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INTRODUCTION

YAHYA R. KAMALIPOUR - President Global Communication Association

Greetings and welcome to the 10th Global Communication Association (GCA) conference in Berlin, Germany. Since its 2007 inaugural conference in China, GCA has held conferences in India, Oman, Poland, Malaysia, Zambia, Canada, and Russia, and continues to travel the world. The key objectives of GCA are to promote academic research in global communication, mass media, and related disciplines; facilitate joint projects and research opportunities among scholars and students; and promote collaboration and global cooperation. Furthermore, GCA provides an eclectic international platform for corporate executives, communication specialists, policy makers, academics, graduate students, bureaucrats, politicians, public relations practitioners and related industry professionals to meet, discuss contemporary issues, interact, and generate new ideas and approaches for development in an intimate and collegial setting.

MIKE FRIEDRICHSEN - Conference President

We are pleased to host the 2015 GCA in Berlin. The conference will focus on “Digital Transformation – Media Management, Digital Education, Media Convergence, and Globalization”. At a time communication is assuming stronger meaning and deeper significance together with the opening up of new frontiers on a variety of social media, the importance of the conference and its timing for adopting new business and communication models and digital strategies for a new environment of global information flow. One highlight is the Special Session from UNESCO, which is the first one in a series of workshops, aiming to strengthen cooperation with academia in line with the UN Plan, and to establish an academic research agenda on journalists’ safety.

MING KUOK LIM - UNESCO

More than 700 journalists have been killed in the last 10 years alone. The situation is further aggravated by other threats ranging from intimidation and harassment to restrictive policies and arbitrary detention, including attacks on women journalists. To understand and act on these issues better, quality research is needed on these topics. To encourage such research and cooperation with academia, UNESCO has developed an academic research agenda on safety of journalists in line with the UN Plan of Action on the Safety of Journalists and the Issue of Impunity. GCA with its international approach is an ideal venue to raise awareness and generate interests in the academic community on these pressing issues to freedom of expression.
# 4-DAY SCHEDULE
## AT A GLANCE

### THURSDAY, 16 JULY - Get together

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>19:00</td>
<td>BBQ Opening</td>
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### FRIDAY, 17 JULY - Main Conference Day I

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<tr>
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<tr>
<td>08:00</td>
<td>Speaker and Delegate Registrations</td>
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<tr>
<td>09:00</td>
<td>Inauguration</td>
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<tr>
<td>09:30</td>
<td>Keynote I</td>
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<td>10:30</td>
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<td>Keynote II</td>
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<td>13:15</td>
<td>Break</td>
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<td>14:00</td>
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<td>15:30</td>
<td>Break</td>
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<tr>
<td>16:00</td>
<td>Parallel Session B1, B2, B3</td>
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<td>18:30</td>
<td>Meeting in the Hotel Foyer</td>
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<td>19:00</td>
<td>Round Table Discussion</td>
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<td>20:00</td>
<td>Network Buffet</td>
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### SATURDAY, 18 JULY - Main Conference Day II

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<td>Break</td>
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<tr>
<td>16:00</td>
<td>Parallel Session D1, D2, D3, D4</td>
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### SUNDAY, 19 JULY - Sight Seeing

Sight seeing and cultural programme „Berlin“ (optional and not included in conference price)
THURSDAY, 16 JULY

19:00 - 21:30
Westin Hotel

BBQ Opening

BBQ Opening in the Summer Garden (Westin Grand Hotel)

Location:
The Westin Grand Hotel Berlin
Friedrichstraße 158-164
10117 Berlin
www.westin-berlin.com

Arrival Information

Train stations
- Berlin Central Station / Hauptbahnhof - 3km / 1.86 miles
- Station Friedrichstraße - 300m / 0.31 miles
- Underground station Französische Straße - 20m / 0.01 miles

Airports
- Berlin Tegel (TXL) - 11km / 6.8 miles
- Berlin Schönefeld (SFX) - 22km / 13.6 miles
- Airport shuttle bus TXL (Tegel) - 50m / 0.03 miles

Arrival from Central Station / Hauptbahnhof (approx. 10 minutes)
By bus - Take line TXL in direction Berlin Alexanderplatz, bus stop Unter den Linden/ Friedrichstraße (next to the Westin Grand Berlin).
OR
By Regional train - Take line RE1, RE2, RE7, RB or RB14 in direction east to S+U station Friedrichstraße. Then take a short walk towards Unter den Linden on the Friedrichstraße. You will find The Westin Grand Berlin on the right hand site. Or take the metro U6 at Friedrichstraße in direction Alt-Mariendorf to the next station Französische Straße. The Westin Grand Berlin is right in front of the station.
By S-Bahn - Take line S5, S7 or S75 in direction east to S+U station Friedrichstraße. Then take a short walk towards Unter den Linden on the Friedrichstraße. You will find The Westin Grand Berlin on the right hand site.

