



## CONFERENCE PROGRAM

The Seventh Annual Conference of the Global Communication Association (GCA)  
22-24 November 2013, Ottawa, Canada

**The Communication Galaxy:**  
Discoveries, Boundaries, and Opportunities

**Day 1: Friday, 22 November 2013**

**15:00–17:00 Registration**  
*Venue: Atrium*

**17:00–17:30 Coffee Break**

**17:30–19:00 Inaugural Session (welcome and keynote addresses)**  
*Venue: Amphi Theatre*

Chair:  
Aliaa Dakroury  
*School of Social Communication and Leadership, Saint Paul University, Canada*

Welcome Speech:  
Karlijn Demasure  
*Dean, Faculty of Human Sciences, Saint Paul University, Canada*

Special Message:  
Chantal Beauvais  
*Rector, Saint Paul University, Canada*

Keynote Address:  
Yahya R. Kamalipour  
*President of GCA, Purdue University Calumet, Indiana, USA*

**19:00–21:00 Dinner**  
*Venue: Atrium*

*End of Day 1*

**Day 2: Saturday, 23 November 2013**

**8:30 Registration (continued)**  
*Venue: Atrium*

**9:00–10:30 Parallel Sessions A**  
*Venue: Guigues Hall, First Floor*

---

Session A1: Re-imagining the Other: Western-Muslim Intersections and the Clash of Ignorance

Room: 102

Chair: *Karim H. Karim, Carleton University, Canada*

Ignorance and Communication in Contexts of Western-Muslim Relations

*Karim H. Karim, Carleton University, Canada*

Toledan Testimony: The *Reconquista* and Architectural *Convivenica*

*Masud Taj, Carleton University, Canada*

Perceptions about Muslims in Western Societies

*Mahmoud Eid, University of Ottawa, Canada*

Translating Otherness

*Salah Basalamah, University of Ottawa, Canada*

---

Session A2: Communication Intentionnelle dans le Domaine du Leadership

Room: 103

Chair: *Patrick La Ferté, Université Saint Paul, Canada*

Les Défis des Médias Sociaux dans la Conduite de Changement Organisationnel au 21<sup>e</sup> Siècle

*Sophie Ménard, Université Saint Paul, Canada*

Impacts Communicationnels du Paradigme de «l'Autorat Socio-économique»

*Xavier Kauffmann, Université Saint Paul, Canada*

L'impact des Médias Sociaux dans la Congruence et la Présence du Leadership

*Patrick La Ferté, Université Saint Paul, Canada*

Leadership vu dans le Contexte d'une Transformation Sociale et Soutenu par une Stratégie de Recours aux Médias Sociaux

*Natasha Mantville, Paloma Coaching Inc., Canada*

---

---

Session A3: Language and Politics  
Room: 104  
Chair: *Manal Guirguis-Younger, Saint Paul University, Canada*

Political Psychology Implications of Media Bias on Latin American Regional Processes  
*Alexandre Ratner Rochman, University of São Paulo, Brazil*  
*Fabricio H. Chagas Bastos, University of São Paulo, Brazil*

Politics Then, Politics Now: The Inevitable Interference of Politics Into the Olympic Games  
*Anthony Moretti, Robert Morris University, USA*

Language Conceptualization  
*Tatiana Popova, Moscow University of Transportation, Russia*

The Official Languages Act and Canada's Brand of Bilingualism: Out of Synch with the Global Village?  
*Renée Desjardins, University of Ottawa, Canada*

---

**10:30–11:00** *Coffee Break*

**11:00–12:30** **Keynote Speech**

Graham Murdock

*Loughborough University, UK*

Title: Contested Connections: Revisiting McLuhan in Turbulent Times

Venue: Amphi Theatre

**12:30–14:00** **Lunch**

Venue: Atrium

**14:00–15:30** **Parallel Sessions B**

Venue: Guigues Hall, First Floor

---

Session B1: Citizen Journalism and its Antecedents

Room: 102

Chair: *Carrie Buchanan, John Carroll University, USA*

Citizen Journalism and Social Media: A NWICO by Other Means?  
*Carrie Buchanan, John Carroll University, USA*

A Feminist Antecedent of Citizen Journalism? The Case of Kinesis (1974-2001)  
*Barbara M. Freeman, Carleton University, Canada*

The Role of Citizen Journalism in Social Movements: A Case Study of Ohmynews in South Korea

