



Global
Communication
Association



Faculty of
Communication

THE 16th
**CONFERENCE OF THE GLOBAL
COMMUNICATION ASSOCIATION**
MARMARA UNIVERSITY

The 16th Conference of the Global Communication Association
Future(s) of Communication: Promises and Predicaments

Istanbul, TÜRKİYE

May 15-16-17, 2024

CONFERENCE PROGRAM

(All events will take place in the Göztepe Campus of Marmara University)

DAY 1: Wednesday, 15 MAY 2024

16.00-17.00 Registration

Venue: İbrahim Üzümcü Conference Hall
Marmara University, Göztepe Campus

17.00- 17:30 Welcome Speeches

Chair

Assoc. Prof. Dr. Süheyla Nil Mustafa,
Communication Faculty, Marmara University, Türkiye

Chair

Prof. Dr. Yahya Kamalipour
GCA President, North Carolina A&T University, USA

Welcome Speech

Prof. Dr. Mehmet Emin Babacan,
Dean, Communication Faculty, Marmara University, Türkiye

Special Message

Prof. Dr. Mustafa Kurt,
Rector, Marmara University, Türkiye

17.30-18.10 Keynote Speech

Prof. Dr. Fahrettin Altun
Communications Director, Republic of Türkiye

18.30-20.00

DINNER
Communication Faculty Building, Fifth Floor

DAY 2: Thursday, 16 MAY 2024

Conference Venue: Communication Faculty Building, Hall AZ01

9.00-9.15 Registration Continued

9.15-10.45 Panel 1

Chair: Yenal Göksun, *National Intelligence Academy, Türkiye*

CRISIS OF DEMOCRACY AND THE MEDIA

- **Kai Hafez**, *University of Erfurt, Germany*
 - Authoritarianism on the march - democracies in crisis: Rethinking political communication ecologies in international comparative perspective
 - **John Allen Hendricks**, *University of Texas, USA* & **Dan Schill**, James Madison University, *USA*
 - Social media's role in the state of democracy: An analysis of the 2020 election in the United States
 - **Sabrina Schmidt**, *University of Erfurt, Germany*
 - Critical media appropriation in times of right-populist crisis: The role of interpersonal communication for the defense/erosion of democratic principles
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10.45-11.00

BREAK

11.00-12.30 Panel 2

Chair: Münevver Çağın, *Cyprus International University, Turkish Republic of Northern Cyprus (Former Consultant of Press & PR of the President's Office, The Turkish Republic of Northern Cyprus)*

JOURNALISM IN THE DIGITAL AGE

- **Agnes Lucy Lando & Anthony Wambua**, *Daystar University, Kenya*
 - Communication technologies and the collapse of time and distance – the case of thesis management system
- **Aysel Ay**, *Marmara University, Türkiye*
 - News production process model in ai journalism
- **Safa Görkem Aktaş & Mehmet Özçağlayan**, *Marmara University, Türkiye*
 - Using google trends as a big data tool in digital journalism
- **Aslıhan Bedier & Mehmet Emin Babacan**, *Marmara University, Türkiye*
 - Health as a Tool of Public Diplomacy: Effect of Türkiye's coronavirus performance to its soft power
- **Oğuz Gülleb**, *Marmara University, Türkiye*
 - Journalism in the age of immersive technologies: Metamedia
- **Somayeh Tyabi & Mohammad Reza Rasouli**, *Islamic Azad University Central Tehran Branch, Iran*
 - AI reshaping journalism in iran: A technological evolution

