15
18 APRIL
20**19**

The
Abstract
Book

of the

5th Annual
International
Conference
on Communication
and Management

ICCM2019

Athens, Greece

AN EVENT ORGANIZED BY

MiNG

**Abstract book of the
5th Annual International Conference on Communication and Management (ICCM2019)
15-18 April 2019**

Edited by Dr Margarita Kefalaki

First Published in Athens, Greece
by the Communication Institute of Greece.
ISBN: 978-618-81861-5-6

12 Artemidos Street
Moschato, 18345 Athens, Greece

http://coming.gr/

TABLE OF CONTENTS

Preface

This abstract book includes the abstracts of the papers presented at the 5th International Conference on Communication and Management, 15-18 April 2019, organized by the Communication Institute of Greece and endorsed by *King Graduate School, Monroe College, USA*, the *ISM Graduate School of Management, University of Versailles Saint-Quentin, France*, the *School of Journalism and Mass Communication, Aristotle University of Thessaloniki*, the *European Union Cooperation and Economic Development* (EUCED), the *Journal of Education, Innovation and Communication* (JEICOM), *Journal of Applied Learning and Teaching* (JALT), *Cambridge Scholars*, the *Black Sea Scientific Journal of Academic Research*, *Journal of Management and Training for Industries*, *Journal of Media Critiques*, *Strategy and Development Review*, the *Global Listening Centre*, and the *Center of Intercultural Dialogue*.

This year we were also very privileged to have among us the President of EUCED (European Union Cooperation and Economic Development), **Dr. Manuel Pereira**. Our Institute will soon become a Full member of EUCED, and I am personally grateful to represent EUCED as its Regional Vice President for Greece.

We were honored to have all these specialists with us for this conference. All esteemed academics and specialists in their field. The important thought is not their impressive curriculum and position, but their brilliant personality and remarkable activity. My personal experience from our collaboration can't be characterized to less that exceptional!

This abstract book serves two basic 'directions': a) it gives us the opportunity to 'discover' authors and research relevant to our own work, and b) it offers us an outline of this year's conference and the important research papers that where presented in it.

This year, with the purpose to reply to the needs of our friends, endorsers and Ambassadors, we additionally proposed 3 different International Conferences:
-the ***5th International Conference on Communication and Management*** (ICCM2019), Athens, Greece, 15-18 April 2019,
-the ***International Hellenic Conference of Political Science:*** **New Challenges, New Answers** (HEPO2019), Athens Greece, 17-20 April 2019,
and
-the ***International Conference on Education*** (EDU2019), Athens, Greece, 13-16 May 2019,

Speaking of the 5th International Conference on Communication and Management (ICCM2019), it is important to mention the Public Discussion with the theme « Journalism at a crossroads: New media, new practices, new values?», that took place on the first day of the conference, and the Workshop entitled "Charting New Directions for Multi-Generational Unity in our Workplace", presented by Dr. **Carolin Rekar Munro**, Ambassador COMinG & ICCM2019 Leader & Professor, *Faculty of Management, Royal Roads University*, Canada, that took place on the second day of the conference.

Thanks to all the hard work of our international endorsers, conference leaders, ambassadors, academic and organizing committee, this conference has welcomed academics from 22 different countries around the world *(Egypt, Italy, USA, Australia, Greece, Spain, Latvia, Lithuania, Denmark, China, UAE, Nigeria, Turkey, Thailand, India, Albania, France, Nepal, Israel, Japan, Belgium and Canada)*.

This 'audience' comprised professors, researchers, students and key people, interested by education, politics, cultural affairs, etc.

The conference was organized into ten (10) sessions that include the following themes: International Leadership and Management, International Relations and Public Diplomacy, Communicating with audience, Applied Practices in Digital Marketing and PR, New Horizons in Journalism, Media and Social media, International Marketing & Management issues, Media Practice and Ethical Issues.

The communication Institute of Greece keeps growing, thanks to all our endorsers and Ambassadors. As a result of this growth, our academic supporters, keeps growing as well. So, research and publication opportunities multiply. We are therefore very happy to announce the launch of our new international peer-reviewed journal, the *Journal of Education, Innovation and Communication* (JEICOM), where papers from this conference will also be considered for publication.
There are also different possibilities for publication. The peer-review process will start after the end of this conference. Publication can take from some months to a year (depending mainly on the authors, and the respect of the deadlines!).

The Communication Institute of Greece is an International non-profit association, established to promote research, education and to facilitate communication among academics and people interested by the future of Communication and Education, around the world. It was established in 2003 in France and again in 2013 in Greece as an independent association of academics and researchers who consider that education and

intercultural communication can ameliorate our lives: educating ourselves is what we need to develop in a fruitful environment.

Academics can contribute significantly to the quality of "education". Educate, communicate, exchange, meet new cultures, create, collaborate (…) we can all have a part in this! The quality of education can promote, among other, intercultural communication and the academic community is the leader of education's content and quality. Academics, researchers, PhD students or people interested to create links with the academic community around the world, can become members of the Institute.

The conferences we organize are annuals.
Once more, we would like these conferences to become opportunities for Academics, Professionals, Researchers and interested people from all over the world, to meet, exchange ideas on their research, discuss the future developments in their disciplines and contribute to education's future. Such kind of interdisciplinary conferences will continue to be organized on the same base of purposes every year. We are always open to, with the help of our Academic Members, we will be able to propose more small events per year, to serve the mission statement of the Institute.

Last but not least, I would like to thank all the participants, the members of the conference organizing and academic committee and the administration staff of the Communication Institute of Greece for putting this conference together that for this conference was Mr. Louis Caleb-Remanda, Mrs. Evi Naki, Mrs. Aria Chinou and Mrs. Roza Pateraki.

Dr. Margarita K. Kefalaki
President
Communication Institute of Greece

5th Annual
International Conference
on **Communication** and **Management**
I.C.C.M.2019

15 - 18 April 2019, Athens - Greece

organized with the endorsement of

King Graduate School
Monroe College, USA

ISM Graduate School of Management,
University of Versailles Saint-Quentin, France

Media Informatics Lab,
School of Journalism and Mass Communication,
Aristotle University of Thessaloniki

MONDAY 15 APRIL 2019

Conference Venue:
Room Vikos, The Stanley Hotel
1 Odisseos str, Karaiskaki Square, Athens, Greece

08:30 – 09:00 Registration and Refreshments

09:00 – 09:30 Welcome & Opening Remarks
Dr. Margarita Kefalaki, President, COMinG
Dr. Manuel Pereira, Ambassador COMinG & Chairman & Executive President, EUCED, Portugal

ICCM2019 conference Leaders:
Dr. Michael A. Altamirano,
Dr. Carolin Rekar Munro,
Dr. Karl-Heinz Pogner,
Dr. Andreas Veglis

09:30 – 11:00 Session I: International Leadership and Management
Chair: Dr. Margarita Kefalaki, President COMinG & Professor,
Hellenic Open University, Greece

Leadership challenges of urban institutions of higher learning, which serve a predominantly
diverse and multi-cultural student population
Michael A. Altamirano, Ambassador COMinG & Professor, King Graduate School, Monroe College, Bronx, New York.

Does sharing leadership actually work? An evaluation of the benefits and drawbacks of shared leadership
Nathan Herbst, Team Coordinator - Jesse Denison, Staff Development Coordinator, Great Commission Alliance
& Carlos E. Rios-Collazo, Professor, Monroe College, USA

Digitalisation and the impact on leadership 4.0
Alexander Karapidis, Ambassador COMinG & Research Associate, Institute for Industrial Engineering (IAO), Germany.

Leading Cities: Leadership & Governance in Denmark
Karl-Heinz Pogner, Ambassador COMinG & Associate Professor, Copenhagen Business School, Denmark.

Implementing new Human Resource Management techniques in Greek Telecommunication Industry
Alexios Tsokos, Graduate Student & Antonios Kargas, Adjunct Academic Staff,
National and Kapodistrian University of Athens, Greece.

11:00 – 12:15   Session II: International Relations and Public Diplomacy
Chair: Dr Karl-Heinz Pogner, Ambassador COMinG & Associate professor,
Copenhagen Business School, Denmark

Online Communication Tools for Political Fundraising:
Content Analysis of Party Communication on Income Tax Donation in Lithuania
Arnas Aleksandravičius, PhD candidate, Vilnius University, Lithuania.

Communication Skills of a Public Diplomacy Officer. Case Study: Specific skills in a period of crisis
Maria Vaxevanidou, Ambassador COMinG & PhD, Press and Communication Counselor, Public Diplomacy,
Ministry of Digital Policy, Greece

Social movements and political activism in Pakistan
Sahibzada Muhammad Usman, PhD, Pisa University, Italy

12:15 – 13:30 Session III: Communicating with audience
*Chair: Dr. Sahibzada Muhammad Usman, Ambassador COMinG & PhD,
Pisa University, Italy*

Educational writing skills in communication in Social Media to grade students
Juan-José Boté, Assistant Professor, Universitat de Barcelona, Barcelona, Spain.

