

DEPARTMENT OF COMMUNICATION AND DIGITAL MEDIA
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ENVISIONING

THE FUTURE OF COMMUNICATION

CHALLENGES · TRENDS · OPPORTUNITIES

BOOK OF ABSTRACTS

SESSION 1

African diplomatic missions mode of communication in the digital age: The case of Ghana

Isaac Antwi-Boasiako (School of Media - Technological University Dublin)

Social media's impact on communications arguably has been enormous in all facets of human life and activities. The world of international relations and diplomacy has also incorporated social media concepts into its modus operandi. Thus, various nations' foreign ministries and diplomatic missions have joined the social media crusade in their attempts to engage and persuade their target foreign publics to achieve foreign policy objectives. As a result, this paper aims to analyse how African embassies and consulates communicate with their foreign publics to attract investors, tourism, and direct capital flow in the digital age. The study uses Ghana as a case study. It uses social media research method to survey Ghana's embassies and consulates' employment of social media platforms to communicate with their target foreign publics and the Ghanaian diaspora. The paper argues that developing nations must re-examine and improve their digital presence in international relations and diplomacy in order to have meaningful foreign public engagement. The study uses the digital public diplomacy concept as a theoretical framework underpinning its discussion. The findings depict that although most African overseas missions are present on social media, they do not engage their followers, nor do they update their profiles, making it one-way communication. Academic literature on developing nations' digital diplomacy is limited as scholars generally concentrate more on the high-income countries' social media activities in their international relations and diplomacy. Therefore, this work attempts to bridge the gap. Besides, the paper seeks to answer a research question of how African foreign ministries and diplomatic missions use social media in their public diplomacy communication strategy. It, therefore, recommends to the head of Ghana's diplomacy, the minister of foreign affairs, and the entire ministry to beef up its digital communication strategic plans especially in times of pandemic.

Communicating the EU after COVID: The challenge of Strategic Discursive Public Diplomacy

Christos Frangonikolopoulos (Aristotle University of Thessaloniki)

The presentation will examine the agenda, the instruments, and the goals of EU public diplomacy (PD). Taking into account the current state of PD that concentrates predominantly on forging cultural and educational links and promoting values, but not policies, it will argue that there is need to refocuses PD in two substantial ways: driving it,

first, to focus on the most significant global issues and, second, to employ profound discursive processes. The emphasis will be on how PD can strengthen the global public sphere with regard to the profoundly political and critical issues of the present era.

Representing "responsibility". Rhetorical constructions and calls for compliance in the Greek prime minister's televised addresses regarding Coronavirus

Emmanouil Takas (Aristotle University of Thessaloniki), Antonis Gardikiotis (Aristotle University of Thessaloniki), Gerasimos Prodromitis (Panteion University)

Greece was called upon to face the pandemic crisis of the coronavirus while at the same time the country was facing the strong social, political and economic turbulences of the economic crisis of 2008 and the Memoranda as well as the humanitarian refugee crisis. In this context, the official political rhetoric, expressed through the Prime Minister's televised addresses is a special field, as political rhetoric was called upon to redefine a new, ongoing crisis.

This study focuses on how the Prime Minister's rhetoric in televised addresses served as a construct of representation of "responsibility" and, subsequently, how "responsibility" was used as a call to comply with the announced measures. The theoretical framework draws on the tradition of social representations (Moscovici, 1961/1976), social influence (Doise, 1993; Moscovici, 1976), as well as attribution theory (Dunn, 2014; Heider, 1958).

The analysis focused on the prime ministerial televised addresses of the first two "waves" of the coronavirus, March 11, 2020 - April 28, 2020 and September 24, 2020 - October 31, 2020 respectively. Content analysis was performed on the corpus, coding of attribution of "responsibility" through the typology of Weiner (1972, 2010) was applied, responsibility attributions were categorized into individual, collective and mixed and the issues of responsibility as well as the sign of the statement (positive or negative) were evaluated.

