

13th Annual Conference
Arab – U.S. Association for Communication Educators
Richmond, Virginia

Friday, November 14 – Monday, November 17, 2008
Hosted by: Virginia Commonwealth University

Theme: *Best Communication Practices in an Interconnected World*

Conference Schedule

****ALL TRANSPORTATION* to and from the campus will be via hotel shuttle or
VCU Vans ***

Thursday, November 13 (Pre-Conference Day)

Excursion to Colonial Williamsburg

Arranged for those arriving early who pre-register for this tour!

Friday, November 14 (Day One)

1 – 3 p.m.

Visits to Local Media, Public Relations, Advertising
Venues

(13:00 – 15:00)

Please Note: Arrangements must be made in ADVANCE

Sites Include:

Tour 1:

Associated Press

Richmond Times-Dispatch

Tour 2:

Channel 12 TV

Tour 3:

CRT/Tanaka PR

The Martin Agency

1 – 5:30

(13:00 – 17:30)

Registration (Hotel Receiving Area - staffed by VCU)

4:00 – 5:00

(16:00-17:00)

Academic Conference Workshop: Preparation & Presentation

How to Prepare a Paper for a Conference Presentation

Temple Building - Rm. 2221

Moderators:

Prof. Megan L. Beall, Ph.D. ABD

Georgia State University, Atlanta, Ga., USA

Prof. M. L. Beall,

Mercer University, Atlanta, Ga., USA

- 3:30 – 5:30
(15:30-17:30) AUSACE Board Meeting
Temple Building - Rm. 2211
- 4:15 – 5:30
(16:15- 17:30) Tour of VCU Campus and School of Mass Communications
*Departs at 4:15 pm (16:15) from the hotel lobby.
- 6:00 – 9:30
(18:00 – 21:30) **Opening Ceremony and Dinner¹**
Commonwealth Ballroom B, VCU Student Commons
Sponsor: College of Humanities and Sciences

Welcome:

- Dr. Judy Van Slyke Turk,
Director of the School of Mass Communications (VCU)
- Dr. Eugene P. Trani,
President of Virginia Commonwealth University (VCU)
- Dr. Fred Hawkridge
Interim Dean of the College of Humanities & Sciences (VCU)
- Dr. Douglas Boyd,
Current AUSACE President, University of Kentucky
- Dr. Naila Hamdy,
AUSACE President Elect. American University in Cairo

Keynote Speaker:

- Dr. James Zogby,**
President of the Arab American Institute
Washington, D.C., USA

- 9:30 (21:30) Return to Hotel
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Saturday, November 15 (Day Two)

8:30 – 4:00 (16:00) Information Table Open – Student Commons

8:30 – 9:30 Conference Registration – Student Commons

9:00 – 10:30 **Session 1 (a & b): Panel #1:**
Theater, VCU Student Commons

The Connect Program as an Educational Model in a Global World.

Panel Members:

Dr. Lucas Welch,

President of SOLIYA, New York, N.Y., USA

Dr. Mohammed El-Nawawy,

Queens University of Charlotte, N.C., USA

Mr. Reem Marto,

Outreach Manager - SOLIYA, New York, N.Y., USA

Prof. June Nicholson,

Virginia Commonwealth University, Va., USA

Ms. Jamie Stansbury,

Center Contemporary Arab Studies, Georgetown University, Washington, D.C., USA

Dr. Sahar Khamis,

University of Maryland, College Park, Md., USA

Moderator: Dr. Jyotika Ramaprasad,

University of Miami, Fla., USA

10:30 – 11:00 **Coffee Break:** James River Terrace, VCU Student Commons

11:00 – 12:30 **Session 2 (a & b): Plenary #1**
Theater, VCU Student Commons

Plenary on Quality Standards for Arab Journalism Education

Panel Members:

Dr. Yousef Al-Failakawi,

Kuwait University, Kuwait

Dr. Doug Boyd,

University of Kentucky, Ky., USA

Dr. David Burns,

University of Maryland, Md., USA

Dr. Naila Hamdy,

American University Cairo, Egypt

Dr. Ahmed Hidass,

Institut Supérieur d'Information et Comm. Morocco

Moderator: Dr. Judy Van Slyke Turk,

Virginia Commonwealth University, Va., USA

12:30 – 1:30 Lunch: Richmond Salons, VCU Student Commons²

² The food is not *halal*, but no pork will be served and there will be vegan options available.

