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 Dakrouy
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

Toledean 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 21e 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
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 Chimamanda 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 Basalama, 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 Dakrouy, 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 Angeles 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 Meléndez, 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

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<th>Session D1: Health Communication</th>
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<td>Chair: B. K. Ravi, Bangalore University, India</td>
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<tr>
<td>Communicating Empowerment through Education: Learning about Women’s Health in Chatelaine</td>
<td>Heather McIntosh, University of Ottawa, Canada</td>
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<td>Health Communication in Sultanate of Oman: A Study of Communication Strategies to Ensure Health for All</td>
<td>Kushal Kumar, College of Applied Sciences, Sultanate of Oman, Intikhab Alam, College of Applied Sciences, Sultanate of Oman</td>
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<td>The ‘Asabiyya-Driven Structuration of Women’s Breast Cancer in the Arab Region</td>
<td>Arwa Luqman, University of Ottawa, Canada</td>
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<td>A Systematic Review on the Role of Religious Scholars in Advocacy on the Adoption of Family Planning Methods in Pakistan and other Muslim Countries</td>
<td>Leena Maqsood, Michigan State University, USA</td>
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<th>Session D2: Media and Conflicts</th>
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<td>Chair: Mark de Kesel, Saint Paul University, Canada</td>
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<td>The News Discourses of Turkish Newspapers About “Arab Spring”</td>
<td>Banu Dagtas, University of Anadolu, Turkey</td>
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<td>Communicating Social Responsibility via Corporate Websites</td>
<td>Ahmed Farouk Radwan, University of Sharjah, UAE</td>
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<td>Framing the U.S. Stance Towards Egypt’s 30 June Revolution Against Muslim Brotherhood Regime in Egyptian Media</td>
<td>Nermeen Khedr, Cairo University, Egypt</td>
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<td>Humanitarian Needs and Conflicting Narratives: Reporting on the Middle East’s Upheaval in a New Media Landscape</td>
<td>Heba Aly, IRIN Humanitarian News Service, UAE</td>
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<th>Session D3: Aboriginal Knowledge Translation</th>
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<td>Chair: Craig Larsen, Chronic Disease Prevention Alliance of Canada</td>
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DancePL3Y Program
*Alexandra Arellano, University of Ottawa, Canada*

Alternative Food Procurement in Northern First Nations Communities: New Perspectives on Gardening
*Micahel 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.