

CONFERENCE PROGRAM

13TH CONFERENCE OF THE GLOBAL COMMUNICATION ASSOCIATION

MAY 16-18, 2018
MADRID (SPAIN)

Conference Chair

Dr. José M. Álvarez-Monzonillo
Rey Juan Carlos University

Dr. Yahya R. Kamalipour
North Carolina A&T State
University


Program Chair

Dr. Manuel Gertrudix-Barrio
Rey Juan Carlos University

Dra. Marina Santfín-Durán
Rey Juan Carlos University

Dr. Guillermo de Haro
Rey Juan Carlos University

Dr. Javier López-Villanueva
Rey Juan Carlos University

A black and white photograph of the Metropolis building in Madrid at night. The building is illuminated, and its name 'METROPOLIS' is visible on a sign. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text 'POPULISM, MEDIA, POLITICS, AND IMMIGRATION IN A GLOBALIZED WORLD'.

**POPULISM,
MEDIA,
POLITICS,
AND
IMMIGRATION
IN A
GLOBALIZED
WORLD**

SHORT PROGRAM

Day	Time	Location	Program
WEDNESDAY May 16	7:30-9:30pm	City Hall	Opening Reception
	8:30-9:30am	Hall URJC	Registration
THURSDAY May 17	9:30-10:45am	Assembly Hall	Welcome and Inaugural Panel
	10:45-11:15am	Room 601	Networking Coffee Break
	11:15am-12:30pm	Assembly Hall	Panel 01 : Digital and Social Media Communication
		Room 301	Panel 02 : Immigration and Cultural Awareness in a Globalized Word
		Room 101	Panel 03 : Digital Literacy, eLearning and new Skills
	12:30pm-1:45pm	Assembly Hall	Panel 04 : The changing nature of elections
		Room 301	Panel 05 : State of the TV in the new digital landscape
		Room 101	Panel 06 : Corporate communication strategies
	1:45-3:15pm	Lunch: Catering (Room 601)	
	3:15-4:30pm	Assembly Hall	Panel 07 : Global Discourse and Theories
		Room 301	Panel 08 : Participatory culture and social transformation
	4:30-5:00pm	Room 601	Networking Coffee Break
	5:00-6:15pm	Assembly Hall	Panel 09 : Audiences and Public Opinion
		Room 301	Panel 10 : Global Policy Issues
	7:30pm	Optional activity: Madrid Cultural Tour	
FRIDAY May 18	8:30-9:30am	Hall URJC	Registration continues
	9:30-10:45am	Assembly Hall	Panel 11 : New markets and Media Business
		Room 301	Panel 12 : Digital and Social Media, Participation and Youth
	10:45-11:15am	Room 601	Networking Coffee Break
	11:15am-12:30pm	Assembly Hall	Panel 13 : Political discourses, Empowerment and Entrepreneurship
		Room 301	Panel 14 : Brands on the net
	12:30pm-1:45pm	Assembly Hall	Panel 15 : Globalization and Internationalization
		Room 301	Panel 16 : Populism, Violence and Terrorism
	1:45-3:15pm	Lunch: Catering (Room 601)	
	3:15-4:30pm	Assembly Hall	Panel 17 : Press and Journalism in Digital Era
		Room 301	Panel 18 : New Discourses about Gender
	4:30-5:00pm	Networking Coffee Break	
	5:00-6:15pm	Assembly Hall	Concluding Remarks, Awarding of Certificates and Preview of the 14th Annual Conference of the GCA in 2019 in Greece
	7:30pm	Gala Dinner: Restaurant Sidrería Donosti Restaurant	

EXTENDED PROGRAM¹*Wednesday, May 16, 2018*

Time	Location	Program
7:30-9:30pm	City Hall	Opening Reception <i>Auditorio Caja de Música. Plaza Cibeles s/n. Madrid.</i> <i>(40.4190402, -3.6922431000000415)</i>