Arrival from Airport Tegel (approx. 30 minutes)
Take the Airport shuttle bus line TXL to bus stop Unter den Linden/ Friedrichstraße (next to The Westin Grand, Berlin). You will find the entrance on the other side of the building.

Arrival from Airport Schönefeld (approx. 30 minutes)
Take the Airport Express train at the Airport Berlin-Schönefeld station (5 minutes walk away from the airport) and drive to S+U station Friedrichstraße. Then walk 5 minutes towards Unter den Linden on the Friedrichstraße. You will find The Westin Grand Berlin on the right hand site.
FRIDAY, 17 JULY

Registration

Speaker and Delegate Registrations
Welcome Coffee

Plenary

Inauguration
President Global Communication Association
Yahya R. Kamalipour, North Carolina A&T State University, USA
Conference President
Mike Friedrichsen, Stuttgart Media University and Humboldt School, Germany
Dean Faculty Information and Communication
Udo Mildenberger, Stuttgart Media University, Germany
Ambassador of the Grand Duchy of Luxembourg in Germany
Georges Santer

Keynote I
- D21-Digital Index 2014 - the Development of the Digital Society in Germany
Uwe Dumslaff, Corporate Vice President for Capgemini Germany
Smart Data Industry 4.0
Andreas Goerdeler, Deputy Director General for „Information Society, Media“ at the German Federal Ministry of Economics and Technology

Coffee/ Tea Break

Parallel Sessions - A

Parallel Session A1 - Social Media (Chair: Nicole Radtke)
WhatsApp: The New Age Illusion of Friendships among Kenyan Young Adults
Stella Mwangi, Daystar University Nairobi, Kenya
Implementation of Social Media as Knowledge Catalyst
Sabine Baumann & Fabian Runge, Jade University, Germany
Transformation or Just More Information: Social Media Use and Perceived Opportunities for Mobilizing Change in Post-Uprising Egypt
Nermeen Kassem, Ain Shams University, Future University, Egypt
FRIDAY, 17 JULY

10:45 - 11:45  
Westin Hotel

Parallel Sessions - A

Parallel Session A2 - New Journalism (Chair: Tobias Becer)

From Citizen Journalism to User Journalism: A New Perspective on „Comments“ as Sources of Users’ Participation in Media Content Production

Datis Khajeheian & Mike Friedrichsen, Aalborg University, Denmark & Stuttgart Media University, Germany

Understanding Quality in Digital Storytelling: A Theoretically Based Analysis of the Interactive Documentary

John V. Pavlik & Jackie O. Pavlik, Rutgers University, USA

Parallel Session A3 - Global and Glocal (Chair: Stefanie Eberhart)

Cyber-political Behavior of Iranian People in Virtual Social Networks

Mohsen Goudazi, ATU Tehran, Iran

Virtual Ethnography and Diversity Communication

Shawn D. Long, Sharon Doer & Oscar Stewart, University of North Carolina, USA

Glocalizing Charlie Hebdo: An Analysis of Coverage of the Paris Attacks In Kenya’s The Friday Bulletin

Jesse L. Masai, Daystar University Nairobi, Kenya

Plenary Session

Keynote II

Disruptive Innovation

Christoph Keese, Executive Vice President of Axel Springer SE, Germany

Europe’s Future is Digital

Günter H. Oettinger, European Commission, Commissioner Digital Economy & Society

Digital Sovereignty. Challenges for Europe and Germany

Peter Bisa, CEO Tactum Cologne, Germany

Lunch Break

Podium Discussion

Government-censored News Media – Russian Crisis and Sovereign Opinion

Participants:

Thomas Petersen, Allensbach Institute, Germany

Michael Thumann, Die Zeit, Germany

Alexej Knelz, Journalist, Russia

Markus Ziener, University of Applied Sciences for Media, Communication and Management, Germany
### FRIDAY, 17 JULY

**Coffee/ Tea Break**

#### Parallel Sessions - B

**Parallel Session B1 - Digital Media** *(Chair: Carolin Elsner)*

Role of New Media in Education and Corporate Communication: Trends and Prospects in a Middle Eastern Context  
**Mahboub Hashem**, American University of Sharjah, United Arab Emirates

The Effect of the Transformation in Digital Media on the Digital Divide  
**Amit M. Schejter, Orit Ben Harush & Noam Tirosh**, Ben-Gurion University of the Negev, Israel

The Ever Dynamic Media Landscape in Turkey  
**Banu Akdenizli**, Yeditepe University, Turkey