*Eun-Jeong Han, John Carroll University, USA*

Everyone can be a Journalist? Renewing and Recasting Journalism

*Kirsten Kozolanka, Carleton University, Canada*

---

Session B2: Communication and Diaspora

Room: 103

Chair: *Dana Janbek, Lasell College, USA*

Diaspora, New Media and Social Change: A Case Study of Networking Postwar Lebanon

*Ann-Margaret Salem, University of Ottawa, Canada*

U.S.-based Chinese Diasporic Media and “Social Myth”

*Sheng Zou, Tsinghua University, China*

Misplace Identity, Racism and Prejudice - A Diasporic Expression; Peep into Chimmamanda Adichie’s Americana  
*Iranwo Ewejobi, University of Heidelberg, Germany*

Extending Territories: Digital Media Towards a Connective Sustainability

*Julliana Cutolo Torres, University of São Paulo, Brazil*

*Adriana Anunciação Ramos, Université Paris V, France*

*Fernanda Cristina Moreira, University of São Paulo, Brazil*

---

Session B3: Communication: History, Theory, and Culture

Room: 104

Chair: *Salah Basalamah, University of Ottawa, Canada*

Imperialism and Communication History

*Sai Srinivas Vemulakonda, Osmania University, India*

McLuhan, Lyotard and the Impressionists

*Jonathan Shaughnessy, National Gallery of Canada, Canada*

The Need for Interdisciplinary Research of the Arab Mass Media

*Muhammad Ayish, American University of Sharjah, UAE*

*Harris Breslow, American University of Sharjah, UAE*

From Guilt to Responsibility: How Arendt’s Philosophy of Collective Responsibility can Help Develop a Deeper Conception of Plurality and Alterity in the Muslim Community  
*Stephane Laurence-Pressault, Saint Paul University, Canada*

---

**15:30–16:00 Coffee Break**

**16:00–17:30 Parallel Sessions C**

Venue: Guigues Hall, First Floor

---

Session C1: Communication Ethics and the Digital Age  
Room: 102  
Chair: *Rocci Luppicini, University of Ottawa, Canada*

The Right to Communicate and Social Networking Sites  
*Aliaa Dakroury, Saint Paul University, Canada*

On Nonperceptual Sensation and Media Ecology: Interrogating  
Computer Mediated Communication  
*Martyn Thayne, University of Lincoln, UK*

The Paradox of Digital Divide and Digital Connectivity: A Case  
Study  
*Ayseli Usluata, Yeditepe University, Turkey*

Technoethics and the Dark Side of the Digital Society  
*Rocci Luppicini, University of Ottawa, Canada*

---

Session C2: Being, Becoming, and Belonging: Diverse Immigrant Women in  
the Canadian Context  
Room: 103  
Chair: *Peruvemba S. Jaya, University of Ottawa, Canada*

Identity Issues of Immigrant Women in Canada—An  
Intersectional Analysis  
*Ann Denis, University of Ottawa, Canada*

Identities in Transition: South Asian Immigrant Women in Ottawa  
*Peruvemba S. Jaya, University of Ottawa, Canada*

Transplanting Identities: African Immigrant Women in Canada  
*Denise L. Spitzer, University of Ottawa, Canada*

Being, Becoming, and Belonging: Identity Negotiation Processes  
Among Greek Immigrant Women in Toronto  
*Evangelia Tastsoglou, Saint Mary's University, Canada*

---

Session C3: Media and Ethics  
Room: 104  
Chair: *Heather McIntosh, University of Ottawa, Canada*

The Constitutional Ethical Journalistic Principles and their  
Reduced Significance in Spanish Media: A Proposal for Future  
*María Ángeles López Hernández, University of Seville, Spain*  
*Ruben Dominiguez-Delgado, University of Seville, Spain*

Media Framing of Xenophobic Voices in Japan: A Case Study of Anti-Korean Demonstrations by the *Netouyoku* and the *Zaitokukai*  
*Seongbin Hwang, Rikkyo University, Japan*

*Original Beauty: Black Hair on YouTube*  
*Ayana A. Haaruun, Kennedy-King College, USA*  
*Melodye L. Watson, U.S. Federal Government, USA*

Communicating the City: Latin American Cities on Social Media Platforms  
*Ismael Lopez Medel, Central Connecticut State University, USA*