Saturday, November 15 (Day Two) - Continued

1:30 – 2:30
(13:30 – 14:30) **Session 3 (a & b): Plenary #2**
Theater, VCU Student Commons

InterMedia Presentation: *Media Evolution in the Arab World*
The Rise & Fall of Al Jazeera

Dr. Mark Rhodes,
President of InterMedia Research Institute, USA
Dr. Douglas Boyd,
AUSACE President, U. of Kentucky, Ky., USA

2:30 – 3:30
(14:30 – 15:30) **Session 4(a): International Law, Literacy, and Journalism**
Richmond Salons III, VCU Student Commons

Satellite Radio and Television and International Law

Dr. Ahmed Hidass,
Institut Supérieur d'Information et de
Communication, Tangier, Morocco.

Internet Governance and the Egyptian Cultural Identity

Dr. Lamees El Baghdady,
American University in London, England

Understanding Media Literacy in India

Dr. M.D. Lawrence,
University of PUN, India

Moderator: Dr. Leonard Teel,
Georgia State University, Atlanta, Ga., USA

2:30 – 3:30
(14:30 – 15:30) **Session 4(b): Islamic Culture and the Media**
Richmond Salons IV, VCU Student Commons

The Media Society and Religious Values

Dr. Farida Akrouf,
Universite de Mostaganem, Algeria

Cultural Identity in Egypt and the Post-Modern Mind

Dr. Nadia Abdel Ghani AKA,
Banhaa University, Cairo, Egypt

Proverb Culture in Balkans

Prof. Cezar Scarlat,
University Politehica, Bucharest, Romania

Prof. Evangelos Afendras,
Sultan Qaboos University, Omán

Moderator: Dr. William Davie
University of Louisiana, New Orleans, La., USA

3:45 – 6:00 (15:45 – 18:00) **Tour of Richmond and Nearby Landmarks**
Note: Tour arranged for those who pre-register

4:00 – 5:00 (16:00 – 17:00) **AUSACE Board Meeting; Temple, 2211, VCU**
Board Members: Group Photo

3:45 (15:45) Vans Available for Return to Hotel – Individual Dinner Plans

Sunday, November 16 (Day Three)

8:30 – 4:00 (16:00) Information Table Open, Student Commons

9 – 10:30 a.m. Session 5 (a & b): Panel #2
Richmond Salons I & II, VCU Student Commons

Spanning the Gulf: Using Technology to Raise Awareness and Enhance the Best Communication Practices in an Interconnected World

Panel Members:

Dr. Ashraf Galal,
Qatar University, Qatar

Dr. Philip Auter,
University of Louisiana, New Orleans, La., USA

Prof. Mohammed Arafa,
Global Media Consultants, Atlanta, Ga., USA

Dr. William Davie,
University of Louisiana, New Orleans, La., USA

Prof. June Nicholson,
Virginia Commonwealth U. Richmond, VA., USA

Moderator: Dr. Mahmoud Tarabay,
Lebanese University, Beirut. Lebanon

10:30 – 11 a.m. Coffee Break: James River Terrace, VCU Student Commons
Sponsor: Office of International Education

11:00 – 12:00 Session 6(a): **Transnational Satellite Journalism and Networks**
Richmond Salon I, VCU Student Commons

Darfur Lost in the Conflict: The Portrayal by Cable Networks

Prof. M.L. Beall,
Mercer University, Atlanta, Ga., USA

Prof. Megan Beall, Ph.D. ABD,
Georgia State University, Atlanta, Ga., USA

Egyptian TV Coverage of Constitutional Amendments and Its Impact on the Nature and Level of Political Participation