Thursday, May 17, 2018

Time	Location	Program
8:30 am	Hall URJC	Registration
9:30 - 10:45 am	Assembly Hall	Welcome and Inaugural Panel <ul style="list-style-type: none"> • Dr. Yahya R. Kamalipour, Founding President, GCA • Dr. Mike Friedrichsen, Berlin University of Digital Sciences (Germany) • Dr. Guillermo de Haro, Applied Economy Professor, Rey Juan Carlos University in Madrid • Mr. Miguel Angel Aguirre (Edelman Inc.)
10:45 - 11:15 am	Room 601	Networking Coffee Break
11:15 am – 12:30 pm	Assembly Hall	Panel 1: Digital and Social Media Communication Moderator: Mike Friedrichsen, Berlin University of Digital Sciences (Germany) <ol style="list-style-type: none"> 1) New Media Technologies and Their Challenges to Broadcasting in East Africa, Case of Uganda. Christine Nantume & Stella Nakimuli - Africa Media and Journalism Institute, Masaka (Uganda) 2) Hashtag Gulf Blockade: How the Gulf Crisis Played Out in the Twittersphere. Banu Akdenizli - Northwestern University, Qatar (Qatar) 3) Understanding WhatsApp Parent Group's Dynamics: Group Communication and Information Sharing. Selva Ersöz - Istanbul Sehir University (Turkey) 4) Gamification of Environmental, Analysis of gamified mobile apps for Android. Josué Rodríguez - Universidad Rey Juan Carlos (Spain)

¹ Notes: All academic events will take place at the conference center of the Rey Juan Carlos University (Calle Quintana, 21 28008 Madrid)
The Opening Reception will take place at the City Hall of Madrid (Plaza de Cibeles. Metro Banco de España)

11:15 am – 12:30 pm	Room 301	<p>Panel 2: <i>Immigration and Cultural Awareness in a Globalized Word</i></p> <p>Moderator: Kai Hafez, Universitat Erfut (Germany)</p> <ol style="list-style-type: none"> 1) Translation and interpreting: a service for immigrants. Maria Fernandez De Casadevante - Universidad Rey Juan Carlos (Spain) 2) Immigration and Journalism: Treatment and Object of Study in Spain. Juan-Francisco Torregrosa-Carmona & Rainer Rubira-García - Universidad Rey Juan Carlos (Spain) 3) Globalization Revealed: Visual Approaches to Researching Interconnectivity in the Urban Everyday. Luc Pauwels - University of Antwerp (Belgium) 4) The Instant Consumption of “Gross Out”: Hitting “Replay” On Culturally Suppressed Emotions in China. Chunning Guo, Asifa Majid & Jeffrey Felberbaum - Radboud Universitiy Nijmegen (Netherlands), Radboud Universitiy Nijmegen (Netherlands), Freelance writer (Netherlands) 5) Inclusion, Exclusion, and Belonging: Media Representations of American Muslim Women The Case of the New York Times 2007-2017. Maha Bashri - The United Arab Emirates University (UAE)
11:15 am – 12:30 pm	Room 101	<p>Panel 3: <i>Digital Literacy, eLearning and new Skills</i></p> <p>Moderator: Anne Grüne, Universität Erfurt (Germany)</p> <ol style="list-style-type: none"> 1. A Study on News consumption and Incorporation of Digital Media in classroom teaching among UG level academicians of Mysore city. Niveditha Lokesh - St. Joesph’s First Grade College (India) 2. How to be less distant in distance education. Krzysztof Gurba - Pontifical University of John Paul II in Krakow (Poland) 3. Analysis of Students’ Perception of a New Writing Method and Their Adoption: Using Rodgers’ Diffusion of Innovation Theory. Byung Lee - Elon University (United States) 4. Schools Comciencia. Literacy and forming critical thinking with open data. Manuel Gertrudix-Barrio, M^a Carmen Gertrudis-Casado, Mario Rajas Fernández, M^a Carmen Gálvez de La Cuesta & Sergio Álvarez - Universidad Rey Juan Carlos (Spain)