---

Session C4: Les impacts des Web 1.0 et Web 2.0 sur les Églises chrétiennes»: De l'autoritarisme au leadership participatif.  
The impact of Web 1.0 and Web 2.0 on Christian Churches"  
From authoritarian to authoritative leadership.  
Room: 133  
Chair: *Louise Stafford, Secrétaire de la Conférence religieuse canadienne, Canada*

Quelles sont les principales conséquences sociales des médias sociaux?  
*François Miville-Deschênes, Université Saint Paul, Canada*

The New Social Media, vehicles of community  
*David Eley, University of Toronto, Canada*

How to communicate religiously within social media?  
*Frank D. Coffey, Catechist in a High School in Thornhill, north of Toronto, Canada*

Les impacts des médias sociaux sur les communautés à la base et sur l'autorité dans les Églises chrétiennes  
*Guy Marchessault, Université Saint Paul, Canada*

Revoir les normes et la fonction d'enseignement de l'Église  
*Anne Asselin, Université Saint Paul, Canada*

---

*End of Day 2*

---

**Day 3: Sunday, 24 November 2013**

**8:30 Registration (continued)**  
*Venue: Atrium*

**9:00–10:30 Parallel Sessions D**

Venue: Guigues Hall, First Floor

---

Session D1: Health Communication

Room: 102

Chair: *B. K. Ravi, Bangalore University, India*

Communicating Empowerment through Education: Learning about Women's Health in *Chatelaine*  
*Heather McIntosh, University of Ottawa, Canada*

Health Communication in Sultanate of Oman: A Study of Communication Strategies to Ensure Health for All  
*Kushal Kumar, College of Applied Sciences, Sultanate of Oman*  
*Intikhab Alam, College of Applied Sciences, Sultanate of Oman*

The 'Asabiyya-Driven Structuration of Women's Breast Cancer in the Arab Region  
*Arwa Luqman, University of Ottawa, Canada*

A Systematic Review on the Role of Religious Scholars in Advocacy on the Adoption of Family Planning Methods in Pakistan and other Muslim Countries  
*Leena Maqsood, Michigan State University, USA*

---

Session D2: Media and Conflicts

Room: 103

Chair: *Mark de Kesel, Saint Paul University, Canada*

The News Discourses of Turkish Newspapers About "Arab Spring"  
*Banu Dagtas, University of Anadolu, Turkey*

*Communicating Social Responsibility via Corporate Websites*  
*Ahmed Farouk Radwan, University of Sharjah, UAE*

Framing the U.S. Stance Towards Egypt's 30 June Revolution Against Muslim Brotherhood Regime in Egyptian Media  
*Nermeen Khedr, Cairo University, Egypt*

Humanitarian Needs and Conflicting Narratives: Reporting on the Middle East's Upheaval in a New Media Landscape  
*Heba Aly, IRIN Humanitarian News Service, UAE*

---

Session D3: Aboriginal Knowledge Translation

Room: 104

Chair: *Craig Larsen, Chronic Disease Prevention Alliance of Canada*

DancePL3Y Program  
*Alexandra Arellano, University of Ottawa, Canada*

Alternative Food Procurement in Northern First Nations  
Communities: New Perspectives on Gardening  
*Michael Robidoux, University of Ottawa, Canada*

Social Media to Improve Knowledge Transfer in First Nations  
Communities: Opportunities and Challenges  
*Sophie Desroches, Laval University, Canada*

Market Food Empowerment for First Nations Youth  
*Stephen Stuart, Saint Paul University, Canada*

---

**10:30–11:00** *Coffee Break*

**11:00–12:30** **Keynote Speech**

Vincent Mosco

*Queen's University, Canada*

Title: Engines of Informational Capitalism: Cloud Computing and Big Data in a  
Turbulent World

Venue: Amphi Theatre

**12:30–14:00** **Lunch**

Venue: Atrium

**14:00–15:30** **Parallel Sessions E**

Venue: Guigues Hall, First Floor

---

Session E1: Terrorism and Crisis Communication

Room: 102

Chair: *Mahmoud Eid, University of Ottawa, Canada*

The Critical Role of Crisis Communication in Corporates' Crises  
Preparedness and Management  
*Agnes Lucy Lando, Daystar University, Kenya*

Rationalizing the Immoral: Communicating Political Terrorism in  
the Israeli-Palestinian Conflict  
*Mohammed Hashash, University of Ottawa, Canada*