Dr. Ashraf Galal,
Qatar University, Qatar

The Conciliatory Potential of Transnational Media

Dr. Mohammed El-Nawawy,
Queens University, Charlotte, N.C., USA

Prof. Shawn Powers,
University of Southern California, Calif.,
USA

Moderator: Dr. Hussein Amin,
American University of Cairo, Egypt

Sunday, November 16 (Day Three - Continued)

11:00- 12:00

Session 6(b): Media & Education

Richmond Salons II

Journalism and Communication Education

Dr. Jyotika Ramaprasad,
University of Miami, Fla. USA

Children's Use of the Media

Dr. Yousef Ali-Failakawi,
Kuwait University, Kuwait

The Role of Media on Student's Skills

Dr. Majid Zorofi,
Islamic AZAD University, Iran

Dr. Soheila Javid Tabrizi
ENGHELAB Educational Institution, Iran

Moderator: Dr. Carolyn Codamo,
Georgia State University, Atlanta, Ga., USA

11:00- 12:00

Session 6(c): Culture, Communication, and the Arab World

Richmond Salons IV, VCU Student Commons

The Analysis of Crisis Communication Cases

Dr. Serra Gorpe,
Istanbul University, Turkey

Can the Negative Influence of Television be Diminished?

Prof. Sule Yuksel Ozturk,
Anadolu University, Turkey.

Prof. Cihangir Sahin,
Istanbul University, Turkey.

Social Change and the Social Marketing Campaign

Dr. Khaled Zamoum,
Sharjah University, UAE

Moderator: Dr. Leonard Teel,
Georgia State University, Atlanta, Ga., USA

12:30 – 2:30 (12:30 – 14:30) Lunch and AUSACE Business Meeting³

2:30 – 3:30
Culture

Session 7(a): The Effects of Professional Journalism on

(14:30 – 15:30)

Richmond Salons III, VCU Student Commons

*Communication – A Challenging Dimension of Romanian
Working Relationships Effectiveness*

Dr. Anca Alexandra Purcarea,
POLITEHNICA University of Bucharest, Romania

The Gulf's Cultural Communication with the World

Dr. May Al-Khaja,
United Arab Emirates University, UAE

Corporate Social Responsibility and the Arab World

Dr. Donn Tilson, & Prof. Dana Janbek,
University of Miami, Fla., USA

³ The food is not *halal*, but no pork will be served and there will be vegan options available.

Moderator: Dr. Mohamed Ibrahim,
University of El Iman El Mahdi, Kosti, Sudan

Sunday, November 16 (Day Three) - Continued

2:30 – 3:30
Responsibility
(14:30 – 15:30)

Session 7(b): Freedom of the Press – Corporate /Social

Richmond Salons IV, VCU Student Commons

Freedom of the Press in Egypt

Dr. Farah El Alfy & Dr. Sara Abou Bakr,
American University Cairo, Egypt

Transformations, Paradoxes, and Challenges:

A Critical Overview of Modern Communication in Egypt”

Dr. Sahar Khamis,

University of Maryland, Md., USA

Critical Analysis of Press Freedom in Pakistan

Dr. Syed Abdul Siraj,

Chairman - Mass Communication

Allama Iqbal Open U. Islamabad, Pakistan

Moderator: Dr. Tayeb Boutbouqalt,

King Fahd Advance School of Trans. Morocco

3:30 – 4:00 (15:30 – 16:00) Coffee Break: James River Terrace, VCU Commons

4:00 – 5:15
(16:00 – 17:15)

Session 8(a): Turmoil of Technology and Media

Richmond Salons I, VCU Student Commons

An Update on Islamophobia

Dr. David Applefield - Sciences Po in Paris;

The Financial Times & the Intrl. Herald Tribune

*Is 'Pro-Obama' 'Anti-Muslim'? The Nature of a Campaign
to Contradict an Internet Rumor”*