12:30pm-1:45pm	Assembly Hall	<p>Panel 4: <i>The changing nature of elections</i></p> <p>Moderator: Ali Omidi, University of Isfahan (Iran)</p> <ol style="list-style-type: none"> 1. Study of the capacity of Google Trends as a predictor of electoral results. Raúl Gómez Martínez, Camilo Prado Román, Jessica Paule Vianes & Laura Pascual Nebreda - Universidad Rey Juan Carlos (Spain) 2. Trump vs. Clinton: Social Media Usage and the 2016 Presidential Campaign. John Allen Hendricks & Dan Schill - Stephen F. Austin State University (United States) 3. Is it all about independence? A closer look of public discussion in polarized elections. Javier Lorenzo Rodriguez & Victor Suarez Sanz Lledo - Universidad Carlos III de Madrid (Spain), Colegio profesional de Politólogos y Sociólogos de Madrid (Spain) 4. The changing nature of elections in North Cyprus: Challenging the traditional policies Münevver Çağın Bektaş - Cyprus International University (Cyprus)
12:30pm-1:45pm	Room 301	<p>Panel 5: <i>State of the TV in the new digital landscape</i></p> <p>Moderator: Guillermo de Haro, University Rey Juan Carlos (Spain)</p> <ol style="list-style-type: none"> 1. Are Spanish Autonomic Mass Media Offering Innovate Services? A Theoretical and Descriptive Approach Based on CRTVG Case. Miriam Rodríguez Pallares & María José Pérez Serrano - Universidad Internacional de la Rioja (Spain), Universidad Complutense de Madrid (Spain) 2. The impact of spanish political crisis in the TV news. Ángel M. Alonso Jarrín - Universidad Complutense de Madrid (Spain) 3. Sequence and alignment of external pressures in industry destabilization: Understanding the evolution of the Spanish TV Industry (2000-2017). Javier Lopez-Villanueva - Universidad Rey Juan Carlos (Spain) 4. Television and regional identity. Gabriel Gonzalez - Universidad Rey Juan Carlos (Spain) 5. Entertainment Industry in Spain. Juan Artero - University of Zaragoza (Spain)
12:30pm-1:45pm	Room 101	<p>Panel 6: <i>Corporate communication strategies</i></p> <p>Moderator: Mahboub Hashem, American University of Sharjah (United Arab Emirates)</p> <ol style="list-style-type: none"> 1. University Social Responsibility and Responsible Research and Innovation as a strategy for legitimation. Cristina Del Castillo-Feito, Giorgia Miotto & Alicia Blanco-González - Universidad Rey Juan Carlos (Spain) 2. CSR of Media Companies. Management and corporate communication strategies. Alexander Moutchnik - RheinMain University of Applied Sciences (Germany) 3. Blogs: Strategic management of the smallest media companies. Alexander Moutchnik & Eva Lenz - RheinMain University of Applied Sciences (Germany) 4. Role of hindi cinema in the positive transformation of society. Sachin Bhart, USMC GGS IP University (India)

