

Thessaloniki Conference

Global Media and Culture

July 3-4, 2024 | Thessaloniki



Conference Programme

Journalists Union of Macedonia and Thrace

📍 Stratigou Kallari 5, Thessaloniki

Programme

DAY 1 / July 3

8:30-9:00 Registration

9:00-9:20 Opening remarks

9:30-11:00 **OPENING SESSION**

Moderator: Christos Frangonikolopoulos, Professor, Aristotle University of Thessaloniki

Speakers:

Homo Narrator: Significance of narratives in civilization

The Media School, Hallym University, Korea

Not for AI to Harvest: Global Media Content in the Age of AI"

Nikolaos S. Panagiotou, Professor, Aristotle University of Thessaloniki

The global spread of nationalist culture through children's media

Sherri Hope Culver, Professor, Temple University

Indigenous Clean Energy Sovereignty: Mapping a way forward with Cogenerative Journalism

Aphrodite Salas, Associate Professor, Concordia University

11:00-11:30 COFFEE BREAK

11:30-12:40 **IMPACTS OF TECHNOLOGIES**

Moderator: Bill Silcock, Ph.D. Emeritus Faculty and 2024 Fulbright Specialist, Co-Founder Education Global, Associate Professor

Speakers:

11:30-11:50 *The Impact of Artificial Intelligence in Global Media*

Nicolas Piccato, Panda Media

11:50-12:10 *How Global Over-The-Top (OTT) platforms are Internationalized and Internalized in South Korea – The case of Netflix.*

Mi Sook Park, Independent researcher

12:10-12:30 *Synthetic media and deglobalization: the clash between globalist and retrotopic visions in the communication warfare based on deepfakes.*

Nello Barile, Associate Professor, IULM University of Milan

12:30-12:50 *Renegotiating Global Media Futures – the 2023 WorldCon Scandal*

Holger Briel, Professor, BNU-HKBU-UIC

12:50-13:10 *Communicating in the virtual age – How we can transfer news through Virtual Reality?*

Ioanna Georgia Eskiadi, PhD Candidate, Aristotle University of Thessaloniki

13:10-14:10 LUNCH BREAK

14:10 -15:50 **GLOBAL MEDIA**

Moderator: Sherri Hope Culver, Professor, Temple University

Speakers:

14:10 -14:30 *Comparative Analysis of German and Chinese Local TV News Coverage During the COVID-19 Pandemic*

Bin Chen, Journalist & communications specialist

14:30-14:50 *Young audiences want more. Delivering News to the Young Audience through Innovative Storytelling*

Dejan Oblak, University of Zagreb, Faculty of Political Science, Department of Journalism and Media Production / Dr Tena Perišin, Professor, University of Zagreb, Faculty of Political Science, Department of Journalism and Media Production

14:50-15:10 *The Integral Roles of Women in Empowering Democracy*

Bahra Sdiq Mohammed Mohamed, Salahaddin University-Erbil/ Trainer League for Human Rights Media Production

15:10-15:30 *A Diachronic Exploration on the Coverage of the Top Three Philippine Daily Broadshhets' Editorial of the Fifth Republic Presidents' Discourses on Development and Poverty in their SONAs*

Leonor Lopez Hernando, Ateneo de Manila University

15:30-16:00 COFFEE BREAK

16:00-17:20 **NEWS STUDIES**

Moderator: Holger Briel, Professor, BNU-HKBU-UIC

Speakers:

16:00-16:20 *Enhancing transparency in ownership and control of news media in the Western Balkans*

Jeton Mehmeti, Phd. candidate, Independent Media Commission Kosovo

16:20-16:40 *The use of TikTok by traditional media: A study of TV channels in Kosovo*

Hyrije Mehmeti, Teaching assistant, University of Prishtina "Hasan Prishtina" / Kaltrina Jashari, Teaching assistant, University of Prishtina "Hasan Prishtina"

16:40-17:00 *The construction of education coverage: A case study on Turkish news portals*

Alaaddin F Paksoy, Anadolu University / Hakkı Kahveci, Anadolu University / Simge Sullu Durul, Anadolu University

17:00-17:20 *News Literacy and Young Audiences: The Pedagogical Role of Journalism*

Katerina Chryssanthopoulou, PhD Aristotle University of Thessaloniki / Nikolaos Panagiotou, Professor, Aristotle University of Thessaloniki

17:20-17:40 **GLOBAL CULTURES**

Moderator: Makis Monastiridis, Marketing Director at Thessaloniki Concert Hall | TCB President

Speakers:

17:20-17:40 *Inter-Asia Documentary Co-production as a Project for Alternative Trans-national Collective Memories*

Gyuchan Jeon, Professor, Korea National University of Arts (KARTS)

17:40-18:00 *The Significance of Cultural Practices: An Alternative Interpretation of Hong Kong's Local Audience Resisting Chinese Media Content under Chinese Cultural Nationalization*

Dr. Boris Lok Fai Pun, Chinese University of Hong Kong, Hong Kong Institute of Asia-Pacific Studies / Dr Wong Ka Yee, Janice, School of communication, The Hang Seng University of Hong Kong / Dr Chan Oi Yan, School of communication, The Hang Seng University of Hong Kong

