

4th INTERNATIONAL MEDIA STUDIES SYMPOSIUM Online



Symposium Program

May 16-18, 2022

Akdeniz University Faculty of Communication - Antalya / Turkey

ims.akdeniz.edu.tr





OPENING WELCOME

May 16th, 2022

Moderator: **Prof. Dr. Seçil Deren Van Het Hof**

Prof. Dr. Figen EBREN
Akdeniz University, Turkey

10:30
am

Opening Speech
Dean of the Faculty of
Communication

Does marketing communication
contribute to CSR or CSR to
marketing?

11:00
am

Prof. Dr. Valérie Swaen
UCLouvain, Belgium

Assoc. Prof. Dr. Tamás Bokor
Corvinus University of Budapest,
Hungary

11:30
am

Smart student or bad neighbour?
Lay narratives on artificial intelligence
and its relation to human beings

Social Media and
Representation

12:00
am

Prof. Dr. Michael Prieler
Hallym University, South Korea

Prof. Dr. Emre Toros
Hacettepe University, Turkey

05:00
pm

Communication research
in the digital age:
Where did it go wrong
and how can we fix it?

Algorithmic Branding:
Making Sense of Market
Communication in the 2020s

06:00
pm

Prof. Dr. Robert Kozinets
University of Southern California,
USA



SESSION 1: JOURNALISM I

May 17th, 2022 / 10:00am - 11:00am

Chair: **Assoc. Prof. Dr. Ayşad Güdekli**

Murad Karaduman, Mehmet Arif Arık; *Turkey*

New Media and Digital Capitalism

Aslıhan Ardiç Çobaner, Nermin Alkan, Canan Dural Tasouji; *Turkey*

An Analysis of News About Turkey's First Domestic Covid-19 Vaccine

"Turkovac" in Digital News Media

Tuong-Minh Ly-Le; *Vietnam*

How News Gets into the Media: COVID-19 Presentation in Vietnam

SESSION 2: SOCIAL MEDIA

May 17th, 2022 / 11:00am - 12:15pm

Chair: **Assoc. Prof. Dr. Hakan Ergül**

Mwangi Zipporah Muthoni; *Hungary*

Storytelling in the Digital Age: A case study of Abel Mutua's
(Kenyan Social Media Influencer) YouTube Channel

Karabo Sitto, Elizabeth Lubinga; *South Africa*

Evaluating Converged South African Government COVID-19 Health
Communication Strategies Using Emotional Appeals Messages

Zoltán Dragon, Bertalan Pusztai, Csaba Balogh, Imre Mátyus; *Hungary*

The influence of social media on body image among the members of generation Z

Ahmet Taylan, Duygu Özsoy Taylan; *Turkey*

Micro Channels of the Production of Hate Speech: "Caps" in the Social Media



**4th INTERNATIONAL
MEDIA STUDIES
SYMPOSIUM**
Online

Communication Research in Digital Society

May 16-18, 2022

Akdeniz University, Faculty of Communication

SESSION 3: **MEDIA LITERACY**

May 17th, 2022 / 02:00pm - 03:00pm

Chair: **Prof. Dr. Emre TOROS**

Georgia-Zozeta Miliopoulou, Demetris Kamaras; *Greece*
Media Literacy & Critical News Reading: Preliminary Findings

Mehmet Karanfiloglu, Murat Saglam; *Turkey*
Media Literacy, Fact-Checking and Cyberbullying

Mehmet Karanfilođlu; *Turkey*
Relation of Misinformation and New Media Literacy at the Beginning of the
Ukraine-Russia Crisis: A Research on Fact-Checking Websites

SESSION 4: **ADDICTION & PRESERVATION**

May 17th, 2022 / 03:00am - 04:00pm

Chair: **Assoc. Prof. Dr. Burcu Zeybek**

Abdullah Sarman; *Turkey*
The Effects of Smartphone Addiction on Sleep Patterns and Depression
in Adolescents and Preventive Pediatric Nursing Approaches

Qurat-ul-Ain Malik, Rubab Arshad; *Pakistan*
Instagram Addiction among University Students of Pakistan