Dr. Lisa Barr,

Western Illinois University, Illinois, USA

Television Violence and the Third Person Effect

Dr. Hebatallah Bahgat El Semary,

United Arab Emirates University, UAE

Moderator: Dr. Mohamed Ibrahim,

University of El Iman El Mahdi, Kosti, Sudan

4:00 – 5:15 p.m.
(16:00 – 17:15)

Session 8(b): Consequences of Digital Media

Richmond Salons III, VCU Student Commons

Exporting our Memories: Consequences of a Digital Archive

Prof. Sean Stewart,

Virginia Commonwealth University, Richmond,
Va., USA

Effect of Internet Connectedness on Civic Engagement UAE

Dr. Azza Mohamed,

United Arab Emirates University, UAE

Islamist Political Movements: Internet Usage by the

Mr. Andrew Helms,
Georgetown University, Washington, D.C.,
USA
Moderator: Dr. Naila Hamdy,
American University Cairo, Egypt

Sunday, November 16 (Day Three) - Continued

4:00 – 5:15 **Session 8 (c): Current Marketing, Advertizing, & the Press**
(16:00 – 17:15) Richmond Salons IV, VCU Student Commons
 Indian Advertising and the Changing Media Environment
 Dr. Manish Verma,
 Amity School of Communication India
 Recent Advertising Trends in India and Europe
 Dr. Tapati Basu,
 University of Calcutta, India
 Characteristics of Commercial Websites
 Mr. Abd El-Basit Mahmoud,
 Ilmenau University, Germany
 Dr. Philip Auter,
 University of Louisiana, USA
Moderator: Dr. Mahmoud Tarabay,
 Lebanese University, Beirut. Lebanon

5:15 (17:15) Busses for Return to Hotel & Individual Dinner Plans
6:00 – 8:30 (18:30 – 20:30) Temple Room 2211, VCU - AUSACE Board Meeting

Monday, November 17 (Day Four) – Washington DC

8:00 Busses Depart Hotel for Washington, D.C.

Washington Tour of the Newseum

Note: Participants pay individual entrance fees and lunch.

Bus Transport to the Kuwait Cultural Center, Washington, D.C.

4:00 – 5:30 **Session 10 - Panel #3:**
(16:00 – 17:30) *The Middle East Press in the United States*

Panel Members:

Claude Salhani,
Editor of the Middle East Times and Political Analyst
George Hishmeh,
Washington-based News Columnist on Middle East Affairs
Will Stebbins,
Washington, D.C., Bureau Chief of Al Jazeera English

Moderator: Ambassador (Ret.) Bill Rugh,
Former U.S. Ambassador to Yemen and the United Arab Emirates

Reception⁴ & Annual Awards Ceremony

7:15 (19:15) Busses Depart Washington for Richmond

⁴ The food is not *halal*, but no pork will be served and there will be vegan options available.

9:30 (21:30) Delegates Returned to Hotel

Tuesday, November 18 (Post-Conference Day)

9:00 – 4:00 (9:00 – 16:00) Excursion to Williamsburg Prime Outlet Mall

Remember to pre-arrange your excursions

Participants, Board Members, Delegates – Return Home

Index of AUSACE 2008 Participants

1. Akrou, Farida. Universite de Mostaganem, Algeria
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2. Al-Failakawi, Yousef. Kuwait University, Kuwait
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Session 6 (b)
3. Applefield, David. Sciences Po; Financial Times & Intl Herald Tribune Sudan, Libya, Chad
Session 4(b)
Session 8(a)
4. Afendras, Evangelos. Sultan Qaboos University, Oman
Session 4 (b)
5. Al-Khaja, May. United Arab Emirates University, UAE
Session 7(a)
6. Amin, Hussein. American University of Cairo, Egypt
Session 6 (a)
Session 8 (a)
7. Arafa, Mohammed. Global Media Consultants, Atlanta, Ga., USA
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8. Auter, Philip. University of Louisiana, New Orleans, La., USA
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9. Bakr, Sara Abou. American University Cairo, Egypt
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10. Barr, Lisa. Western Illinois University, Illinois, USA
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11. Basu, Tapat. University of Calcutta, India
Session 8 (c)
12. Beall, M.L. Mercer University, Atlanta, Ga., USA
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Session 6 (a)
13. Beall, Megan L. Georgia State University, Atlanta, Ga., USA
Pre-Conference Workshop