Creating audience impact. Lessons from multimedia artists
Liva Ornicane, Ph.D. student, University of Latvia, Latvia.

Regulatory Sclerosis in Greece: Replicating Analog Pathologies in the Digital Radio Landscape?
Michael Nevradakis, Ambassador COMinG & Instructor, Deree-American College of Greece.

eSport Gaming: An Emerging Sports Practice
Shardul Mehra, Undergraduate Student, Pandit Deendayal Petroleum University, India.

13:30– 15:00 Lunch

15:00 – 17:00 Session IV: Applied Practices in Digital Marketing and PR
*Chair: Louis-Caleb Remanda, Ambassador COMinG & Ph.D Student, Research & Teaching Assistant,
LAREQUOI (ISM Graduate School of Management), University of Versailles, France*

Corporate communication and reputation. How to manage crisis communication in the era of fake news
Roberto Adriani, Ambassador COMinG & Adjunct Professor, The University of Milan, Italy.

Integrated Social Media into Mobile-Assisted Foreign Language Learning
Ling Luo, Assistant Professor & Hao Tang, Associate Professor, The City University of New York, USA.

Dubai Cares' Public Relations Rhetoric on Facebook: A Multimodal Approach
Mohamed Ben Moussa, Associate Professor, University of Sharjah, UAE.

Macedonian name dispute: The influencers of the hashtags #macedonia and #macedoniaisgreek on Twitter
Minos-Athanasios Karyotakis, PhD student, School of Communication, Hong Kong Baptist University, Hong Kong

Frames of exclusion and "enemization" in Golden Dawn's cyber-rhetoric
Katerina Diamantaki, Ambassador COMinG & Assistant Professor, DEREE-The American College, Greece.

Digital marketing in Albanian companies. Case study of Restaurant-Pizzeria "Era"
Irma Shyle, Lecturer & Ilnada Dushkaj, Msc student, Polytechnic University of Tirana, Albania.

**17:00 – 18:30 Session V: Public Discussion on
"Journalism at a crossroads: New media, new practices, new values?"**
Chair: Dr. Katerina Diamantaki, Ambassador COMinG & Assistant Professor, DEREE-The American College of Greece.

Speakers:

Dr Roberto Adriani, Ambassador COMinG & Adjunct Professor, The University of Milan, Italy.
Journalism and Public Relations: a changing relationship

Dr Andreas Veglis, Ambassador COMinG & Professor, Media Informatics Lab, Aristotle University of Thessaloniki, Greece.
New journalistic practices in the post-truth era

Dr Lida (Spyridoula) Tsene, Ambassador COMinG & Visiting Professor, Hellenic Open University, Greece.
(Re)-Searching For Journalism: New Old Skills, New Old Needs in the Digital World

Dr Karl-Heinz Pogner, Ambassador COMinG & Associate Professor, Copenhagen Business School, Denmark
& Board Member of K1 Association of Professional Communicators.
Communication-Ethical Compass: Orientation or rules?

20.30 – 22.30 Greek Symposium (traditional dinner and dance)
(Note: The simple conference registration fee does not cover this activity: details at the conference administration).

TUESDAY 16 APRIL 2019

Conference Venue:
Room Vikos, The Stanley Hotel
1 Odisseos str, Karaiskaki Square, Athens, Greece

07:45 – 11:00 Session VI: Educational tour in Athens, including the Acropolis
Visit to the Most Important Historical and Cultural Monuments of Athens
(Note: The simple conference registration fee does not cover this activity: details at the conference administration).

11:15 – 12:30 Session VII: Workshop
"Charting New Directions for Multi-Generational Unity in our Workplace"
Speaker :Dr Carolin Rekar Munro,
Ambassador COMinG & ICCM2019 Leader & Professor, Faculty of Management,
Royal Roads University, Canada

12:30 – 14:15   Session VIII: New Horizons in Journalism, Media and Social media
Chair: Dr Juncal Gutiérrez-Artacho, Associate Professor, University of Granada, Spain.

Towards a semantic-oriented model of participatory journalism management: Perceptions of user-generated content
Theodora Saridou, PhD student & Kosmas Panagiotidis, Phd student & Nikolaos Tsipas, Post-doc researcher
& Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece.

Sports and Politics: Constructing Identities of Mohamed Salah's World Cup 2018 Story in the British Newspapers
Fedaa Mohamed Abdel Aziz, Ambassador COMinG, Assistant Professor of Journalism,
Faculty of Mass Communication, Ahram Canadian University, Egypt.

News usage patterns of young adults in the era of interactive journalism
Anna Podara, Ambassador COMinG & PhD cand. & Maria Matsiola, Senior Teaching Fellow and Instructor &
Theodora A. Maniou, Lecturer, University of Cyprus, Cyprus & George Kalliris, Professor,
Aristotle University of Thessaloniki, Greece.

Multimodal news authentication as a service: The «True News» Extension
Anastasia Katsaounidou, PhD Researcher & Nikolaos Vryzas, PhD Researcher
& Rigas Kotsakis, Tenured Senior Teaching Fellow and Instructor & Charalampos Dimoulas, Associate Professor,
Aristotle University of Thessaloniki, Greece.

Visualization and interactivity in data journalism projects
Christina Karypidou, PhD candidate & Charalampos Bratsas, Special teaching fellow & Andreas Veglis, Professor,
Aristotle University of Thessaloniki, Greece.

Machine-assisted reporting in the era of Mobile Journalism: the MOJO-mate platform
Nikolaos Vryzas, PhD Candidate & Efstathios Sidiropoulos, PhD Candidate & Lazaros Vrisis, PhD Candidate
& Evangelia Avraam , Postdoc Researcher & Charalampos Dimoulas, Associate Professor,
Aristotle University of Thessaloniki, Greece.

Semantic Web services and applications in Journalism
Kosmas Panagiotidis, Phd student & Nikolaos Tsipas, Postdoc Researcher & Theodora Saridou & Andreas Veglis, Professor,
Aristotle University of Thessaloniki, Greece.

14:15– 15:15 Lunch

15:15 – 17:30   Session IX: International Marketing & Management issues
Chair: Dr. Manuel Pereira, Ambassador COMinG & Chairman & Executive President, EUCED, Portugal

Web transcreation in the Spanish business context: the case of healthcare SMEs
María-Dolores Olvera-Lobo, Professor & *Juncal Gutiérrez-Artacho, Associate Professor & Mar Diaz-Millón, PhD Student,
University of Granada, Spain.

Integrated Marketing Solutions – Becoming One with Digital
Lajja Mistry, Undergraduate & Diksha Dheri, Undergraduate, Pandit Deendayal Petroleum University, India.

Athens as a Major Congress Destination and the Role of Professional Congress Organizers (PCO's)
Athina Papageorgiou, Ambassador COMinG & Assistant Professor & Aristidis Papagrigoriou, Assistant Professor,
University of West Attica, Greece.

A review of the Self-Management of Chronic Pain using Facebook as an online support network
Gwyneth Howell, Associate Professor & Jessica Turner, Western Sydney University, Australia.

Using Social Media tools in strategic management
Suvi Sivén, Phd Student, Robert Gordon University, Great-Britain/Finland.

Knowledge and understanding Entrepreneurship issues in a selected group of students - results of own research
Agnieszka Faron, Assistant Professor & Dariusz Socha, Assistant Professor. University of Business in Wroclaw, Poland.

Sustainability storytelling for CSR strategy: the case of Patagonia
Imane Bouterfas, PhD student, LAREQUOI (ISM Graduate School of Management), University of Versailles, France

17:30 – 19:00 Session X: Media Practice and Ethical Issues
Chair: Dr. Michael Nevradakis, Ambassador COMinG & Instructor, Deree-American College of Greece.

Israeli adolescents' trust and ethical attitudes towards native advertising
Dorit Zimand-Sheiner, Ambassador COMinG & Head of strategic communication track
& Tamar Lahav, Chair of school of communication, Ariel University, School of communication, Israel

Social Media and "Silaturrahim"
Azian Muhamad Adzmi, Ambassador COMinG & PhD Researcher, Cardiff University

Research and Development of Children Television Program Monitoring System in Thailand
Chanettee Tinnam, Ambassador COMinG & Lecturer, Chulalongkorn University, Thailand & Tortrakool Ubolwatra
& Phichate Phimcharoen, Kasem Bundit University, Thailand.

Foreign Investments in Turkish Media History thoughts and Facts
Mihalis Kuyucu, Ambassador COMinG & Associate Prof. İstinye University, Turkey.

20:00 – 21:30 Social Dinner
An opportunity to meet and exchange at the end of the Conference Academic Part
(Note: The simple conference registration fee does not cover this activity: details at the conference administration).

WEDNESDAY 17 APRIL 2019

07:40 – 19:30 (approximate time)
Delphi Visit
(Note: The simple conference registration fee does not cover this activity: details at the conference administration).

THURSDAY 18 APRIL 2019

07:00 – 20:30 (approximate time)
Educational Island Tour
(Note: The simple conference registration fee does not cover this activity: details at the conference administration).

THANK YOU ALL FOR YOUR KIND PARTICIPATION AND COMMITMENT!