1:45 pm		Lunch: Catering (Room 601)
3:15 – 4:30 pm	Assembly Hall	Panel 7: Global Discourse and Theories Moderator: Rainer Rubira, University Rey Juan Carlos (Spain) <ol style="list-style-type: none"> 1) Anti-foreign Attitudes and State Legitimacy in Germany and United Kingdom. Alicia Blanco-Gonzalez, Camilo Prado-Roman & Francisco Diez-Martin - Universidad Rey Juan Carlos (Spain) 2) The Preferred, Used and Available Media Frames Covering Afghan Conflict. Roshan Noorzai - American University of Sharjah (United Arab Emirates) 3) Polymediation and Audiovisual Genres in Successful Spanish YouTubers. Lorenzo J. Torres Hortelano - Universidad Rey Juan Carlos (Spain) 4) Impact of OTT services on the consumption of entertainment on screens: the construction of global niches, Elena Neira – La Otra Pantalla
3:15 – 4:30 pm	Room 301	Panel 8: Participatory culture and social transformation Moderator: Javier Lorenzo Rodriguez, Universidad Carlos III de Madrid (Spain) <ol style="list-style-type: none"> 1) The inclusion of marginalized voices in the global media dialogue. Theresa Carilli & Jane Campbell - Purdue University Northwest (United States) 2) Role of Social Networking Sites in Electoral Politics. Durgesh Tripathi - GGSIP University (India) 3) Media and Youth Engagement: Development, Governance and Participation. Ramesh Kumar Sharma, Vivekananda Institute of Professional Studies (India) 4) Hashtag (#) in Social Media Communication: Strategies and Usage. Alexander Moutchnik & Tim Thiemann - RheinMain University of Applied Sciences (Germany)
4:30 – 5:00 pm	Room 601	Networking Coffee Break
5:00 - 6:15 pm	Assembly Hall	Panel 9: Audiences and Public Opinion Moderator: Mausumi Bhattacharyya, Visva-Bharati University (India) <ol style="list-style-type: none"> 1) The Cyberlife of Chinese Immigrants in Spain: homeland media, ethnic media, and the identity. Yunong Liu & Xiaofei Hao - Universitat Autònoma de Barcelona (Spain) 2) Impact of New Media Platforms on the Gulf Political Communication Landscape: Consumption Patterns and Public Sphere. Khalid Al-Jaber, Mokhtar Elareshi & Abdul-Karim Ziani - Qatar University (Qatar), Tripoli University (Libya), University of Bahrain (Bahrain) 3) Global media and electoral pools in Spain or how the current regulation obstructs the formation of a free public opinion. Pablo Fernandez De Casadevante Mayordomo - Universidad Rey Juan Carlos (Spain) 4) Group communication as the “missing link” in global communication theory. Anne Grüne - Universität Erfurt (Germany)

5:00 - 6:15 pm	Room 301	<p>Panel 10: <i>Global Policy Issues</i></p> <p>Moderator: José Luis Rubio, Rey Juan Carlos University (Spain)</p> <ol style="list-style-type: none"> 1) Reconstructing the Battle of Maiwand: an analysis of the post 9/11 conflict discourses in Afghanistan. Roshan Noorzai - American University of Sharjah (United Arab Emirates) 2) Information, Data, and Intelligence: Global Digital Media Polarization, Democratization, and Participation. Jabbar Al-Obaidi - Bridgewater State University (United States) 3) Globalization processes in Russian mass media: prospects and consequences. Nadejda Greidina - Pyatigorsk State University (Russia) 4) "It's like being there": young Spanish migrants and their relationship with digital communications. Lorenzo Navarrete Moreno, Ricardo Zúñiga y José Antonio Otero - Colegio profesional de Politólogos y Sociólogos de Madrid (Spain)
7:30 pm	<i>Optional activity: Madrid Cultural Tour</i>	

Friday, May 18, 2018

Time	Location	Program
8:30 am	Hall URJC	Registration continues
9:30 - 10:45 am	Assembly Hall	Panel 11: New markets and Media Business Moderator: Yahya Kamalipour, North Carolina A&T State University (USA) <ol style="list-style-type: none"> 1) Business TV: the last economic news channel in Spanish. Javier Ablitas Cía - URJC - Camila Comunicación (Spain) 2) Globalization in Business Communication? A Critical Reappraisal. Kai Hafez - Universität Erfurt (Germany) 3) The evolution of business models in the magazine world: the case of JotDown Spain and the long forms. José María Álvarez Monzoncillo & Guillermo de Haro - Universidad Rey Juan Carlos (Spain) 4) Creativity and Innovation in Companies – Case Study Google. Mike Friedrichsen - Berlin University of Digital Science (Germany)
9:30 - 10:45 am	Room 301	Panel 12: Digital and Social Media, Participation and Youth Moderator: Theresa Carilli, Purdue University Northwest (USA) <ol style="list-style-type: none"> 1) Mobile Media Addiction: Is it a Fact or Fiction? Mahboub Hashem - American University of Sharjah (United Arab Emirates) 2) Controlling and Anti-Controlling of Adolescents' Video Game Playing Between Parents and Children: A Perspective of Resistance in Everyday Life. Hu Xiaomei - Zhejiang University (China) 3) When Patients Connect with Doctors on Facebook: An Analysis of Doctors' Perspectives. Smeeta Mishra - Indian Institute of Management Calcutta (India) 4) eParticipation in Friedrichshafen: identification of user groups and analysis of their behaviour. Alexander Moutchnik & David Hafner - RheinMain University of Applied Sciences (Germany) 5) Beyond voting here and there: Youth transnational participation in the EU. Laura Diaz-Chorne, Javier Lorenzo, Celia Diaz-Catalan & Lorenzo Navarrete - Colegio profesional de Politólogos y Sociólogos de Madrid (Spain)
10:45 - 11:15 am	Room 601	Networking Coffee Break