12.30-13.30

LUNCH

Communication Faculty Building, Fifth Floor

13.30-15.00 Panel 3

Chair: Mesut Bostan, *Marmara University, Türkiye*

MEDIA PSYCHOLOGY & REPRESENTATION

- **Burton Lee Artz**, *Purdue University, USA*
 - Global counter-hegemonic news services in the 21st century
 - **Yenal Göksun**, *National Intelligence Academy, Türkiye*
 - Daesh resurrected? Media representations of IS-KP
 - **E. Sahra Öztürk**, *Ph.D., Türkiye*
 - Evaluation of wearable technology within the scope of media psychology
 - **Sezgi Başak Kavaklı**, *Temple University, USA & Didar Akar*, *Boğaziçi University, Türkiye*
 - Words in Time: Diachronicity in Media Discourse on Displacement
 - **Ahmet Necati Gül**, *Yeditepe University, Türkiye*, **Elif Konaç**, *Istanbul Nişantaşı University*, **Sefa Barış Gölcü**, *Marmara University, Türkiye*
 - Reconfiguration of the Ataturk myth in Turkish tv advertisements
 - **Busenur Sevim**, *Marmara University, Türkiye*
 - Hegemonic representations of femininity in contemporary Turkish tv series
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15.00- 15.15

BREAK

15.15-17.00 Panel 4

Chair: Ayşe Binay Kurultay, Assoc. Prof. Dr., Türkiye

COMMUNICATION & SUSTAINABILITY

- **Anne Grüne**, *University of Erfurt, Germany*
 - From global risk to global knowledge society: About the need for more media-life-world-interdependence
 - **Münevver Çağın**, *Cyprus International University, Turkish Republic of Northern Cyprus*
 - Journalism in developing digital media platform: Sustainability, trustability and challenges
 - **Christine Horz-Ishak**, *TH Köln, Germany*
 - Unboxing the diversity paradigm for cosmopolitan communication studies - perspectives on challenges and opportunities
 - **Alparslan Nas**, *Marmara University, Türkiye*
 - Unveiling nation brand activism: A paradigm shift in strategic branding
 - **Oylum Tanrıöver**, *Marmara University, Türkiye*
 - Alternative media and “multitude”: Analysing açık radyo audience support project
 - **Elif Akçay & Cem Sefa Sütçü**, *Marmara University, Türkiye*
 - Computational Propaganda Awareness Scale
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17.00- 17.10

BREAK

17.10-18.00 Panel 5

Chair: Aliaa Dakroury, Saint Paul University, Canada

GLOBAL MEDIA JOURNAL GLOBAL EDITION-BETWEEN THE PAST AND THE PRESENT

- **Aliaa Dakroury**, *Saint Paul University, Canada*
 - Global media journal: *Canadian edition*
 - **Carola Richter**, *Freie Universität Berlin, Germany*
 - Global media journal: *German edition*
 - **Christine Horz-Ishak**, *TH Köln, Germany*
 - Global media journal: *German edition*
 - **Ayseli Usluata**, Prof. Dr., *Founding Editor of the GMJ Turkish edition (awarding ceremony)*
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DAY 3: Friday, 17 MAY 2024

Conference Venue: *Communication Faculty Building, Hall AZ01*

9.15-10.45 Panel 1

Chair: *Ali Murat Yel, Marmara University, Türkiye*

PUBLIC RELATIONS AND CRISIS COMMUNICATION

- **Faezeh Etemad Golestani & Abbas Ghanbari Baghestan**, *Tehran University, Iran*
 - Public relations and governance in the fifth dom
 - **Mutaz Alotaibi**, *King Abdulaziz University, Saudi Arabia* & **Susan Kinnear**, *Cardiff University, United Kingdom*
 - In a crisis communication, what public relations role and media communication strategies deployed by Saudi Governmental organizations during the covid-19 pandemic crisis
 - **Ferhat Demirağ**, *Marmara University, Türkiye*
 - Covid-19 in European Union: The case of Italy, EU's Solidarity as social drama
 - **Sidharth Verma & Durgesh Tripathi**, *Guru Gobind Singh Indraprastha University, Delhi, India*
 - Integrating new media communication and disaster management strategies: A case study of Delhi's Yamuna flood in 2023
 - **Burçin Sarı**, *Galatasaray University, Türkiye*
 - Right or risk of housing: Deconstructing the discourse surrounding the Turkish housing crisis
 - **Sayed Nabi Sajjadi & Abbas Ghanbari Baghestan**, *Tehran University, Iran*
 - Crisis communication: A study of news coverage of natural crises in Afghanistan during the last decade (2014 to 2024)
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10.45-11.00