5th Annual
International Conference on Communication and Management
I.C.C.M.2019
15 - 18 April 2019, Athens - Greece

ACADEMIC COMMITTEE

Dr. Margarita Kefalaki, President, COMinG, Greece

Dr. Manuel Pereira, Chairman & Executive President, EUCED, Portugal

Dr. Michael A. Altamirano, Professor, King Graduate School, Monroe College, USA

Dr. Carlos E. Rios-Collazo, Adjunct Professor, King Graduate School, Monroe College, New York, USA

Dr. Carolin Rekar Munro, Professor of Leadership, Faculty of Management, Royal Roads University, Canada

Dr. Khaled Gaweesh, Assistant Dean, College of Communication, University of Sharjah, UAE

Dr. Katerina Diamantaki, Assistant Professor, DEREE-The American College of Greece, Greece

Dr. Karl-Heinz Pogner, Associate Professor, Copenhagen Business School, Denmark

Dr. Andreas Veglis, Professor, and Head, Media Informatics Lab and School of Journalism and Mass Communication, Aristotle University of Thessaloniki, Greece

Dr. Bradley Freeman, Professor, American University in Dubai, UAE

Dr. Asha Kaul, Professor, Indian Institute of Management, Ahmedabad, India

Dr. Athina Papageorgiou, & Assistant Professor, University of West Attica, Greece

Dr. Arif Yildirim, Assistant Professor, Department of Journalism, Çanakkale Onsekiz Mart University, Çanakkale, Turkey

Dr. Michael Nevradakis, Instructor, Deree-American College of Greece, Greece

Dr. Rong Zhang, Associate professor, Nishinippon Institute of Technology, Fukuoka, Japan

ORGANIZING COMMITTEE

Mr. Louis-Caleb Remanda, Digital Media Designer, COMinG
Research Assistant & Ph.D Candidate, University of Versailles Saint-Quentin, France

Mr. Eric Stenly, Research Assistant & Events Responsible, COMinG

Mrs. Evi Naki, International Relations Coordinator, COMinG

Mrs. Aria Chinou, Manager of Communication, COMinG

Mrs Roza Pateraki, International Relations Manager, COMinG

WITH THE SUPPORT OF

Cambridge Scholars Publishing — Center for Intercultural Dialogue — Strategy and Development Review — IIA

EUCED — GULUSTAN — JALT — IJLST — JEI COM — GLOBAL LISTENING CENTRE — Journal of Media Critiques

Group photos of the ICCM2019 participants.
Monday 15th April 2019,
The Stanley Hotel, Athens, Greece

The participants of the workshop
« *Charting New Directions for Multi-Generational Unity in our Workplace*»**
Tuesday 16th April 2019,
The Stanley Hotel, Athens, Greece

The President of EUCED, Dr Manuer Pereira

Leadership Challenges of Urban Institutions of Higher Learning, Which Serve A Predominantly Diverse and Multi-Cultural Student Population

Michael A. Altamirano

Professor, King Graduate School, Monroe College, USA.

The topic of this research article examines the unique leadership challenges confronted by staff and faculty of higher education institutions that serve a predominantly diverse and multi-cultural student population in urban areas of the United States. Urban colleges and universities are found in the bigger cities of the United States where students are from the area, as well as domestic and international. The study isolates three areas of concern that raise leadership challenges for these institutions of higher learning. Specific areas of challenge are retention and graduation rates, Student preparedness for the rigors of higher education, and cultural assimilation to the environment of higher education. The exploratory research within this study was conducted primarily in the New York tri-state area. It is qualitative in nature and conclusions are based on research and observations of subjects directly affiliated with these institutions.

Keywords: Leadership, Higher Education, Cultural Assimilation, Retention, Diversity, Multi-Culturalism

Does sharing leadership actually work? An evaluation of the benefits and drawbacks of shared leadership

Leader-leader Exchange in Shared Leadership Teams: An Investigation of Collaborative Harmony Among Co-leaders in a Christian Ministry

Nathan Herbst, Ph.D.
Team Coordinator, Great Commission Alliance, USA

Carlos E. Rios-Collazo, Ph.D.
Professor, Monroe College, New York, NY, USA
& Jesse Denison
Staff Development Coordinator, Great Commission Alliance, USA

Shared leadership is being utilized in increasing measures across an ever-broadening spectrum of organizations. It affords numerous advantages within the context of the continually evolving modern workforce. Most of the studies on shared leadership have focused on its benefits but few have considered the potential weaknesses of the model. This investigation sought to ascertain whether the benefits that have been correlated with this model of leadership are valid and what drawbacks and limitations might be associated with it. This was accomplished by surveying prominent leaders from several evangelical Christian organizations in the United States that utilize this type of organizational structure. Thirteen leaders from seven highly respected ministries were interviewed concerning shared leadership in their contexts. Since there has been minimal research in this area, this investigation proceeded with the strategy of emergent design and a qualitative approach with purposive sampling was employed. This investigation utilized a descriptive approach based on semi-structured interviews with the hope of determining a broad, baseline description of shared leadership in these organizations, including an analysis of the benefits and drawbacks that these groups encountered. All participant data were kept anonymous in order to eliminate bias and safeguard the accuracy of the research.

Ten benefits that have been found in the academic literature were confirmed in this current study. These included exceptional outcomes, enhanced decision-making, complex problem solving, creative innovation, team-member fit, team synergy, organizational vitality, healthy organizational culture, individual health, and sustained growth. Five drawbacks to the model were also discovered. These included the difficulty of the model, a potential lack of follow-through, a possible lack of efficiency, a general lack of acceptance of the model, and the danger of immature or usurping team members. The description of these five difficulties is a novel contribution to this field of inquiry.

Keywords: Leadership, Shared Leadership, Collaborative Decision-making, Team, Leadership, and Decentralized Leadership

Digitalisation and the impact on leadership

Alexander Karapidis
Research Associate, Fraunhofer Institute for Industrial Engineering (IAO), Stuttgart, Germany

The present work tackles the issue of the effects of digitalisation on leadership in organisations. Based on the assumption that the future of work will be characterised as more flexible, networked and digitalised, the digital transformation will lead to fundamental changes in business models, organisations and work design. Accordingly, completely new demands are placed on executives. There is a new generation of executives who view business differently and use different sets of competences to lead employees. In this paper, an overview will be given about digital trends and their impact on leadership. Second, definitions of terms about leadership and the difference between traditional management and digital leadership will be outlined. Third, central challenges of digital leadership will be put in concrete terms. Fourth, the main characteristics of digital leadership will be illustrated and recommendations what executives can do to cope with new digitally driven challenges to lead their employees will be given. The final paragraph will sum up the findings of this paper.

Keywords: Digitalisation, leadership, digital competences, management, digital transformation, leadership competences

Leading Cities: Leadership & Governance in Denmark

Karl-Heinz Pogner

Associate Professor Ph.D., Department of Management, Society, and Communication; Copenhagen Business School, Denmark

Leading Cities and City Leaders (http://www.c40.org/,http://www.uclg.org/, http://www.iclei.org/, http://www.worldmayorscouncil.org/) have taken up the challenge of governing and managing cities to reach the UN Sustainable Development Goals, especially "Goal 11: Make cities inclusive, safe, resilient and sustainable" (http://www.un.org/sustainabledevelopment/sustainable-development-goals/).

The discourse about how to manage and govern a city is dived into two competing discourse streams. The first one (Smart Cities) is very prominent in the mass media discourse and in PR / PA of tech companies and in tech communities. Whereas the second one (Livable Cities) is mostly enacted on social media platforms, in social and socio-cultural initiatives and communities - and in new forms of urban / public governance (Torfing & Siebers 2018, Torfing & Triantafillou 2016). Both streams seem to struggle for getting voice and power in the discourses, negotiations, struggles, and conflicts in Urban Governance.

Cities as ecosystems (Schaffers et al. 2011) are emerging and developing in the context of global economy and new forms of organizing in self-organized networks (Shirky 2011). In these networks, new forms of power relations and leadership, including Distributed Leadership (Bolden 2011) and Relational Leadership (Uhl-Bien & Ospina 2012) emerge. Distributed Leadership & Relational Leadership closely relate to concepts such as shared, collective, collaborative and democratic leadership where leadership is emerging through the interactions of multiple actors (Uhl-Bien 2006).

The conceptual part of the paper aims primarily at developing a model of Urban Governance by combining "The Urban Governance Triangle" (Pogner & Tsakarestou 2015) with Urban Governance (Obeng-Odoom 2012) and Developmental Leadership (Bolden 2011). The empirical part aims at illustrating the model and its consequences for the concept/s of leadership by looking at the social and discursive construction of Urban Governance and Leadership in three different Danish cities:

- Copenhagen, (capital of Denmark; member of C40 Cities (http://www.c40.org/),
- Århus (regional major city, as SmartÅrhus member of OrganiCity (http://www.smartaarhus.eu/projects/organicity), and
- Svendborg (local center, member of Cittaslow (http://www.cittaslow.svendborg.dk/cittaslow-svendborg).