Democracy: Exclusion or Inclusion?  
**John Frederick Humphrey**, North Carolina University, USA

**Parallel Session B2 - Education and Learning I** *(Chair: Caren Schelling)*

Need for a Convention Supervise Digital Information?  
**Ali Akbar Abdolrashidi**, Tehran, Iran

Is Medium the Message? Perceptions of and Reactions to Emergency Alert Communications on College Campuses  
**Pavica Sheldon**, University of Alabama, USA

Distance Learning for Global Understanding  
**Regina Williams Davis**, North Carolina University, USA

Problems of Forming Tolerance in the Educational Environment of Tajikistan  
**Diloro Iskandarova**, Russia-Tajik University, Tajikistan

**Parallel Session B3 - Media Innovation and Convergence** *(Chair: Janina Übelhauser)*

Attention, Crowd: We Need Your Money! Start Ups’ Communicative Appearances on Crowdfunding Platforms  
**Sabine Baumann & Hendrikje Brüning**, Jade University, Germany

Government as a Platform? Public Virtual Structures for Service Delivery and Participation as Elements of a Renewed Public Administration  
**Ayad Al-Ani**, Alexander von Humboldt Institute for Internet and Society Berlin, Germany

Facebook Interruptions in the Workplace from a Media Uses Perspective: A Longitudinal Analysis  
**Hui-Jung Chang**, Fu-Jen Catholic University, Taiwan

Overcoming Convergence Challenges in East Africa’s Media Houses: Standard Media Group  
**Jennifer Wangeci Kanyeki**, Daystar University, Nairobi, Kenya
FRIDAY, 17 JULY

18:30
Westin Hotel

Get together

Meeting in the Hotel Foyer
Walking to the Media Company Frankfurter Allgemeine Zeitung

Location:
Frankfurter Allgemeine Zeitung
Mittelstraße 2
10117 Berlin

19:00 - 20:00
Frankfurter Allgemeine Zeitung

Round table discussion
Digital Transformation in Media Companies
Participants:
Cherno Jobatey, TV Presenter & Editorial Director Huffington Post, Germany
Sebastian Turner, Publisher Tagesspiegel, Germany
Claudius Seidl, Head of Features at Frankfurter Allgemeine Sonntagszeitung, Germany
Jo Groebel, German Digital Institute, Germany

20:00
Frankfurter Allgemeine Zeitung

Network Buffet
SATURDAY, 18 JULY

Keynotes

Idea and Politics of Communication in the Global Age  
**Hans Köchler**, Founder and President of the International Progress Organization (I.P.O.), Germany

Governments Leveraging Social Media in National Development as Against Perceiving it as a Threat  
**Krishna B. Mariyanka**, CEO Ajira Global Bangalore, India

How the Consumption and Distribution of Entertainment and Digital Content is Changing  
**Stefan Jenzowsky**, Siemens AG, SVP Head of Multimedia / SVP New Products

Coffee/ Tea Break

Plenary Sessions

**UNESCO Session**

Boundary Control Strategies to Local News Media in the Mexican Provinces  
**Jackie Harrison & José Antonio Brambila**, University of Sheffield, England

But What about Me? Challenges in Support of Local Journalists during, and in the Aftermath of Psychologically Traumatizing Events  
**Michelle Betz & Paul Beighley**, Media Expert and Psychiatrist in the United States Foreign Service, USA

UNESCO’s Academic Research Agenda on Safety of Journalists  
**Reeta Pöyhtäri**, Freedom of Expression Section, Paris, France

Violence Against Journalists: Suppressing Media Freedom  
**Mona Badran**, Future University, Egypt

Lunch Break
### Parallel Session C1 - *Eduction and Learning II* (Chair: Friedrich Schneider)

**Effect of Technology on Education in Middle East: Traditional Education vs. Digital Education**

*Tahereh Ebrahimi Far*, Islamic Azad University-Central Tehran Branch, Iran

**Effective Educational Practices for Beginning Students - An Analysis of Academic Discourses and Practical Necessities**

*Susanne Günther*, Hochschule Mittweida, Germany

**Just One Course!**

*Sheryl Tremblay*, DePauw University Greencastle, USA

**Critiquing Globalization through Popular Cultural Texts: Communication Education for Social Responsibility**

*Lara Lengel* & *Yannick Kluch*, Bowling Green State University Ohio, USA

### Parallel Session C2 - *Journalism and Distribution* (Chair: Jessica Fuchs)

**The ZDF-decision of the Federal Constitutional Court and the Reform of Public Service Media (PSM) Regulation in Germany - a Change Towards Diversity, Plurality and Media-governance?**