18:00-18:20 *Japanese City Pop and Gen Z in the US: Happy, Calm, and Nostalgic*
Satomi Sugiyama, Professor, Franklin University Switzerland

18:20-18:40 *Culture for Sale: Anime-Donghua Linkages and the Great Rejuvenation of Chinese Animation*
Shane Krista Yumikura, Asian Center, University of the Philippines-Diliman

18:40-19:00 *The Global Reception and Influence of HBO's "Succession": A Study of Media Representation and Cultural Impact*
Andronikou Konstantinos, Eleni (Eleana) Triantafyllopoulou

20:00 **Reception**

DAY 2 / July 4

9:00-10:00 **POLITICS IN NEWS**

Moderator: Aphrodite Salas, Associate Professor, Concordia University

Speakers:

09:00-09:20 *The invisibility of regional politics on television: the case of ERT3 newscasts*

Dr Georgia Gioltzidou, Aristotle University of Thessaloniki / Fotini Gioltzidou, Aristotle University of Thessaloniki

09:20-09:40 *America's Presidential Election: The Press, The Pundits, and the People*

Bill Silcock, Ph.D. Emeritus Faculty and 2024 Fulbright Specialist, Co-Founder Education Global, Associate Professor

09:40-10:00 *Political Meme Use Can Lead to Political Intolerance: Evidence from a Panel Study*

Marko Skoric, City University of Hong Kong / Viktor Tuzov, City University of Hong Kong / Muhammad Masood, Nanyang Technological University / Milos Moskovljevic, City University of Hong Kong

10:00-11:40 **GLOBAL CONSUMPTION OF THE KOREAN MEDIA**

Moderator: Shin Dong Kim, The Media School, Hallym University, Korea

Speakers:

10:20-10:40 *"Squid Game" As Cultural Symbol of Global Empathy---the Case of China's Reception*

Wendy Su, Associate Professor, University of California Riverside

10:40-11:00 *Decoding India's Fascination with Hallyu: A Tale of Online Fan Communities and Cultural Connections*

Jasdeep Kaur Chandi, PhD Candidate, University School of Mass Communication, GGSIP University / Dr Kulveen Trehan, University School of Mass Communication, GGSIP University

11:00-11:20 *Consumption of Hallyu contents in Central and Eastern Europe*

Éva Gajzágó, Associate Professor, Budapest Business University / Valentina MARINESCU, Professor / Viktória Ramóna DÁVIDA, online media expert

11:20-11:40 *Digital and online media consumption of Hungarian fans of Korean culture*

Éva Gajzágó, Associate Professor, Budapest Business University / Norbert MAGYAR PhD., Budapest Business University / Viktoria Ramona Davida, Corvinus University

11:40-12:10 COFFEE BREAK

12:10-13:30 **PUBLIC DIPLOMACY**

Moderator: Christos Frangonikolopoulos, Professor, Aristotle University of Thessaloniki

Speakers:

12:10-12:30 *Soft Power and Energy Autonomy on Global Media: Cases from Greece*

Eleni Siapikoudi, PhD Candidate, University of Macedonia / Dimitris Giannakoudis, Ph.D. Candidate A.U.TH. / Director at Xanthi American Space

12:30-12:50 *The Public Diplomacy Campaign of the Greek Government for the return of the Parthenon Marbles in 2021-2022*

Neofytos Aspriadis, Ph.D., Research Affiliate, Center of Information, Technology & Public Life, University of South Carolina

12:50-13:10 *Advancing Public Diplomacy amid Digitalization: Comparing Social Media Communication Patterns of Embassies of Philippines and South Korea*

Jovito Jose Katigbak, Lecturer, De La Salle University - Manila (Philippines) / Michael Manahan, University of the Philippines Diliman / Seksan Anantasirikiat, International Studies Center (Thailand)

13:10-13:30 *Digital Public Diplomacy of India: Leveraging Technology for Global Engagement*

Renu Deshwal, master's student, Hallym University

13:30-14:30 LUNCH BREAK

14:30-15:30 **JOURNALISM STUDIES**

Moderator: Nikolaos Panagiotou, Professor, School of Journalism and Mass Media Communication, Aristotle University and DAAD Scholar to Deutsche Welle

Speakers:

14:30-14:50 *Piece of cake: Easy language in the news*

Evlambia Angelou, Independent researcher, MA in Contemporary Journalism Studies

14:50-15:10 *Global Media Content: Engagement and Interpretation by the Greek Audience*

Anna Orfanidou, Journalist - PhD candidate, Aristotle University of Thessaloniki

Nikolaos Panagiotou, Professor, Aristotle University of Thessaloniki

15:10-15:30 *"Coming out" in the news: Media framing of the legalization of same-sex marriage in Greece through a peace journalism lens*

Panagiota (Naya) Kalfeli, Post-Doctoral Research Fellow / Christina Angeli, PhD candidate – Researcher

15:30-16:00 COFFEE BREAK

16:00-16:20 **CLOSING THE CONFERENCE WITH GENERAL DISCUSSION AND FUTURE PLAN**