Implementing new Human Resource Management techniques in Greek Telecommunication Industry

Alexios Tsokos
Graduate Student of MSc Program in Management and Economics of Telecommunication Networks
Antonios Kargas
Adjunct Academic Stuff on Department of Informatics and Telecommunications, National and Kapodistrian University of Athens, Greece

Human Resource Management techniques has been evolved the last twenty years in order to adapt to a fast – changing environment. New skills increased used of technological applications and the need to collaborate in an intercultural environment led to techniques, such as "employer branding" which is explored (as an ongoing implemented business - project) in the present study. The paper aims to present how Greek telecommunications companies attract staff but moreover to reveal the underlying logic and the most significant criteria when choosing staff and executives. Telecommunication industry has been chosen as one of the most dynamic industries (in terms of changes and new technologies usage), while even under economic crisis its members still recruit staff.

A series of interviews were conducted alongside with bibliographical research in order to evaluate the extent and depth of employer branding technique's implementation in telecommunication industry. Results indicate an ongoing procedure of adaptation to new techniques, targeting to better fit candidates' skills and knowledge with brand's needs and culture. Human Resource Management not only supports such procedure but moreover can collect data about brand's impact (in terms of reputation and image) on high skilled staff and well-trained executives. The paper is expected to be part of a long lasting research on the results and the significance of employer branding on Greek telecommunications industry as an every - day human resource management technique.

Online Communication Tools for Political Fundraising: Content Analysis of Party Communication on Income Tax Donation in Lithuania

Arnas Aleksandravičius
PhD Candidate at Digital Media Lab, Faculty of Communication, Vilnius University, Lithuania

Every European country has its own, often quite unique political finance laws, but the aspect of communicating about finance is universal. As political parties and politicians continue to raise large amounts of money online, there is a growing need to better understand the role of online communication in political financing. The aim of this study is to find out the specific features and peculiarities of online political communication that is centered on the sole purpose of soliciting donations. This study is focusing on a theoretical approach of analyzing online communication for political fundraising by combining functions of information, participation, and delivery with rhetorical arguments of rationality, credibility, and emotionality. Using this framework, the content analysis of fundraising messages created by Lithuanian political parties and spread via official party websites, social media accounts and e-mails is conducted. The unique form of fundraising (income tax donations to political parties) is selected because of its relative popularity in Lithuania among both the political parties and the public. The results of the study will explain the use of different functions and arguments for party communication on fundraising, also suggesting either normalization or equalization hypothesis. The research demonstrates the application of functions-arguments approach and illustrates the need for further research on online communication for political fundraising.

Communication Skills of a Public Diplomacy Officer
Case Study: Specific skills in a period of crisis

Maria Vaxevanidou

Press and Communication Councellor, Public Diplomacy, Ministry of Digital Policy, Telecommunications and Information, Greece

The aim of this paper is to present the most important capabilities and skills that a Public Diplomacy Officer needs to have to influence the foreign public. At an embassy, the Public Diplomacy Officer (PDO) heads the section, represents the embassy as a spokesperson and develops public diplomacy strategies for the mission. The work starts before 8 a.m. with analysis of the media and breaking news stories – and ends with a late reception or a debate over press talking points with Government until late at night. And, in some parts of the world, host governments are suspicious of intentions when a PDO tries to engage and communicate with "their" publics. The classic task of diplomacy, in their view, is for foreign officials to interact with host government officials, not the ordinary citizen.

Taking into consideration all the above job specifications of an expert in public diplomacy, multiple questions should be posed: what makes a good public diplomacy officer? How do we measure the success or impact of a good public officer? And of course, what does he/she need to do in an ordinary day?

Also, more specific questions could be posed about his/her duties and skills when works for a country which is under special circumstances, like under economic crisis, natural or technological crisis. In these cases, what are the special skills that a communications specialist should obtain and develop?

The methodological approach is based on bibliography, published case studies and personal experience.

The results of this study can provide a systematic roadmap for young public diplomacy officers and country communicators, highlighting the skills they need to develop in order το build an international image for their countries.

Keywords: Public Diplomacy, Public Diplomacy Officer, Communication Skills

Social movements and political activism in Pakistan

Sahibzada Muhammad Usman

Researcher (Ph.D.), Political Science, University of Pisa, Italy

This paper investigates the part of social media in political involvement in Pakistan. The utilization of YouTube as an elective channel of correspondence and obstruction during the political emergencies in Pakistan. By inspecting a purposive example of most seen protest associated YouTube videos, the analysis explores how these videos filled in as a voice when the tyrant governments controlled the media. The examination also explores YouTube's role and substance during Pakistan's political emergency of 2007 and associates it with that stage's position as an elective way of interaction.

Investigation of the most seen videos of protests proposes that social developments in Pakistan utilized YouTube to intensify their voice against dictatorship, unemployment, and corruption. The discoveries of this paper recognize that pictures were treated as the symbols of barbarity in the most seen protest associated videos. These symbols of brutality incorporate the images of the arrest of Iftikhar Chaudry (Pakistani Chief Justice). Since political interaction in Pakistan is a moderately under-research field, scholarly archives don't give adequate data on the emergence and role of social media in the nation, including how the new methods of electronic correspondence fill in as elective channels of political activism against tyranny. This investigation adds to the current writing on communication, social developments and political activism, which is generally explicit to Western settings. Since this investigation applies Western methodologies of social events to non-Western settings, it elucidates the pertinence of such ways to deal with non-Western social orders and settings. Moreover, it is critical to comprehend the part of social media as elective channels of correspondence in authoritarian, closed societies where the conventional media serve just the interests of the decision elites.

Keywords: Social Media, YouTube, Political Activism and Pakistan.

Educational writing skills in communication in Social Media to grade students

Juan-José Boté
Assistant Professor, Universitat de Barcelona, Barcelona, Spain

Grade students are usually not aware of the essential communication skills to work into Social Media. One of these is writing. There are different types of writing into Social Media and its use varies from one media to another.

In the case of grade students, in the use of Social Media, most of them are merely spectators and barely participate actively. Moreover, no training exists usually, in university grades into the educational programs about this topic unlikely in Communication Studies. Subjects as creative writing, storytelling or other writing skills can initially serve them to initiate a strategy to start on Social Media. This paper is a literature review discussing educational writing skills on Social Media that students would need to develop a brand before they finish their grade.

The job market in any field is increasingly complex. Consequently, it is necessary for grade students to have tools and strategies to start developing their own professional brands. Individual branding should be a concern during grade studies. More and more, companies are requiring professional profiles with Social Media skills. These skills may vary, and as grade students cannot have all possible abilities, writing is likely the most common in all fields.

Keywords: Social Media, Writing Skills, Brand building, Grade Students, Digital Identity

Creating audience impact. Lessons from multimedia artists

Liva Ornicane
Doctoral student, Communication Science, Faculty of Social Sciences, University of Latvia, Latvia

The paper "Creating audience impact. Lessons from multimedia artists" zooms in on the connection between the audience and multimedia performance art, examines the audience perceptiveness factors, explores multimedia usage within performance art and analyses the relationships between the both sides. The purpose of the research is to determine the best methods that artists can use to create impact on the audience during live multimedia performance.

To find out, summarise and structure these methods, qualitative study as case studies and interviews are carried out. The final result of the research is the Impact Creation map. The map is aimed to help artists as directors, choreographers, performance artists, multimedia artists in their creation process to increase the impact on the audience during live performance, thus, improving the value of their work.

Main part of the research contains international artist case studies of Dandypunk, Miwa Matreyek and Gob Squad. The impact on the audience is analysed through six dimensions: Captivation, Spiritual Value, Emotional Resonance, Intellectual Stimulation, Social Bonding and Aesthetic Growth. Additionally, couple of expert interviews are carried out and, finally, the map has been validated by ten professional participants of the industry and experts.

The Impact Creation map offers verbalised and structured view of various methods that can be used in creation process of performance art in order to amplify the impact within each of the dimension.

Keywords: Impact creation, Audiovisual arts, Communication with audience, Multimedia, Live performance

Regulatory Sclerosis in Greece: Replicating Analog Pathologies in the Digital Radio Landscape?