11:15 am – 12:30 pm	Assembly Hall	<p>Panel 13: <i>Political discourses, Empowerment and Entrepreneurship in Digital Media</i></p> <p>Moderator: Byung Lee, Elon University (USA)</p> <ol style="list-style-type: none"> 1) Mobile Telephone Interactions and Perspectives on Empowerment in the Health Sector of Rural Bengal: A Study. Mausumi Bhattacharyya & Arpita Saha - Visva-Bharati University (India), Xavier University Bhuvaneswar (India) 2) Uber in India: A critical discourse analysis of the entrepreneurship discourse in the media. Smeeta Mishra & Dharma Raju Bathini - Indian Institute of Management Calcutta (India) 3) Analyzing the Impact of Virtual Social Media on Political Participation in Iran (Statistical Study: Tehran, Mazandaran and Bushehr Provinces). Ali Omid - University of Isfahan (Iran) 4) Targetting Opinion Leaders in the Twittersphere. Javier Lorenzo Rodriguez - Colegio profesional de Politólogos y Sociólogos de Madrid (Spain)
11:15 am – 12:30 pm	Room 301	<p>Panel 14: <i>Brands on the net</i></p> <p>Moderator: Krishna B. Mariyanka, Ajira Global (India)</p> <ol style="list-style-type: none"> 1) Digital strategies to overcome advertising investment fraud, improve viewability and Brand Safety. Lidia Maestro Espínola, David Cordón Benito & Natalia Abuín Vences - Universidad Internacional de La Rioja (Spain), Universidad Complutense de Madrid (Spain) 2) Web usability and brand value: an empirical study. Iria Rodriguez Pouso & Ignacio Somalo Peciña - Universidad Antonio Nebrija (Spain) 3) Video Ads on YouTube: Characteristics, Requirements and Practical Experience. Alexander Moutchnik & Carina Leismann - RheinMain University of Applied Sciences (Germany) 4) The Rise, Fall and Rise of Global TV: An analysis of the first decade of worldwide television projects aimed at counterbalancing Anglo-american audiovisual hegemony (2005-2018). Christopher Tulloch - Universitat Pompeu Fabra (Spain)
12:30am-1:45pm	Assembly Hall	<p>Panel 15: <i>Globalization and Internationalization</i></p> <p>Moderator: Jabbar Al-Obaidi, Bridgewater State University (USA)</p> <ol style="list-style-type: none"> 1) The globalization of music: gains and losses in the new digital era. Juan Calvi - Universidad Rey Juan Carlos (Spain) 2) After the Fall. New Strategies for Internationalization of Spanish Television Fiction (2014-17). Concepción Cascajosa - Carlos III University of Madrid (Spain) 3) Legitimacy of Public Service Media: The Role of Audience Engagement. Kristyna Vyslouzilova - Charles University (Czech Republic) 4) The communication of migratory movements through digital products based on open data. Juan Romero-Luis, Manuel Gertrudix-Barrio & Claudia Martín-Carnerero - Universidad Rey Juan Carlos (Spain)