Through this analysis, the connection of individual responsibility with the collective emerged as a dominant call for compliance with the normative frame of the measures but also as a precondition for dealing effectively with the pandemic. In this way, the Prime Minister's rhetoric presented the state's mechanisms in full readiness to manage the pandemic under the guidance of experts, exercising political choice and focusing on individual compliance as a moderator of the success of dealing with the pandemic.

Social Media is Distorting Democracy: News Consumption & Fake News Awareness Among Greek Facebook Users in the COVID-19 Era

Polykarpos Thoma (IMH Business)

This exploratory study seeks to investigate news consumption habits and fake news awareness among Greek Facebook users in the context of the COVID-19 pandemic. In specific, it aims to evaluate: (a) how individuals define fake news; (b) whether they can spot fake news; (c) the extent to which their news consumption habits have changed during the pandemic, and why; and (d) the relationship between vaccination intention and news consumption. To move these questions forward, this research presents a methodological design comprised of a survey distributed to 385 Greek adult Facebook users from February 21st until March 31st 2021. The analysis of the empirical data gathered is conducted using thematic content analysis and statistical analysis. The discussion of the findings sheds light on the awareness of Facebook users concerning fake news types and formats, as well as on the potential implications and the subsequent extensions of people's exposure to fake news. The study also establishes a relationship between news consumption and individuals' intention to get vaccinated against COVID-19. Facebook users demonstrate a limited and obscure understanding of the concept of fake news; older individuals are less likely to be aware of the specific types and characteristics of false information. Moreover, right-wing participants display higher levels of incompetence in fake news recognition than leftists, while individuals who score low in discerning fake news are more likely not to get a jab against the novel coronavirus. This study provides a theoretical background to the public's understanding and perception of fake news, and sets the foundations for further research on tangible effects caused by exposure to falsehoods on digital platforms – social media in particular.

Impacts of Blockchain incorporation into social media platforms

Manolis Chrysostalis (NewCo SA)

When it comes to traditional social media platforms, the fundamental issues include, among others, misinformation spreading, censorship, demonetization, privacy, and security concerns. In addition, users have no control over their data since they are managed by the centralized platforms. Overall, from a user point of view, this creates distrust, discouragement and it leads to a degree of disengagement. To overcome all the above issues posed by traditional social media platforms, it is required to adopt more democratic frameworks that permit users to have complete control over their data. Blockchain technology is the one that can address all of the aforementioned shortcomings and establish a new status quo for social media platforms that will serve the user rather than the owning company. Blockchain has rightfully gained the title of the driving technology and its decentralized nature is already transforming a wide variety of different sectors and

shaping their future in terms of operation and trust. Social media cannot avoid the transformative touch of Blockchain, and although several blockchain-enabled platforms have emerged over the past years, it won't be long until trending platforms will adopt it as well, one way or the other, for the benefits it brings. The authors explore the current landscape of blockchain-enabled social media platforms and identify how Blockchain has been utilized and what benefits do both users and companies reap. In addition, it tries to take a peek into the future of social media platforms, as it is expected to be shaped by the adoption of Blockchain technology.

Effective and strategic communication campaigns: How social media and traditional media work together to create a cohesive brand experience

Alexandra Kardami (One Whole Communication Strategies)

Three different strategic communication campaigns were implemented in Greece by multinational brands, showcasing how modern platforms and tools, such as LinkedIn and influencers marketing work strategically together with traditional communication tools to create a cohesive brand experience, helping brands become more extrovert, interact, trigger engagement, raise awareness and create a solid foundation for a substantial and long term relationship with their target audience. In specific,

1. Celestyal Cruises_online awareness: Under the pressure of the pandemic and the cease of operations for cruising companies, Celestyal Cruises acknowledges the necessity of systematic communication to protect and develop further the relationship with its target audience. In the absence of any operation, we used LinkedIn as the main strategic communication vehicle of the cruise company to safeguard its reputation, strengthen its business presence and above all to cultivate a climate of trust for cruising. With systematic content creation and posting based on interviews, internal relations, corporate social responsibility, we raised awareness, trembling the number of followers to 11,950 in 2020 (4,617 in 2019) and achieving 151K Impressions and 8% engagement with 30.000 total interactions (5K in 2019).