Michael Nevradakis

Communications Instructor, Deree-American College of Greece, Department of Communications

The Greek broadcasting landscape has long been representative of the concepts of "savage deregulation" and Hallin and Mancini's "Polarized Pluralist model." The deregulation of the airwaves in the late 1980s and early 1990s led to the mushrooming of a proliferation of stations without formal licensing procedures, enforcement of broadcasting laws has been haphazard and uneven at best, while a strong interplay existed between media owners, the government of the day, and the political parties and state. As stations were largely unlicensed and operated under tenuous umbrellas of "temporary legality," successive governments would use a potential licensing process as a threat towards radio station owners that were overly critical, while radio station owners, who were often heavily involved in other economic sectors such as construction and shipping, would threaten governments with selective exposure of wrongdoing if favorable regulations and contracts were not delivered. Over 30 years after the Greek airwaves were deregulated, the country's approximately 1,000 stations remain formally unlicensed. The introduction of digital radio (DAB), however, offered the possibility of starting anew and restructuring the radio broadcasting landscape in Greece upon firmer regulatory footing. To what extent has this been accomplished, however? Has DAB been introduced to the Greek audience to a significant extent? Has the Greek state licensed digital broadcasters and used this as an opportunity to overcome the pathologies of the analog broadcast landscape? Has DAB been embraced by Greek broadcasters? This research will argue that thus far, the digital radio landscape in Greece remains undeveloped, with no licensing bid or regulatory framework in sight. However, unlike the "anarchy" which reigned on the FM dial of the 1980s-1990s, broadcasters have shown little interest in DAB even for experimental or "pirate" broadcasts, while the penetration rate of DAB receivers on the part of the public remains at low levels.

eSport Gaming: An Emerging Sports Practice

Shardul Mehra

Undergraduate Student, Pandit Deendayal Petroleum University, India

The purpose of this research is to review how eSport gaming has changed the entire sporting universe. Over the years, eSport gaming has increased and is still increasing at a fast pace. The participation of individuals in eSport gaming has also grown immensely as compared to participating in sports. The broadcast of certain eSport events has become worldwide mass events. Even though eSport was introduced after the introduction of sports in human history, the rapid growth and involvement of people in eSport have led to arguments for categorization of the 'online sports gaming' as a 'sport'. The objectives of the paper are: (1) To discuss the distinctive features that eSport gaming as a sport may have and to introduce eSport as an academic course at the collegiate level. (2) To explain an example of an eSport worldwide success which is the case of *PlayerUnknown's Battlegrounds*. (3) To introduce and briefly discuss some issues that eSport gaming would encounter in the future. An analytical research methodology has been used in this study by identifying/analyzing secondary data from various sources.

Corporate communication and reputation. How to manage crisis communication in the era of fake news

Roberto Adriani
Adjunct Professor of Languages of the Media, University of Milan, Italy

Aim of the paper

Fake news spreads online faster than the truth (Vosoughi, 2018). With new technologies, primarily AI, it may be even worse. Face and Voice Morphing technology allow the creation of fake videos showing somebody saying something they never said.

The most well-known example is the Obama Project, led by the University of Washington (Solon, 2017; Zhao, 2018).

Images usually lead people to believe what they see, in spite of the bias that images or videos can generate. These technologies are particularly insidious just because they leverage on this false belief (Vincent, 2017).

Given this scenario, the paper aims to investigate: A) how fake news can hit corporate reputation B) how companies can defend their reputation from fake news, implementing the most appropriate crisis communication techniques.

Methodological approach

The paper, through a narrative approach, investigates these emerging fake news technologies and how companies can protect their reputation from them. The paper assesses scientific articles from international literature in English. The review covers also journalistic articles, reporting data, insights or simple news, regarding the subject. In this case, the paper includes only articles coming from mainstream publications. Trying to pursue this objective, the review excludes articles not clearly reporting the name of the publication, author and date. In addition to this, all these articles are checked, making sure they have been cited or linked by other mainstream media.

Results

The projected results, are A) defining the rising threat of fake news to corporate reputation B) identifying the best practices to defend corporate reputation from fake news.
Conclusions
The conclusions describe the updated picture of the current literature about these topics. In addition to that, they aim to give some useful insights to be developed with further research.

Lastly, the conclusions offer some indication of how to improve the cooperation between academia and the corporate world, fake news being a hot issue covering both worlds.

Integrated Social Media into Mobile-Assisted Foreign Language Learning

Ling Luo

Assistant Professor, Modern Languages Department, The City University of New York, USA

In today's college campuses, having a smartphone and being active on social media has become a fashion. Though many mobile apps have been designed for learning languages, there are few studies on applying social media based mobile apps to promote the effective learning of foreign languages. As an emerging social media mobile app, WeChat is the most popular social tool in Chinese community around the world. The WeChat app has the many communication functions: live chat, group chat, and multimedia input and document transmission, which are essential for language learning.

In this research project, we integrate social media app called WeChat into a mobile-assisted language learning for Mandarin Chinese. WeChat and the mobile App can facilitate basic communication among instructors and students, and group of students. It offers a variety of communication methods, including voice, text, graphic (abundant icons) and video, which fit the needs of language learning and practices. WeChat and the Mobile App can help to expand the traditional language teaching and learning to outside of classroom. Instructors can provide students instant feedback, and students can learn and practice anywhere.

This method creates an easy and effective teaching and learning environment and it also reduces the frustration in learning for students. We have piloted this new approach and conducted various experiments in multiple sections of Chinese I in a US college to assess its effectiveness.

Keywords: Mobile App, WeChat, Mandarin Chinese, language learning, social media

Dubai Cares' Public Relations Rhetoric on Facebook: A Multimodal Approach

Mohamed Ben Moussa
Associate Professor, University of Sharjah, Faculty of Communication, UAE

Scholars have identified non-profit organizations (NPOs) as potential winners when it comes to tapping into the technical affordances provided by the Internet and social media. NPOs, more than any other type of organizations, are dependent on public relations, and, for this reason, they have been among the earliest adopters of the Internet in their work. Researchers have also identified many shortcomings in the way social media and the Internet are adopted by NPOs. Despite the exponential growth of the literature on this topic in recent years, however, existing literature is fraught with a number of limitations. First, scholars have predominantly focused on structural and technical aspects of communication mediated through the Internet at the expense of paying more attention to the rhetorical and persuasive dimension of public relation practices. Equally important, though visual mode is central to Internet and social media communication, there is a dearth of research paying attention to this aspect and its role in constructing organizations' online publication discourse. Finally, research in the sub-field has concentrated on organizations operating in Western countries, and North America, particularly. Addressing these lacunae, the present paper examines the use of social media by non-profit organizations in the United Arab Emirates, focusing on the case of a leading organization, namely Dubai Cares. Drawing on rhetorical theory and multimodal analysis, this paper analyzes the persuasive strategies and choices adopted by Dubai Cares on its Facebook platform for one month. It will answer the following three key questions: What are the rhetorical strategies used by Dubai Cares to communicate with its public? To what extent does the organization draw on online specific rhetorical tools and techniques to persuade its public and stakeholders? What are the dominant discourses that emerge from Dubai Cares' rhetorical online strategies?

Keywords: Public relations, Facebook, rhetoric, multimodal analysis, discourse, Dubai Cares

Macedonian name dispute: The influencers of the hashtags #macedonia and #macedoniaisgreek on Twitter

Minos – Athanasios Karyotakis

PhD student, School of Communication, Hong Kong Baptist University, Hong Kong

The dispute about the name of Macedonia is linked with the so-called Macedonian Question that is causing conflicts amongst the Balkan countries for more than hundred years. This peculiar case of conflict is depended on the changing of the politics and the geographical territories of the countries that used to be ruled by the Ottoman Empire. The need for those populations to self-determine their future led to wars and the creation of states that undermined the nationalistic ambitions of each other. In the past, there were accusations from both Greece and Former Yugoslav Republic of Macedonia (FYROM) against each other. The so-called Prespes agreement seemed to pave the way for ending the Macedonian name dispute. However, it triggered a plethora of events and large demonstrations against the agreement in both countries. This study examined the networks of two hashtags #macedonia and #macedoniaisgreek for a week on Twitter by implementing social network analysis. It was proved that the most influential users of the networks are related to propaganda and nationalism. Moreover, it was revealed that the influential users of the networks were trying to support their nationalistic beliefs regarding the Macedonian identity. Some of them were even attacking verbally prominent political actors in order to promote their opinions.

Keywords: Macedonia, social network analysis, Twitter, nationalism, Prespes agreement

Frames of exclusion and enemization in Golden Dawn's cyber-rhetoric

Katerina Diamantaki
Assistant Professor, DEREE-The American College, Greece

With their inherent affordances for reach immediacy, interactivity and personalization, social platforms have proven to be vital instruments of political discourse in the service of a variety of far-right populist and extremist political cultures, which had previously resided on the fringes of social and political life. This talk will present the findings of an ongoing research that examines Golden Dawn's Twitter discourse and the frames and repertoires it uses to construct its political identity and to influence its networked audiences. The analysis demonstrates that Golden Dawn strategically combines populist with ethnocentric frames to discursively construct Otherness as an integral part of its own political identity.

Digital marketing in Albanian companies. Case study of Restaurant-Pizzeria "Era"

Irma Shyle, Lecturer,
Department of Production and Management, Polytechnic University of Tirana, Albania
Ilnada Dushkaj, Msc Student

Companies for decades had built their business on the foundations of traditional marketing. The arrival of the digital era, the development of the internet and the online popularity has brought the need for a new, modern type, part of which is digital marketing. Digital marketing is a term that refers to various promotional techniques developed to reach consumers across digital technology. The business world has been transferred to a digital environment. Therefore, digital marketing has become the bundle that many companies are implementing. Companies are competing to increase their market impact and have long-term sustainability in it.