12:30am-1:45pm	Room 301	<p>Panel 16: <i>Populism, Violence and Terrorism</i></p> <p>Moderator: B. Lee Artz, Purdue University Northwest (USA)</p> <ol style="list-style-type: none"> 1) Football violence in the social networks. Oriol Figuera - Olympic Studies Center - UAB (Spain) 2) A comparative analysis of populist discourse in Twitter in the European Union. Laura Alonso-Muñoz & Andreu Casero-Ripolles - Universitat Jaume I de Castelló (Spain) 3) Hooligans groups interactions throughout Twitter in La Liga. Emilio Fernández Peña, Natividad Ramajo Hernández, Ana Ullod Pujol & José Manuel Pardo Gila - Olympic Studies Center - UAB (Spain) 4) Populism and the popular consultation on Brexit: what internal and external consequences to expect? Bruno Santos Fonseca - NOVA University (Portugal)
1:45 pm		Lunch: Catering (Room 601)
3:15 – 4:30 pm	Assembly Hall	<p>Panel 17: <i>Press, Journalism and entertainment in Digital Era</i></p> <p>Moderator: Banu Akdenizli, Northwestern University, Qatar</p> <ol style="list-style-type: none"> 1) Innovation of the digital press in the audiovisual field: YouTube as an information platform for newspapers. Marina Santín - Universidad Rey Juan Carlos (Spain) 2) The EU communication field and social media: Macron's 17/04/2018 Speech to the European Parliament in Twitter. Jorge Tuñón & Luis Bouza - Universidad Carlos III de Madrid (Spain), Universidad Autónoma de Madrid (Spain) 3) The journalistic treatment about Trump's Immigration Order on Spanish press. Paula Asensio-Perez & Rubén Dominguez-Delgado - University of Seville (Spain) 4) Media and Conflict: Institutional Structures and Ideological Framing. Lee Artz - Purdue University Northwest (United States)
3:15 – 4:30 pm	Room 301	<p>Panel 18: <i>New Discourses about Gender</i></p> <p>Moderator: Jane Campbell, Purdue University Northwest (USA)</p> <ol style="list-style-type: none"> 1) Where to from here? Blue Passports, family, career – and Donald Trump. Cheryl L. Nicholas & Heidi Mau - Penn State Berks (United States), Albright College (United States) 2) "No photo, no chat": An analysis of Chinese gay men's self-presentation on dating app Blued. Liang He & Santiago Giraldo - Universitat Autònoma de Barcelona (Spain) 3) From "Her" to "Our" Trauma: Populism Narrative in Shaping the Collective Memory of "Comfort Women". Zichao Li - Nanjing University (China) 4) Perceptions of Video Game Marketing: Third-Person Effect and First Amendment Protection. Christopher Ortega - SUNY Cortland (United States)

4:30 – 5:00 pm	Room 601	Networking Coffee Break
5:00 - 6:15 pm	Assembly Hall	Concluding Remarks, Awarding of Certificates and Preview of the 14th Annual Conference of the Global Communication Association in 2019 in Greece <ol style="list-style-type: none"> 1) Dr. Yahya R. Kamalipour, Founding President, GCA 2) Dr. José M. Álvarez-Monzoncillo, Vicerrector for Post-graduate, School of Communications, Rey Juan Carlos University in Madrid 3) Dr. Thimios Zaharopoulos, Provost, Deree College, The American College of Greece
7:30 pm	Gala Dinner RESTAURANT <u>SIDRERÍA DONOSTI</u> (Calle Luisa Fernanda, 21) Basque cuisine	

GCA 2018 PROGRAMMING COMMITTEE

Conference Chair

Dr. José M. Álvarez-Monzoncillo

School of Communication

University Rey Juan Carlos

Dr. Yahya R. Kamalipour, Professor

Department of Journalism and Mass Communication North Carolina

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Graduate Assistant

Rut Hidalgo, University Rey Juan Carlos

Juan Romero-Luis, University Rey Juan Carlos

Claudia Martín-Carnenero, University Rey Juan Carlos

Conference Partners and Supporters



Global
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Universidad
Rey Juan Carlos

2019 GCA CONFERENCE ANNOUNCEMENT



THE 14TH ANNUAL GLOBAL COMMUNICATION ASSOCIATION CONFERENCE

www.globalcomassociation.com

CALL FOR PAPERS

Media, Politics, Migration, and Education in the Digital Age

Athens, Greece, May 12-15, 2019

Hosted by Deree-The American College of Greece, the **Global Communication Association** invites you to submit your abstracts for the 14th annual convention to be held in Athens, Greece, May 12-15, 2019.