BREAK

11.00-12.30 Panel 2

Chair: *Alparslan Nas, Marmara University, Türkiye*

POLITICS, COMMUNICATION & MEDIA LITERACY

- **Dr. Sidra Tariq Jamil**, *ICESCO-The Islamic World Educational, Scientific and Cultural Organization, Morocco*
 - Fostering intercivilizational cooperation and intercultural communication in the Islamic world
- **Banu Akdenizli**, *Northwestern University, Qatar*
 - Navigating the digital sands: An examination of social media use in the GCC and the middle east
- **Haitham Numan**, *University of Exeter, United Kingdom*
 - How political repression shapes activist's communicative behavior: Evidence from Iraq and Lebanon

- **Zeynep Coşkun Koç**, *Istanbul University, Türkiye*
 - A new political model for regional security and global stability: Using technology to transition from representative democracy to participatory democracy
 - **Shahriar Khonsari**, *Independent Researcher, Iran*
 - War of narratives on social media platforms of Iranian users about 2023: The Palestinian-Israel conflict
 - **Zahra Abbasi**, *Tehran University of Medical Sciences, Iran*
 - The relationship between students' level of media literacy and health literacy in their use of internet
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12.30-13.45

LUNCH

Venue: Communication Faculty Building, Fifth Floor

13.45-15.15 Panel 3

Chair: Esra Atilla Bal, *Acıbadem University, Türkiye*

SOCIAL MEDIA, GENDER AND SOCIETY

- **Hila Houmand**, *Hamburg University, Germany*
 - Formation of the public sphere in social media: A case study of Twitter (x) interaction during environmental crisis in Iran
 - **Fatmanur Altun**, *Assoc. Prof. Dr., Türkiye*
 - Beyond immersive technologies: Advanced democracy or techno-apartheid?
 - **Lin Zhang**, *University of Turku, Finland*
 - The online migration of Chinese boys' love fans
 - **Süheyla Nil Mustafa**, *Marmara University, Türkiye* & **Bahar Öztürk**, *İnönü University, Türkiye*
 - Social media as a field of discursive performance? Postmodern consumption of Barbie femininities on Instagram
 - **Büşra Tosun Durmuş**, *Marmara University, Türkiye*
 - An opportunity to examine subjectivity debates in feminism through the netnographic method
 - **Serkan Sever & Serkan Bayrakçı**, *Marmara University, Türkiye*
 - Exploring the Shift: YouTube as a New Frontier for Football Broadcasting
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15.15-15.30

BREAK

15.30-17.00 Panel 4

Chair: Oylum Tanrıöver, Marmara University, Türkiye

AI AND COMMUNICATION

- **Ayşe Binay Kurultay, Türkiye**
 - Adventures in Adland: Discussing the ai revolution in advertising's creative and strategic landscape
 - **Azade Asadi Damavandi, Bowling Green State University, USA & Hyacinth Balediata Bango, University of San Agustin, Iloilo City, Philippines**
 - Influence of online reviews in app stores on the purchase intention technology acceptance of m-learning apps
 - **Ali Murat Kırık, Marmara University, Türkiye**
 - Artificial intelligence and the future of communication: A glimpse from Turkey
 - **Sinem Güdüm Marmara University, Türkiye**
 - Sustainable open-source content creation by artificial intelligence and its impact on consumption
 - **Alaattin Aslan & Muhammed Akif Albayrak, Marmara University, Türkiye**
 - Digital ethics: Human dignity versus AI
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17.00-17.30

Concluding Remarks and Awarding of Certificates

18.30-21.00

GALA DINNER

Saturday, 18 MAY 2024

10.00-16.00

OPTIONAL TOUR

Historical Sultanahmet District of Istanbul

(Blue Mosque, Hagia Sophia, Topkapi Palace, Yerebatan Cistern)

For registration, please inform info@gcamarmara.com.

For payment, please contact INFODESK in the conference venue on May 16th