2. PlayStation_engagement: The idea for the global campaign "Play At Home" was born during the lockdown and upon the burst of the pandemic. PlayStation wanted to inspire the gamers around the world to stay safe at home and continue gaming, offering free access for three weeks in Tier 1 titles at PlayStation Store. Besides publicity generated via press releases and native articles in gaming and mainstream media, a major role was attributed to influencers (celebrity and microinfluencers) as they were sharing their experience with the console, inspiring the community to act likewise. Our major partners were: Kostas Antetocunmpo, Sotiris Contizas, Penelope Anastassopoulou, Miltos Tentoglou, John Drimonakos, Giouli Atmatsides, Panos Eftaxias, Zissis Roumpos, Dora Padeli, Sakis Karpas, and more.

3. Avon_#Pink Alert: An original campaign aiming to raise awareness and sensitize about Breast Cancer, while also build an emotional relationship between the community

and the brand. Targeting thousands of women and men in Greece, it was urging them to share every month, from April to October, via the dedicated microsite www.pinkalert.gr, a different creative message, a #PinkAlert, to make women acknowledge the danger. The messages of the campaign: #ΔΙΑΔΩΣΕΤΟ, #ΠΡΩΤΑΕΣΥ. The tone: positive, friendly, dynamic, optimistic. We chose an unexpected approach by using 7 popular men influencers, the Pinkers, who were painted pink and with Instagram posts were urging their followers, raising awareness for the campaign. Native articles, video content, articles from the community of experts (doctors and nutritionists), infographics, the Press Office, Avon's Social Media and micro-influencers generated 5,000 PinkAlerts, 78,000 Likes, 57,000 story and video views and 3Million reach for the campaign.

SESSION 2

EaSI: a prototype system based on unusual ways of interaction for identifying and providing audio information for points of interest”

Athanasios Papadimitriou (Hellenic Open University)

Discovering and seeking of information for points of interest (POIs) relies yet in systems that use location services and traditional techniques of interaction. These ways of communication, based on optical interfaces, necessitate cognitive demand and attachment to mobile screen, as a result degrade user experience. We developed a system that uses novel ways of interaction, such as head gestures, and relies on auditory feedback in order, to reduce user's time and effort, to identify points of interest and obtain information about them. System named EaSI (Easy Seeking of Information) consists of an android application, the DA14583 IoT Sensor adapted to user glasses and a pair of headphones. It exploits the wireless sensors of the DA14583 IoT, such as magnetometer to capture user's field of view and accelerometer and gyroscope to capture the head gesture in the POI discovery command and control of the audible message. Information for POIs extracts from the Foursquare api and converted in to multilingual auditory content using the existing text-to-speech android libraries. Two focus groups were conducted for the design of the gesture-based interface for the control and the navigation of audio information. Additionally, with a short experiment defined a limitation in the distance from where users explore points of interest. The developed android application, ensures the monitoring and analysis of sensor data, the identification of the gestures and the retrieval of the information. System evaluation was carried out in the field with the use of experiment aiming the comparison of visual interface systems such as Foursquare with a gesture-based systems such as EaSI. Results showed that latter system significantly reduces time and the user actions in identifying points of interest. Attractiveness and realistic and hedonistic quality of the EaSI system were rated with an average score of more than 2, with excellent 3.