Forms of Time and Chronotope in 9/11 Conspiracy Theories  
*Ian Nagy, Aboriginal Affairs and Northern Development Canada,  
Canada*

Syria: A War of Multiple Narratives



*Dana Janbek, Lasell College, USA*

Fundamentalism, Radicalization, and Judaism: Hebron a Hub for Jewish Extremism

*Geneviève Boucher Boudreau, University of Ottawa, Canada*

---

Session E2: Media and Representation

Room: 103

Chair: *Aliaa Dakroury, Saint Paul University, Canada*

Representation of Teenager Characters' Problems on Mexican Telenovelas: A Content Analysis of La Rosa de Guadalupe  
*Ana Gomez Parga, The University of Texas at El Paso, USA*

(Re)Presentations of Sexual Violence Against Women: Media Reports that Perpetuate Rape Myths  
*Danica Ujevic, University of Ottawa, Canada*

Ethics About Indian Television Content Portrayals: A Critical Study  
*B. K. Ravi, Bangalore University, India*

Rap Retribalization: An Exploration of Linguistic Hybridity Through Storytelling  
*Robin Noel, Carleton University, Canada*

The Visible and Invisible in the Iconic/Idolic Experience of Media Images  
*Adrian Gorea, Concordia University, Canada*

---

Session E3: Communication Publique

Room: 104

Chair: *Martin David-Blais, Université Saint Paul, Canada*

Transparence et Stratégie de Communication Publique de la Ligue des États Arabes  
*Khaled Zamoun, University of Sharjah, UAE*

Promouvoir l'Intérêt Public ou l'Intérêt du Public?  
*Jean-Sébastien Marier, Université Saint Paul, Canada*

L'impact de la Communication Cinématographique dans la Diplomatie Américaine: Perception et Interprétation. Cas des Films Américains des Années 1980 à ce jour  
*Jacques Mayombo, République Démocratique du Congo*

Sur la Bidirectionnalité dans les Relations Publiques: Examen des Conditions Liées à cette Proposition de Changement de la Pratique  
*Martin David-Blais, Université Saint Paul, Canada*

---

**15:30–16:00** *Coffee Break*

**16:00–17:30** **Parallel Sessions F**

*Venue:* Guigues Hall, First Floor

---

Session F1: Media Convergence, Consumption, and Responsibility  
Room: 102  
Chair: *Muhammad Ayish, American University of Sharjah, UAE*

Media Convergence in the UAE: A New Perspective  
*Muhammad Ayish, American University of Sharjah, UAE*

Media Transformation 2.0: Charting the Interstices of ICT  
Diffusion and Democratization in South America's Southern  
Cone  
*Guy Hoskins, York University, Canada*

Media Consumption Patterns and Communicative Competence  
of University Students  
*Abel Antonio Grijalva Verdugo, Universidad de Occidente,  
Mexico*  
*Rosario Olivia Izaguirre Fierro, Universidad Autónoma de  
Sinaloa, Mexico*

Are New Media Responsible for the Declining Nature of Print  
Businesses?  
*Robert Madu, Institute of Management and Technology, Nigeria*

---

Session F2: Communication and Gender  
Room: 103  
Chair: *Sophie Ménard, Saint Paul University, Canada*

Media Preference and Media Aesthetics as Gendered Practices  
*Stinne Gunder Strøm Krogager, Aalborg University, Denmark*

Global Citizenship Education and Females' Right to Education:  
A Qualitative Analysis of Awareness Initiatives by Activist  
Groups in Canada  
*Christine L. Cusak, University of Ottawa, Canada*

Women's Status in the Lebanese Television Newsroom  
*Christy Mady, Carleton University, Canada*

Communication and Culture: Understanding Body Language  
*Honaida Shahbar, University of Ottawa, Canada*

Romantic Love and Cultural Codes of Femininity and Masculinity  
in Latin American Film Narrative: Black Butterfly, Secrets of Your

Eyes and Tear This Life  
*Rosario Olivia Izaguirre Fierro, Universidad Autónoma de Sinaloa, Mexico*  
*Abel Antonio Grijalva Verdugo, Universidad de Occidente, Mexico*

---

*End of Day 3*

---

For more information and regular updates, please visit <http://ustpaul.ca/en/global-communication-association-7th-annual-conference-1345-17.htm> or email the conference organizing committee at [gca2013ottawa@gmail.com](mailto:gca2013ottawa@gmail.com).