The purpose of this paper is to study digital marketing performance, effective strategies and its approach to the Albanian market. The case study focuses on the area of gastronomic service, restaurants. The service industry and the restaurants, respectively, is one of the first in the list with regard to mobile network traffic. The restaurant in this case is "Restaurant-Pizzeria Era", which is positioned in two strategic points in Tirana and is one of the best known. This study identifies the implementation of the digital platforms that this restaurant applies, while analyzing the behavior of consumers alike.

Analysis of digital marketing Restaurant - Pizzeria "Era" focused on analyzing the elements of SEO and SEM.

From the automatic search of the Restaurant - Pizzeria "Era" it is concluded that this subject does not use the SEM strategy as part of digital marketing. Restaurant - Pizzeria "Era" does not pay to promote its web on the Google search engine.

By not applying the SEM strategy to promoting the web on the Google engine, the Restaurant - Pizzeria "Era" company has chosen to follow the same strategy for its promoting in social media.

Keywords: digital marketing, customers, restaurants, searching, internet

Towards a semantic-oriented model of participatory journalism management: Perceptions of user-generated content

Theodora Saridou, PhD student
Kosmas Panagiotidis, PhD student
Nikolaos Tsipas, Post-doc researcher
Andreas Veglis, Professor, Aristotle University of Thessaloniki

During the last two decades, citizens' participation in news production process has raised great academic and entrepreneurial interest for participatory journalism. Traditional procedures and concepts such as gatekeeping have been under discussion. News organizations redesign their websites in order to adopt tools and applications that make it possible for the users to be active consumers or even co-producers of journalistic content, by liking, sharing, commenting and submitting material. At the same time, on social media platforms, huge amounts of user-generated content are uploaded every minute. Subsequently, professionals have to deal with continually available information which requires management, classification and evaluation in order to keep high journalistic standards and to avoid problems, varying from plain grammar mistakes to serious situations of fake news, hostility or hate speech. Thus, there is the obvious need for a new model of managing participatory journalism, based on semantic technologies, which will support organized collection and moderation of content in an effective way and in short time. The main objective of this paper is to define the requirements and describe the characteristics that the model should have. For this purpose, two online surveys of journalists and users were conducted in Greece, in order to gain some insights concerning the development of the model. The paper presents the key findings from the surveys and identifies the views, the preferences and the experiences as expressed by the respondents, which lead to the tendency towards a collaborative, semantic-oriented way of submitting and receiving user-generated content.

Keywords: Participation, Semantics, User-generated content, Journalists, Model

Sports and Politics: Constructing Identities of Mohamed Salah's World Cup 2018 Story in the British Newspapers

Fedaa Mohamed Abdel Aziz

Assistant Professor of Journalism, Faculty of Mass Communication, Ahram Canadian University, Egypt

Plenty of excitement was around Mohamed "Mo" Salah who led the Egyptian team "Pharaohs" to enter the 2018 FIFA World Cup in Russia. Mo who plays soccer for Egypt, as well as for Liverpool, England, is the Premier League's top player this season and is the team's best player and one of the most talked about stars entering the tournament. He faced a crisis because of Chechnya leader Ramzan Kadyrov. Mo Salah's performance used to impress the British media identifying him previously in the Guardian as Liverpool's savior, but questions are raised about their newspaper's coverage after the circulation of the photos of Salah with Kadyrov. Sometimes, newspapers construct identity and that is a key area of investigation within this study. In this context, and because this story attracted much news coverage at all, the present study attempted to examine how has the British newspapers websites covered Mo Salah in the 2018 FIFA World Cup? And whether the English press injected political assertions into its coverage constructing identities for Mo Salah, and if so, what are the types of constructed identities? Also, how has the newspapers differed from each other in the construction? This paper will depend on two theories which are the Identity theory and the Social Responsibility theory. This paper will depend on the Discourse Analysis in order to measure and evaluate the ways in which identities have been constructed in the time frame. The seven British newspapers websites that are included in this study are The Sun, Metro, Daily Mail, London Evening Standard, The Telegraph, The Guardian, The Independent. Results showed that the British newspapers about Mo Salah's story demonstrates politics cannot be split and separated from sports. The merging of sports and politics led the British newspapers to interpret and analyze the result of sporting stories and issues in political standings. The newspapers differed markedly in their treatment of a sports story and their extent of injecting political assertions in their coverage constructing identities through it.

Keywords: International News, News Coverage, Identity, World Cup 2018, Mohamed Salah, Ramzan Kadyrov, Egypt, Chechnya

News usage patterns of young adults in the era of interactive journalism

Anna Podara, PhD Candidate
Maria Matsiola, Senior Teaching Fellow and Instructor
Theodora A. Maniou, Lecturer, University of Cyprus, Cyprus
George Kalliris, Professor, Aristotle University of Thessaloniki, Greece

In this study the emerging processes of news consumption among young adults of the post-millennial generation are explored. New forms of journalism, such as video journalism, interactive journalism, multimedia journalism, longform and slow journalism are presented along with their impact on the aforementioned audience. To support the theory on behavioral patterns of online news usage, a focus group among English speaking university students, majoring in journalism was conducted in Greek and Cypriot Universities. Furthermore, the interactive reporting series "NSA files: decoded" was used as a case study, to answer whether experimental forms like interactive reporting is compatible with the needs of the generation under study. In general, young adults in this research stated that they prefer traditional form of reporting rather than interactive. It seems that as interactivity is getting more and more present, the less coherent the narration becomes. Even though young adults are known as active learners, they prefer a strong narrative to an interactive template. That sparks a debate about what the future of journalism would be.

Keywords: digital natives, interactive journalism, news consumption, online news

Multimodal news authentication as a service: The «True News» Extension

Anastasia Katsaounidou, PhD Researcher
Nikolaos Vryzas, PhD Researcher
Rigas Kotsakis, Tenured Senior Teaching Fellow and Instructor
Charalampos Dimoulas, Associate Professor, Aristotle University of Thessaloniki, Greece.

The current work focuses on the problem of misinformation. Filtering and blocking every unreliable source is impossible even to consider. Thus, discovering the dedicated steps to indicate fake content, according to the fact-checking procedures, and utilize them in automated/semi-automated mechanisms, is the key to defend the truth. Despite the availability of various authentication applications/services, there is a lack of integrated systems supporting media veracity in real-world scenarios. There are useful tools and practices for detecting processed/altered content, usually investigating a single manipulation or relying on the credibility of one source, which turns to be inadequate. Based on the above, a browser extension is presented, aiming at evaluating news authenticity in a multimodal, integrating and collaborative way. Operating unobtrusively in the background until needed, the extension is a solution transparent to the user. Without having to open a new browsing tab or to switch navigation /media environment, the user can identify relevant information regarding the five (5) clues which frame a news story (Title, Date, Creator, Source, Containing Images). In essence, with the aid of the True News Plugin, a user reveals information from trusted sources, classifying them by the accuracy of their domains names, while also spotting possible misinformation through doctored images. The main novelty of the proposed module is that it will help users determine whether they can trust an article or not, in a more simplified and educational manner. By walking through five (5) essential steps and by answering ten (10) questions, the proposed methodology attempts to introduce a valuable free tool in the field of Digital Forensics.

Visualization and interactivity in data journalism projects

Christina Karypidou, PhD candidate
Charalampos Bratsas, Special teaching fellow
Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece

Data journalism, as a new form of journalism, is gaining ever greater ground on newsrooms. Datasets and visualization applications have contributed to its bloom. Data and visualizations have a dominant role in the journalistic article, and their introduction affects the narration of the story, too. It is, also, considered by news organizations as a tool which provides information to users in meaningful ways and a part of the transition from being rather passive news-and-information sites to more news-and-information platforms.

On data journalism projects we take into account the existence or absence of interactivity related to the visualizations and the amount of text that is included. The taxonomies of data journalism that have been proposed, take into account various parameters such as the content of the articles, the type of visualizations and the type of interactivity.

In our research, we focus on a previously proposed taxonomy and we investigate how it applies on some of the most popular news organizations that develop online, data-driven, interactive news articles. By collecting data journalism articles, we try to check how visualization affects the story and the type of journalism interactivity. In particular, we examine the websites of The Guardian and The New York Times, that have been characterized as the "elite" of newsrooms, BBC and CNN, that are two of the most popular networks, and Associated Press and Reuters, as they are two of the largest news agencies.