*Christine Horz*, University Erfurt, Germany

**Journalism Practice and New Media in Nigeria - An Exploratory Analysis of Journalism Culture and Practice in Nigeria**

*Yemi Obalanlege*, Crescent University Abeokuta, Nigeria

**Journalists’ Frequent Movement from one Media House to another Expose Emerging Challenges of Media Management in Africa in the Digital Age**

*Agnes Lucy Lando*, Daystar University Nairobi, Kenya

**19 Days in 2015: An Analysis of the Framing of the Digital Migration Debate by Cartoonists in Selected Kenyan Newspapers**

*Jesse L. Masai*, Daystar University Nairobi, Kenya

### Parallel Session C3 - *New Media Reception* (Chair: Timo Fesseler)

**Evaluation of a Distribution-based Website Classification**

*Gunther Heinrich*, Stuttgart Media University, Germany

**Mobile Participation via Facebook Zero and Social Media Interaction of Youth in Southeast Turkey**

*Ece Algan*, California State University, San Bernardino, USA

**Suspense and Quality of 2D- and 3D-Movies**

*Sven Hildebrandt*, Humboldt School, Germany

**Enlarging Participatory Communicative Spaces on Adolescents Sexual and Reproductive Health in Nigeria: A Look at New Media Technologies**

*Nicholas S. Iwokwagh*, Federal University of Technology Minna, Nigeria
SATURDAY, 18 JULY

Coffee/ Tea Break

Parallel Sessions - D

Parallel Session D1 - Future of Radio (Chair: Philipp Schmitt)
Radio Will Survive - What its Value will be 10 Years From Now
Participants:
James Cridland, Radio Futurologist, England
Bernt von zur Mühlen, Germany, Luxembourg
Christian Schalt, Berlin, Germany

Parallel Session D2 - Media Management (Chair: Tilman Walch)
Communication, Competency, Coaching - the New Approach to Create Leader Who Are Shaping the Future
Wilfried Mödinger, Stuttgart Media University, Germany
Hansjörg Künzli, ZHAW School of Applied Psychology, Zürich, Switzerland
Elke Berninger-Schäfer, Stuttgart, Germany
A European Comparison of Innovation Policies to Trigger Innovation in Journalism and News Media
Hans van Kranenburg, Radboud University, Netherlands
Market Structure and Innovation Policies in Portugal
Paulo Faustino, Porto University and Centre of Investigation in Media & Journalism - CIMJ, Portugal

15:30 - 16:00
Westin Hotel

16:00 - 17:00
Westin Hotel
**SATURDAY, 18 JULY**

16:00 - 17:00
Westin Hotel

**Parallel Sessions - D**

**Parallel Session D4 - New Media Research** (Chair: Vanessa Gabriel)

Verification of User-generated Content in the Context of News Reporting
**Jochen Spangenberg**, Deutsche Welle Innovation Projects, Germany

New Media Enhancement in Opening New Avenues in Kenya
**Christine Masivo**, Daystar University, Kenya

A Textual, Cross-Disciplinary Analysis of Television and Online Persuasive Electoral Discourse in the US
**Tomasz Płudowski**, Cardinal Stefan Wyszyński University, Poland

17:00 - 17:30
Westin Hotel
Unter den Linden

**Get together**

**Round table discussion**

Conference Summary

18:00 - 21:30
Westin Hotel
Summer Garden

**Evening programme**

Summer Garden (Westin Grand Hotel) with Buffet

**Live Music by:**

Band **MATU**, consisting of **Mario Simic, Thomas Brandt, Thilo Adam**, and **Max Wernick**, who will be joined by **Nika Lê**, a team member of our GCA2015. They will be playing some of their own songs as well as german and english covers.
SUNDAY, 19 JULY

Sight Seeing

Sight seeing and cultural programme „Berlin“

Informations about Events, Sight Seeing Tours etc. in Berlin you’ll receive of the Hotel’s Conferencier.

The sight seeing programme is optional and not included in the conference price.
FURTHER INFORMATION

IMPORTANT CONTACTS

The Westin Grand Hotel Berlin:
+49 30 20270

Mike Friedrichsen (Conference President):
+49 1719992232

In case of serious emergency, please call the emergency number (police, firefighters, ambulance):
110

HOTEL INFORMATION

Location:
The Westin Grand Hotel Berlin
Friedrichstraße 158-164
10117 Berlin
www.westin-berlin.com

Informations about Events, Sight Seeing Tours etc. in Berlin you’ll receive of the Hotel’s Conferencier.

LIVESTREAM

The sessions marked with a Livestream tag will be streamed live online. The Livestream is available free online at gca2015.com/livestream.