New communication forms in raising public awareness: the interactive documentary

**Stella Margaritidou (Aristotle University of Thessaloniki),
Maria Matsiola (Aristotle University of Thessaloniki)**

The emergence of new technologies in the media landscape has contributed to the transformation of storytelling practices and consequently to changes performed in the cultural domain and the society. The introduction of digital media created the framework for the evolution of new forms of expression that are more compatible with the contemporary technologically literate society and thus audiences are easier approached, especially the younger generations. Interactive documentary is a new hybrid genre of documentary that employs various multimedia tools to document reality by engaging the audience, which is becoming users, into a new form of participatory viewing. Through this new form of communication, the creator is given the opportunity to raise the public awareness on the issues that are being narrated. The present work, through the prism of the diverse storytelling forms, attempts to explore the connection between interactive storytelling and social awareness on issues of environmental interest. To achieve that, a series of interactive mini documentaries on recycling, fast fashion, zero waste and upcycling, which incorporate different multimedia elements, such as quizzes, images and hyperlinks, have been created. Consequently, through quantitative research, an attempt was made to identify the audience perspectives on the interactive documentary genre, as well as on its impact on public awareness. The findings revealed that there was a positive effect on the audience engagement as the interactive features sharpened the participants' memory and activated a process of active thinking, especially when trying to respond to quizzes. In conclusion, we may argue that the interactivity incorporated in the digital stories has raised public awareness and even provoked an intention to change the mentality of the viewers.

Interactive Narrative Practices in Photojournalism

George Metaxiotis (University of Western Macedonia)

Photojournalism, has always tried to cope with, or even transcend, the static nature of the photographic frame, by embedding it to its narrative practices or creating new multimodal narratives. In recent decades, after the advent of the internet, the rhetoric of interactivity attempted to eliminate the ambitious but dysfunctional "great narratives" of modernism. The increasing number of interactive multimedia applications in journalism sought to produce less linear and more participatory photographic practices, in order to express the multiplicity of society and the complexity of communication. The starting point of our research methodology is based on a critical evaluation of the dominant theories of interactive multimedia, in order to understand the inability of interactive technologies to

produce a dominant and sustainable model of online journalism. At the same time, through a semiotic multimodal analysis of representative cases, the emergence of a new kind of multimodal longform journalism is identified, in the context of investigative photojournalism. In this new genre, the use of hyperlinks, multimedia and interaction is fully integrated into a central linear narrative. The reader / viewer is given the opportunity to maintain their own rhythm or to make choices of media and modality, but only to the extent that they participate in a central narrative flow, in a process of immersion. According to the results of the research, this new genre is not a regression to models of simplification, mythology, fake news or propaganda. Instead, there seems to be a high positive correlation between the genre implementation and a) economic viability of professional photojournalism, b) provision of journalistic context and c) successful balance between interactive/participatory practices and investigative journalism narratives.

Digital tools in the service of narrative journalism

Sokratis Moutidis (Aristotle University of Thessaloniki)

Journalism is going through its own valley of tears (*valle lacrimarum*), facing low public trust (Reuters Digital News Report, 2021) and constant changes in the field of communication technology. Whether we talk about the "death" of journalism or its transition to a new era, through a dynamic process of evolution, will depend on how the media and journalists claim to hold an important role in the public sphere. Given the fact that traditional media are no longer the key news provider, but also the assumption that the future lies in mobile devices, since content is now diffused on various screens and becomes part of an interactive experience, it is particularly interesting to consider how this transition can be made. The purpose of this paper is to present an original multimedia project with the characteristics of a long form story. Building upon the Pulitzer winner "Snowfall" & the awarded "Firestorm" our project is based on the YS-11 Olympic Airways crash in a mountaineous area in Kozani, Greece in November 1976 and offers a new approach to multimedia journalism in Greece.

Space Reproduction in Digital Podcasts: A Qualitative Analysis of Little Universe in China

Yang Ding, Weikun Fan (Communication University of China)

According to the Podcast search engine ListenNotes, the number of podcasts in the China mainland has witnessed a rapid increase to 16,448 programs in 2020. In line with this trend, an application Little Universe in China (*Xiaoyuzhou* in Chinese) popped up after its launch in March 2020. Compared to other players, Little Universe has centred a niche market and built a unique content community based on heavy users. The App is purely