Keywords: Data Journalism, Taxonomy,Visualization, Interactivity

Machine-assisted reporting in the era of Mobile Journalism: the MOJO-mate platform

Nikolaos Vryzas, PhD Candidate
Efstathios Sidiropoulos, PhD Candidate
Lazaros Vrisis, PhD Candidate
Evangelia Avraam, Postdoc Researcher
Charalampos Dimoulas, Associate Professor, Aristotle University of Thessaloniki, Greece

MoJo refers to the emerging framework of covering news reporting workflows using smart mobile devices with dedicated software or hardware. However, a fully integrated and dedicated computing environment that can address the individual needs of both professional and citizen journalists is still missing. We introduce MoJo–MATE, (Mobile Journalism Machine AssisTEd reporting) a platform that integrates tools concerning all workflows at all stages of news reporting (content creation, editing, fact checking, content management and publishing), thus providing interconnection of the newsroom collaborators and the public. We distinguish the client-/terminal-side and the server-side as two discrete components of the platform. The so-called jReporter mobile application includes tools and automations to support journalists in audiovisual capturing and editing along with semantic metadata extraction by making use of the smart devices. This is essential, since, in MOJO, the reporter has full responsibility of correct camera and microphone handling, without the assistance of a professional operator. Dedicated editing tools enhance portability, allowing at the same time the collection of log files with editing history, for authentication purposes. The created content is uploaded from the mobile devices to the server-side repositories, where Graphical User Interfaces are provided for accessing and managing media assets. A database containing information about the registered contributors and their respective types of engagement is maintained, controlling content rights and functionalities depending on the discrete users' roles (e.g. reporter, technical stuff, editor, journalist, contributor). The metadata created in client-side are utilized for intelligent Multimedia Asset Management, efficient and comprehensible content publishing, including cross-validation and fact-checking aspects.

Keywords: Mobile journalism, smartphone, server, collaborative model, automation

Semantic Web services and applications in Journalism

Kosmas Panagiotidis, PhD student, Aristotle University of Thessaloniki, Greece
Nikolaos Tsipas, Postdoc Researcher, Aristotle University of Thessaloniki, Greece
Theodora Saridou, PhD student, Aristotle University of Thessaloniki, Greece
Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece

Through the years numerous changes in the field of World Wide Web have affected the news industry and journalism. Technological developments in the structure of the Web and in its use have challenged well established journalistic practices and workflows. This progress strengthened on the one hand journalists' performance in terms of information and variety of sources but on the other hand it undermined it in terms of functionality. For this reason not only media organizations but also journalists started to search, test and experimented with advanced technologies and smart web applications in real life scenarios. Specifically the Semantic Web (or Web 3.0.) and its features are gradually becoming trends because of the efficient ways they provide in data exploitation. Although it may not be clearly perceived, low level Semantic Web technologies are already being used today. Moreover the cooperation and convergence of media pioneers with technological giants and startups which specialize in the development and implementation of Semantic Web technologies are characterizing the landscape today. This paper aims to offer an analysis of the available semantic services, applications and tools in the context of journalism. The analysis will include a presentation of them followed by a short description so that a documentation of their specifications can take place. By offering a comprehensive examination of specific applications and tools adopted by global media organizations, the paper seeks to detect and define the existing use of Semantic Web technologies.

Keywords: Journalism, Semantic Web, Semantic Web services, Semantic Web applications, Semantic analysis tools

Web transcreation in the Spanish business context: the case of healthcare SMEs

María -Dolores Olvera-Lobo, Professor, University of Granada, Spain
Juncal Gutiérrez-Artacho, Associate Professor, University of Granada, Spain
Mar Diaz-Millón, PhD Student, University of Granada, Spain

A new trend has arisen in the sphere of the globalised market known as transcreation, the intra or intralinguistic reinterpretation of a text for its adaptation to the target public (Gaballo, 2012). In the case of interlinguistic reinterpretation, transcreation gives rise to a type of translation in which both the words and meaning of original texts can be greatly modified with the aim of producing the same effect in the target recipients as in the original audience (taking into account that cultural, and not just linguistic, differences exist between both publics). Given its nature, the spheres where transcreation has reached a greater development are those related to marketing, communication and publicity, due to the need on the part of companies to adapt advertising campaigns or marketing actions to other markets. The need to favour the communication and dissemination of corporate information, and interaction with potential consumers, makes it essential for companies to achieve an Internet presence that is solid, professional and adapted to target markets. This aspect becomes even more relevant in the case of small and medium enterprises, for whom using the Internet offers a multitude of opportunities at reduced cost.

The Web presence of transcreated corporate sites has been analysed from a sample of SMEs dedicated to healthcare activities. A contrastive study has been carried out wherein we have compared original websites with translated ones in order to determine how often and in which areas transcreations are implemented or, in contrast, whether the mere localisation or translation of texts is the most habitually employed procedure.

Keywords: Transcreation, marketing, SMEs, healthcare SMEs

Integrated Marketing Solutions – Becoming One with Digital

Lajja Mistry
Undergraduate, Pandit Deendayal Petroleum University, India
& **Diksha Dheri**,
Undergraduate, Pandit Deendayal Petroleum University, India

The purpose of this research is to review different media platforms in Indian Media and find out how they can complement each other. This research focuses mainly on three media platforms – Print media, Television Broadcast and Digital Media. The Indian media is growing day by day in every aspect. While the digital media is growing at a highly fast rate every year, print and broadcast media are also growing slowly. In this case, it is crucial to find out how we can integrate all these mediums so that every media platform grows without curbing the growth of another. The growth of Indian media is based on a lot of macro-economic and sector specific factors. While in many other developed countries, people are shifting from conventional print and broadcast platforms to digital platforms, India, still has a great scope of growth in both Print and Broadcast by tapping the rural population. This paper has two main objectives: (1) To find out how the rapidly growing digital media complements other conventional/ traditional mediums, and, (2) finding out a strategy to becoming one with the digital. An analytical research methodology has been used in this study by identifying/ analyzing secondary data from the Klynveld Peat Marwick Goerdeler (KPMG) report. This secondary data has been supported by a primary data by collecting data samples of youth aged 17-23 from different colleges of Ahmedabad to see what are their view regarding this and how the future of media looks in India.

Keywords: Digital media, Print, Broadcast, Complementary mediums, KPMG

Athens as a Major Congress Destination and the Role of Professional Congress Organizers (PCO's)

Athina Papageorgiou,
Assistant Professor, Dpt. of Tourism Management, University of West Attica, Greece
Aristidis Papagrigoriou
Assistant Professor, Dpt. of Tourism Management, University of West Attica, Greece

AIM: The aim of this study was to investigate the factors that contribute to the attraction of major congress events in Athens, Greece and the role of professional congress organizers (PCO's) in this process.

MATERIAL AND METHOD: To meet the aim of this study we used a well structured questionnaire distributed through Google Forms to 30 PCO executives in the major Athens area. This questionnaire approached the topic using qualitative and quantitative methods and contained both open and closed answer questions.

RESULTS: Most PCO's organize local events with medical congresses being the main activity (96.7%). The vast majority of PCO's use the social media or digital marketing to approach clients (with Facebook being the principal tool, 89.7%), as only 33.3% of Greek PCO's can afford to participate as exponents to major congress tourism exhibitions worldwide because of their small size and limited resources. This means that the role of PCO's in the attraction of major congress events in Athens is limited.

PCO's revealed that most congresses organized in Athens last only 1-2 days (74%): the mean number of participants however seems to be satisfactory, as it is on average 300 persons. Responders also think that Athens can become a major congress tourism destination as it has certain advantages (good congress infrastructure, excellent weather, priceless archaeological sites, a unique sea front, night life, good shopping places and opportunities for short excursions) that need to be exploited, as well as the Athens Visitor & Conventions Bureau for which they share a very positive view.

CONCLUSIONS: From this study it is apparent that conjoint efforts of the state, the private sector and certain congress tourism stakeholders are needed: adopting advanced development strategies and using intensive marketing tools, including Ambassadors programs and adequate bidding processes, Athens may attract international congress events and establish itself as a major congress tourism destination.

Keywords**:** Athens, congress, professional congress organizers (PCO's), events

A review of the Self-Management of Chronic Pain using Facebook as an online support network

Gwyneth Howell
Associate Professor & Jessica Turner, Western Sydney University, Australia

As many as one in five Australians will suffer Chronic Pain in their life time; it is the fourth most prevalent health issue in Australia and has the single biggest societal impact. This thesis investigates the impact of social media usage in the practice of effective self-management of Chronic Pain, focusing on informal closed support groups on Facebook. It presents a critique of social media exploring what compels people to engage so diligently with social networking systems and societal implications of this engagement.

An interdisciplinary analysis informs the research and draws upon current social media practices, Identity Theory and current Chronic Pain management techniques. What is the extent is Facebook used to gain social support for people living with Chronic Pain? How can gender influence the way people seek support online and the usage of technology? How are family members and carers of people living with Chronic Pain seeking support? These questions are explored throughout this paper.

Results have presented a positive shift of perceived well-being after people have become members of Chronic Pain Facebook support groups. After joining the Facebook support groups, respondents felt that they had a safe place to discuss their conditions with other people who understood their struggles. Even if they did not post within the group, this research has highlighted merely reading other posts in the group have helped to enhance well-being and aid in management of Chronic Pain. These findings are significant as they support the positive role that social media plays in the self-management of Chronic Pain and the creation of online communities.