Çađrı İnceođlu; *Turkey*
Preservation of Audiovisual Heritage and Building a Digitization Center
for the 21st Century



SESSION 5: **GENDER & EDUCATION**

May 18th, 2022 / 10:00am - 11:00am

Chair: **Dr. İrem Inceoğlu**

Badia El Harraki; Morocco

Gender Discourse and Representation in Media Texts

Cringuta Irina Pelea; Romania

An intercultural comparative study: Romania and Japan. Students' perceptions of online teaching experience and learning practice during the COVID-19 Pandemic

Ana María Cuesta López, Admilson Veloso da Silva; Hungary

Instagramming feminism in Colombia:
A critical discourse analysis of @LasIgaladas

SESSION 6: **PUBLIC RELATIONS & DIGITAL LITERACY**

May 18th, 2022 / 11:00am - 12:00pm

Chair: **Prof. Dr. Melike Aktaş**

Enes Çetinkaya; Turkey

Studying Communication on Public Health: The Case of Obesity

Paulo Barroso; Portugal

Digital literacy in the brave new e-sphere:
How to survive in an ocean of false information?

Kemal Gürsoy, Mustafa Cengiz; Turkey

Detecting and Preventing Internal Fraud to Improve Business Efficiency:
A Case Analysis



SESSION 7: **POLITICS**

May 18th, 2022 / 02:00pm - 03:00pm

Chair: **Prof. Dr. Elif Ekin Akşit**

Hanna Gawel; *Poland*

Rescuing the suffocated by information smog:

The phenomenon of the meme as an information carrier in times of terror and cyber-revolution

Kindo Diane Kwe, Ali Shuibu; *Turkey*

Lack of Interest in Western Media Coverage on Cameroon Crisis

Elif Özuz Dağdelen; *Turkey*

Towards Netnography: Pioneering Steps by Hortense Powdermaker

SESSION 8: **JOURNALISM II**

May 18th, 2022 / 03:00am - 04:00pm

Chair: **Assoc. Prof. Dr. Emel ÖZDEMİR**

Semra Demirdis; *Turkey*

Affective News analysis for Twitter content under #darbeyehayir(nocoup)

Lim Lai Hoon; *Malaysia*

Media Framing on Covid-19 Booster Shots News Reporting in Malaysia:
A Content Analysis of The Star Online

Murad Karaduman, Güneş Kılınc, Sibel Karaduman; *Turkey*

Examining the representation of migrants in Turkish media:

A comparative discourse analysis



PRESENTATION GUIDELINES

This guideline is prepared to inform the IMS 202 presenters about the general instructions for the course of the sessions.

Before Presentation

- Each presenter shall submit the presentation file in .ppt or .pdf format to the Symposium Secretariat by 13.05.2022 via email to: symposiumakdeniz@gmail.com
- If the presentation includes any kind of audio- and/or video-content, the presenter is kindly asked to inform the Symposium Secretariat.
- For the virtual presentation to go smoothly during sessions, each presenter should:
- Be available and online 15 minutes before the presentation,
- Check device battery and internet connection for presentation,
- Test the microphone and video camera, turn off the screen-saver and power-saving function, and
- Check the presentation file (.ppt or .pdf slides) for the compatibility with the operating system.
- The presentation environment should be distraction-free and quiet, and the background should be as plain as possible.

During Presentation

- Each presenter will have a time slot of 15 minutes for the presentation.
- Each presenter will be informed by the chair of the session regarding the time (e.g. 5 mins, and 2 mins) left.
- Each presenter should be present throughout the session for the Q&A part scheduled at the end of the session.

Important Notice

- Please check the symposium webpage for last-minute changes in the program due to cancellations.
- For the problem-free flow of sessions, please check in advance whether you have any problem with the Microsoft Teams platform for presentation.
- The Symposium Technical Team will add you to the session through your e-mail address which you provided during your submission at IMS 2022. If you have problems with logging in through this e-mail address, please inform the Symposium Secretariat, and provide a new e-mail address through which you can log in easily.
- Please note that if you have any problem with the platform for presentation (Microsoft Teams), inform the Symposium Secretariat before 13.05.2022.



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