The GCA invites research papers exploring any aspect of issues related to the theme of the conference, including the following broad topics:

- Global media and communication methodologies, theories, and perspectives
- Global media and their impacts on public opinion
- The changing nature of political campaigns
- The evolving modes of teaching and learning
- Issues related to wars, migration, and refugee crisis
- New communication technologies, the Internet, and social media
- World population, environment, and intercultural communication
- Global news and information flow

A 400-word abstract of the paper or panel proposal should be sent ELECTRONICALLY to Dr. Thimios Zaharopoulos, at tzaharopoulos@acg.edu.

All abstract submissions must be received by **February 15, 2019** for review and consideration. Acceptance of a paper or panel proposal obligates authors to attend the conference and present the paper. Poster presentations on topics related to the conference theme are also encouraged. Complete panel proposals may be submitted to Dr. Yahya R. Kamalipour at yrkamal@gmail.com.

Abstracts will be peer reviewed by at least two scholars. Authors of the abstracts will be notified of acceptance by **March 15, 2019**. Full-length papers must be submitted by **May 15, 2019**.

Submission guidelines:

All submissions should include two separate attachments in Word format

- A 400-word abstract of the paper should be sent, as an email attachment by **March 15, 2019**. The abstract should include research objectives, methodology and significance followed by keywords.
- A separate document including the name, academic institution, mailing address, phone number, email address, and brief author's profile must be submitted for each author.
- If accepted, the full-length paper (not to exceed 25-pages excluding references and tables) must be submitted by **May 15, 2019**. All papers should adhere to *The American Psychological Association* (APA) style manual. For details, visit <https://owl.english.purdue.edu/owl/resource/560/05>.
- Where appropriate, put "STUDENT" in the upper right-hand corner of the title page; indicate whether the paper comes from a bachelor's, master's, or doctoral student.

Publication:

A selected number of papers, closely related to the theme of the conference, will be published in book format (print and digital).

Conference Location (hotel and facilities):

The conference will take place on the campus of The American College of Greece. Participants may reserve their hotel rooms in downtown Athens. Room availability is based on a first-come-first-served concept; therefore, participants are encouraged to register for the conference as early as possible. A limited number of hotel rooms at a *conference rate* will be available.

Standard Single room - 150.00 Euro per room per night including daily buffet breakfast and VAT
Standard Twin room - 160.00 Euro per room per night including daily buffet breakfast and VAT **Accommodation tax**: *According to a new law, an*

HERODION HOTEL

4 Rovertou Galli St., Athens GR 11742, Greece. Tel: +302109236832

Web: www.herodion.gr

accommodation tax (3 Euro per room, per night will be automatically charged to the guests' extras invoice.

Email: herodion@herodion.gr

Participants should book their hotel rooms directly but to receive the reduced conference price, indicate that you are with the Global Communication Association conference hosted by The American College of Greece.

Travel Arrangements:

There are daily flights from major cities around the world to Athens, Greece. Upon arrival, you can take the Metro (subway) to Syntagma, change lines there and take the Red Line for one stop to the Acropolis stop. The hotel is nearby. OR, you can take a taxi, whose fare is about 40 Euros.

Please note that the opening reception will be at the hotel roof garden, on Sunday, May 12, in the evening.

Conference Registration Fees:

An attractive and favorable package (including lodging, hors-d'oeuvre, and conference fees) will be offered to all participants. Graduate students presenting papers will be given a 50% registration discount. For more details and future updates, visit www.globalcomassociation.com.

Questions:

Please direct any questions to Dr. Yahya R. Kamalipour at yrkamal@gmail.com.

Important Dates:

Abstract Submission Deadline	February 15, 2019
Acceptance Notification	March 15, 2019
Full Length Paper Submission	May 15, 2019
Last Date for Registration	February 30, 2019
Conference Reception	May 12, 2019
Conference Panels	May 13-14, 2019
Optional Tour (excursion to Delphi)	May 15, 2019

For future updates and further details, visit:
www.globalcomassociation.com