Keywords: social media, ehealth, online communities

Using Social Media in Strategic Management

Suvi Sivén

PhD Student and Senior Lecturer, Computing and Media Sciences/Business Management, RGU/LAUREA UAS Great-Britain, Scotland/Finland

The online public conversations seem like Twitter has begun as a common communication tool by people tweeting their ideas, opinions and taking stands, committing themselves during last 5 to 10 years. This overall assumption has taken its place as a few of world´s remarkable leaders such as Trump, Merkel and May are using microblog Twitter by pointing out their opinions. This opens question if directors and managers of e.g. in Higher Education Institutions are using Social Media´s tools such as e.g. microblog Twitter as a part of their work in strategic management. As Twitter has launched interactive tools and closed groups in recent years, have some HEI´s directors started to consider and use Twitter in strategic management interactively with their personnel in Finland. Using Social Media and Twitter allows a possibility for a different model of social dialog between inner and outer stakeholders e.g. of strategy or strategical management. This requires directors who can foster organisation´s values also via Social Media´s microblogs such as Twitter. This draws attention to communication management of strategy or strategical management communication. This research studies by theme interviews how directors of selected Universities of Applied Sciences (UAS) think that they are using Social Media tools such as Twitter in their daily strategic management. The aim and objective is to have an oversight if there is any need for improvement or change in using Social Media tool such as Twitter in HEI´s strategic management according to the theme interviews. The result and conclusion are improvements in using Social Media tools like Twitter in strategic management.

Knowledge and understanding Entrepreneurship issues in a selected group of students - results of own research

Agnieszka Faron,
Assistant Professor, University of Business in Wroclaw, Poland
Dariusz Socha,
Assistant Professor, University of Business in Wroclaw, Poland

In Poland, as well as in many other countries, invariably for several years' attention has been paid to shaping entrepreneurial attitudes among students at practically all levels of education. Entrepreneurial society builds the competitive advantage of the economy and has a positive impact on many other aspects of socio-economic development. Researchers put an effort to identify factors affecting entrepreneurial intentions and the role of different institutions in the process of developing them.

According to the authors opinion, a knowledge as well as a proper understanding of issues related to entrepreneurship and the management of organization is important for starting up own business in the future.

The aim of the article is to examine the knowledge of the group of 200 high school students on various aspects related to the area of entrepreneurship and organization management. The questionnaire allowed to collect data both on their theoretical knowledge and the apprehension of processes in the researched field. The authors will evaluate this knowledge and formulate recommendations allowing to improve the education system in the studied area.

Sustainability storytelling for CSR strategy: the case of Patagonia

Imane Bouterfas

PhD student, LAREQUOI (ISM Graduate School of Management), University of Versailles, France

The discourses on corporate social responsibility has larger implications, as it opens a debate about the social and ethical responsibilities of companies and their role in society. The art of storytelling helps leaders build a compelling and memorable argumentation for their recommendation, incorporating meaningful details and data into their stories, in order to justify the future, they envision for the organization. It is about giving meaning to their strategy, defining it and developing or strengthening organizational identity and branding. Storytelling, in this case, fulfills several functions, it tries to legitimize and persuade, to make known and create a corporate identity, to generate support and to guarantee the cooperation of the communities in which companies operate (Burchell and Cook 2006).

through this work, we will address the cognitive, linguistic, and conative dimensions of CSR, to see how the company (Patagonia: a company with strong CSR values), communicates its objectives and its commitments with the different stakeholders, internal and external, and to which degree.

We will study the perception of the company towards CSR and its role towards society and social actors, how it translates these values, this representation, in discourses that it wishes to share with these different stakeholders, and its process of social and environmental responsiveness?

Keywords**:** storytelling, CSR, Patagonia, discourses, organizational identity

Israeli adolescents' trust and ethical attitudes towards native advertising

Dorit Zimand-Sheiner
Head of strategic communication track, Ariel University, Israel
Tamar Lahav
Chair of school of communication, Ariel University, Israel

New media are a dominant force in 'Generation Z' lives and have become their major information source. This generation is emerging as a significant consumer power base that will become even more important for marketers in the future. However, the recognition of and attitude towards NA among adolescents has not yet been studied. This study's purpose is to examine the mediating effect of objective persuasion knowledge (OPK) on adolescents' trust, and ethical attitudes towards NA.

The four main research questions are: What is adolescent's level of trust regarding online articles on popular news-sites?; Does OPK affect adolescents' level of trust regarding native advertising content?; What is generation Z's ethical judgment on native advertising?; Does OPK affect adolescents' ethical attitude regarding native advertising?

A survey was administered via an online consumer panel that distributed the questionnaire link to parents of adolescents aged 14-17 who responded to the questionnaire only after their parent's approval. The survey employed a native advertising article promoting a fictitious mobile phone brand entering the Israeli market that is designed for a younger, up-to-date audience.

Results show that generation Z's trust the online article presented in the questionnaire. After given OPK, trust decreased. adolescents' ethical judgment on NA before was positive, but OPK negatively affect adolescents' ethical attitude regarding NA . Multiple linear regression results for ethical attitudes after OPK indicate that utilitarianism was the philosophy that best explains adolescents' attitudes.

Findings suggest that adolescents' low moral standpoint affect their evaluation of content. Theoretically, it is suggested to consider adding an ethical awareness dimension to the theory of persuasion knowledge. Practically, as Gen Z accepts NA as an acceptable practice, advertisers may use NA while targeting adolescents and the latter should be educated to think critically about digital media and its sources.

Social Media and '*Silaturrahim*'

Azian Muhamad Adzmi
PhD Researcher, Cardiff University, Wales, UK

The research was carried out to identify the '*silaturrahim*' relationships in social media engagement among diaspora communities, specifically Malaysians overseas, in the way they communicate with their families, community/society, and friends or acquaintances in the country they are currently residing, in their country of origin, and with other Malaysian staying abroad, while continuing the tradition of '*silaturrahim*' relationships in forming a positive culture online. This research seeks to understand a deeper meaning of '*silaturrahim*', and how '*silaturrahim*' is made a good online culture among Malaysians, particularly the Malays. Apart from that, it investigates how the actions of '*silaturrahim*' relationships, which are practiced physically, can be translated as part of online communication activities, and identifies other elements that show closeness in the '*silaturrahim*' culture. The research was carried out using a qualitative research approach, combining two methods, namely; in-depth interviews and focus group discussions, involving a wide range of respondents' background of Malaysians living abroad, particularly the Malays, with the aim to obtain their insights on the '*silaturrahim*' culture in the social media, as well as their primary purpose of using the social media. This study is expected to contribute to the cultural studies, communication and the social media fields, especially in understanding the '*silaturrahim*' culture, which is not only limited to the physical involvement, but also for its ability to enhance a positive non-physical communication culture. Generally, these findings will add to the use of the social media as a platform to maintain or improve a '*silaturrahim*' culture, and to establish a positive communication culture among the diaspora community, regardless of their background.

Keywords: Social media, culture, relationships, communication, diaspora society

Research and Development of Children Television Program Monitoring System in Thailand

Chanettee Tinnam, Lecturer, Chulalongkorn University, Thailand
Tortrakool Ubolwatra, Kasem Bundit University, Thailand
Phichate Phimcharoen, Kasem Bundit University, Thailand

According to the report of National Broadcasting Telecommunications Commission of Thailand (2014), it was found that television programs for children in Thailand had inappropriate contents especially in terms of sex and violence. There was still little promotion of technology development and innovation in the development of program content as well as the lack of consistency in content quality monitoring for children television programs.

This article aims to present the results of the research and development of www.mongtvdek.com, a children television program monitoring system in Thailand. By using digital technology this monitoring systems is mixture of messages, graphics, sounds, video and website. It is in a form of online evaluation where visitors of www.mongtvdek.com are able to evaluate children television programs without limitation on time and place. Evaluation can be made anytime and anywhere if connected to the system. The system provides message, rerun video and program analysis article. Summary and result of the evaluation will be displayed automatically after evaluation. The remarkable points of www.mongtvdek.com system are as follows;

1. It contains complete criteria both positive and negative sides. 2. It is easy to use without limitation on time and place. 3. It provides an automatic real time evaluation summary. 4. It increases varieties of program quality system. 5. It creates participation of all groups. 6.Viewers have roles in determining the evaluation result, as well as the quality of program content. 7. It motivates the culture of children program monitoring continuously. 8. It opens space for children voice in society. 9. Evaluation result is free from the state and funders. 10. It works as a laboratory for mass media operation.

Keywords: Children Television Program, Media Monitoring, Children Media Monitoring

Foreign Investments in Turkish Media History thoughts and Facts

Mihalis Kuyucu
Associate Prof. Istanbul Aydın University, Faculty of Communications, Turkey

This paper explores the idea of foreign investment in Turkish media industry. The paper consists of three parts. In the first part there is a conceptual research about the foreign investment concept and about its reference in Turkey. In the second part of paper there a historical research about the foreign capital that came out Turkey to Turkish local media environment. The paper consists of a research about the thoughts of Turkish people on that issue. There is a descriptive research done with the method of face to face meeting with various Turkish university students. In these meetings the idea about the foreign investment to Turkish media is asked and the findings analyzed. In the research part of the paper we find answers to "What do you think about the foreign investments in Turkish media?" is discussed and the ideas of the sample target population is explored in detail. At the conclusion part it has been seen that the increasing nationalism level in the Turkish university teens is bringing a doubt towards foreigner capital in media in Turkey.

Keywords: Media, Economy, Turkey, Foreign Investment, Media Economics