Egypt.

CITIZEN/CIVIC JOURNALISM/SOCIAL CHANGE

Motives behind the Use of Social Networking Sites: An Empirical Study

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Social network sites are also called “social networking site” to emphasize relationship initiation, often among strangers. The social networking websites have evolved as a combination of personalized media experience, within social context of participation. The practices that differentiate social networking sites from other types of computer-mediated communication are uses of profiles, friends and comments or testimonials-profiles are publicly visible. Social networking websites provide rich information about the person and his network, which can be utilized for various business purposes.

Research on social networking sites is a contemporary one, and as a result, there are only a few studies available on social networking sites based on qualitative study. Previous research has revealed five types of motives associated with the use of the internet, such as interpersonal utility, pastime, information seeking, convenience and entertainment. Some or all these motives may overlap with the motives behind the use of social networking by teenagers in the US was examined through a qualitative research. The motives explored were entertainment building self image among peers and use technologies.

The pioneers in the area have clearly indicated that there is a limited understanding of who the users of social network sites are, and why and for what purpose a social network site is used outside the US. This research is conducted to fill this literature gap. The objective of this paper is to explore the various factors that which drive the use of social networking sites in India. This paper identifies seven motives behind the use of social networking sites and discusses factors such as frequency of use and influence of social networking sites on the lives of users.

The Ethical Imperative of Multiculturalism in Today's Media Environment

Andrew Bossone *American University in Cairo, Egypt*

Maha Bali *American University in Cairo, Egypt*

The purpose of this paper is to discuss the ethical imperative of multiculturalism in today's media environment and explore the role multicultural education can play in media and communications studies. It approaches this topic with the outlook that the media can reinforce stereotypes, but can also promote multicultural understanding. Since the Internet is eroding the barriers that prevented people around the world from interacting, a modern media outlet needs to recognize this interconnectedness and approach multiculturalism as an essential principle

The impetus of this paper comes from the instructor's and students' experience of multicultural learning during the Media Ethics 400 during the Spring 2009 semester at the American University in Cairo (AUC). Roughly 80 students, primarily Egyptian, participated in one of two programs dedicated to multicultural dialogue and understanding. Half of the students participated in the Connect program of the Soliya organization, during which groups of eight students from various universities around the world met weekly via web-based videoconferences to conduct dialog facilitated by two facilitators: one from the West, and one from the Arab/Muslim world. The other half of the students participated in the Bridge program, which joins them with international students on campus for cultural discussions and activities. These programs were complimented by lectures in the class that taught multiculturalism as an ethical media principle alongside theory, law and application. This presentation will explain how increased awareness of interculturalism in the media can help eliminate stereotypes and promote multicultural cooperation, justify the importance of intercultural education for AUC, then describe how the design of the course and the Soliya and Bridge programs help increase intercultural learning. Results from a survey to students about their Soliya experience and interesting outcomes from panel discussions on intercultural learning via the Bridge program will be shared, with recommendations for future practice.

Analyzing the Online Alternative News Sites in the Context of Civic Journalism in Turkey

Tezkan Özkan Kutlu *Anadolu University, Turkey*

Onur Bekiroglu *Anadolu University, Turkey*

The civic journalism relatively has a new trend in journalism that social and economical problems are caused by the condensation in the media, theoretically shaped within framework of democracy discourse and public news.

In this context, civic journalism provides a new journalism approach that focused on participatory, alternative and citizen. In this study, the online news sites which have had alternative factors are analyzed with the perspectives basic principle of civic journalism in Turkey. Content analysis was used as data collection techniques of the research.

Iran's Press TV and Social Media Use Amid Disputed Post-Election News Coverage

Frank B. Kalupa *James Madison University, Virginia, USA*

Mary Ann Ferguson *University of Florida, Florida, USA*

Established only two years earlier with the slogan “news from another view,” Iran’s government-backed *PressTV* faced what is undoubtedly its most significant journalistic test in the summer of 2009. Surrounding the disputed presidential elections and related controversial events, including the shooting death of a young woman, the extensive role of social media was certainly one of the most noteworthy international news applications to date. This study examines how *PressTV* itself employed new media as well as how new social media was exploited by Iranian citizens and others in disagreement with news coverage controlled by the government, including the expulsion of international journalists.

The main focus of this examination is the role of twitter, blogs, Facebook, and websites in reporting that was characterized by vastly contradictory accounts. Because *PressTV*, the first Iranian international news network broadcasting in English on a round-the-clock basis and delivering news and other programming via its website (www.presstv.com), serves the explicit purpose of countering Western and other Middle East media, the study also summarizes assessments of *PressTV* as a trusted, objective, and propaganda-free news source in the world’s most controversial region.

Media and Social Movements

Ahmet Usyal *Esikisehir Osmangazi University, Turkey*

Today, the mass media began to constitute a major aspect of social life. Similarly, the rise of social movements throughout the world made them an inevitable part of democratic and undemocratic societies as a factor of social change. The mass media concerns social movement in a number of ways. For example, social movements need to take into consideration the position of the media outlets in their strategies and activities. The nature of the media sector in a society with its economic interests and ideological orientations affects social movements either positively and negatively. For this reason, many researchers considered mass media as an aspect of political opportunity structure. An interesting feature of the mass media is that it is related to the elite groups in multiple ways. Moreover, the media functions (such as providing information, propaganda and leading, providing connections and examples) also influence the relations between social movements and society. Based on the developments in the social movement theories, this study reviews and analyzes the debates on the complex relations between the mass media and social movements.