Session 6 (a)

14. Boutbouqalt, Tayeb. King Fahd Advance School of Trans. Morocco
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Session 8 (c)
15. Boyd, Douglas. University of Kentucky, Ky., USA
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16. Burns, David. University of Maryland, Md., USA
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17. Codamo Carolyn. Georgia State University, Atlanta, Ga., USA
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18. Davie, William. University of Louisiana, New Orleans, La., USA
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19. El Alfy, Farah. American University Cairo, Egypt
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20. El Baghdady, Lamees. American University in London, England
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21. El Smary, Hebatallah Bahgat. United Arab Emirates University, UAE
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22. El-Nawawy, Mohammed. Queens University, Charlotte, N.C., USA
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23. Fleaca, Elena. University Politifica of Bucharest, Romania
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24. Galal, Ashraf. Qatar University, Qatar
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25. Ghani, Nadia Abdel. United Arab Emirates University, UAE
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26. Gorpe, Serra. Istanbul University, Turkey
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27. Hamdy, Naila. American University Cairo, Egypt
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28. Helms, Andrew. Georgetown University, Washington, D.C., USA
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29. Hidass, Ahmed. Institut Superieur d'Information de Comm., Morocco
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30. Ibrahim, Mohamed. University of El Imam El Mahdi, Kosti, Sudan
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31. Janbek, Dana, University of Miami, Fla, USA
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32. Khamis, Sahar. University of Maryland, Md., USA
Session 1 (a & b)
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33. Lawrence, M.D. University of PUN, India
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34. Mahmoud, Abd El-Basit. Ilmenau University, Germany
Session 8 (c)
35. Marto. Reem. SOLIYA, New York, N.Y., USA
Session 1 (a&b)
36. Mohamed, Azza. United Arab Emirates University, UAE
Session 8 (b)
37. Nicholson, June. Virginia Commonwealth University, Richmond, Va., USA
Session 1 (a&b)
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38. Ozturk, Sule Yuksel. Anadolu U. Social Science Institute, Turkey
Session 6 (c)
39. Powers, Shawn. University of Southern California, Calif., USA
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40. Purcarea, Anca Alexandra. University Politifica of Bucharest, Romania
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41. Ramaprasad, Jyotika. Southern Illinois University, Illinois, USA
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42. Rhodes, Mark. InterMedia Research Institute, USA
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43. Sahin, Cihangir. Anadolu U. Social Science Institute, Turkey
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44. Scarlat, Cezar. University Politehica, Bucharest, Romania
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45. Siraj, Syed Abdul. Allama Iqbal Open University Islamabad, Pakistan

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46. Stansbury, Jamie. Center Contemporary Arab Studies Georgetown University,
Washington, D.C., USA
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47. Stewart, Sean. Virginia Commonwealth University, Richmond, Va., USA
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48. Tabrizi, Soheila Javid. ENGHELAB Educational Institution., Iran
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49. Tarabay, Mahmoud. Lebanese University, Beirut. Lebanon
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50. Teel, Leonard. Georgia State University, Atlanta, Ga., USA
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51. Tilson, Donn. University of Miami, Fla., USA
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52. Turk, Judy Van Slyke. Virginia Commonwealth University, Richmond, Va., USA
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53. Verma, Manish. Amity School of Communication, India
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54. Zamoum, Khaled. Sharjah University, UAE
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55. Zorofi, Majid. Islamic AZAD University, Iran
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