designed for podcast in various listening scenarios, such as driving, at home or going to bed. Little Universe has accumulated a large number of frequent users in beta version for detailed and convenient interface design, one highlight that attracted extensive attention is adding comments in timeline. In tracing features on Little Universe afforded by digital technology, this paper is guided by the main research question: How does digital auditory media produce mobile space and in what way it affects interactivity between users? By exploring relationships among content creators, users and application running company, characteristics of users' interactions will also be scrutinized in the discussion. By applying the spatial production theory from Henri Lefebvre, we will analyse top 3 subscribed programs through questionnaire survey. Collected data, users' comments and the content will also be evaluated in Critical Discourse Analysis to reveal power relationships in hybridity. In our current observation and data, it is found that mobile auditory media presents new features from content genre, user behaviours and designing logic that differ previous similar applications. We argue that auditory space afforded by such platforms is reproduced in three dimensions, private sphere, social interaction, and power order, which provides new approaches to urban soundscape in China's modern culture.

Social media consumption and youth identities: Communicating the experience in a digital world

Konstantinos Theodoridis (University of Patras)

In this paper, I assess the extent to which social media consumption has affected young people's processes to negotiate their identities in a socio-economic context characterised by high levels of insecurity. In particular, this paper focuses on young people's self-branding practices through social media platforms. The emergence of social media has a significant effect on the changing nature of consumption. In this context, the main focus of this presentation is to investigate young people's social media consumption as a form of experiential communication and escapism at the same time. What is important here is to understand in what ways young people navigate Instagram where experiences become ephemeral and the economic crisis is absent. This research examines data derived from a qualitative project involving young people in Athens (Greece) and North West (UK) in which I assess the relationship between the changing nature of consumption and social media representations. The presentation will provide data emerged from a triangulated three-stage research project conducted with young people between 16 and 30 years old using focus groups, photo-elicitation interviews and a period of digital ethnography on Instagram. The presentation concludes with reflections on the significance of social media communication in the experience society (Miles, 2021). The paper is thus concerned with the intersection of social media consumption, youth identities and experience.

From unfamous to famous.**How a German app elicited sympathy emotions and gained momentum in social media with its quick reflexes to a potential crisis****Agisilaos Konidaris & Chrysopigi Vardikou (Ionian University)**

A case study of late 2021 will shed light on what successful social listening looks like. A German app showed quick reflexes to a recent social media trend, managed to create the sympathy of the audience and grew its follower base by 6 times. What's maybe more important, it adapted to the new momentum and potential by adapting its communication strategy. In this work, we will gather and present data from a case study that will support the "act fast" mantra.

VLC technology for Indoor Communications: an efficient system with applications in areas of high connectivity requirements**Christoforos Papaioannou(1), Simon-Ilias Poulis(1), Georgios Papatheodorou(1), Marina E. Plissiti(1), Yiorgos Sfikas(1), Ioannis Liaperdos(2), Aristides Efthymiou(1), Yiorgos Tsiatouhas(1)***(1) University of Ioannina, (2) University of Peloponnese*

The remarkable evolution of Visible Light Communications (VLC), in recent years, resulted in the creation of new, high performance, communication systems, which present many advantages over radio frequency (RF) communications. The objective of this research is the utilization of VLC technology for high-speed indoor communications. VLC systems are exploited in areas with high connectivity demands (airports, technology parks, multipurpose halls), in product promotion and advertising (exhibition centers), in supply chain management (logistics) as well as in places with cultural and creative activities (museums). More specifically, the aim of VLC technology is to support employees/visitors of the aforementioned areas by providing them information through the use of smart devices (laptops, tablets and/or smartphones).

A VLC system includes a LED source on the transmitter side, and a photodiode or camera on the receiver side. The transmitter modulates the data using well-known modulation techniques (e.g. On-Off Keying) and drives a LED source, changing the intensity of the visual signal at frequencies that are not visible to the human eye. The optical signal diffuses in the free space and reaches the receiver.

Two techniques are supported by our system for the receiver implementation. The first one uses the camera of a smart device as the optical signal sensor and exploits the rolling shutter phenomenon at the CMOS sensor of a camera, in order to retrieve the signal. Towards this direction, each frame/image of the sensor is analyzed for the correct identification of the light and dark stripes that appear in the area of interest. The maximum data transmission rate achieved using the camera as a receiver was 4Kbps. The second technique uses a photodiode as the sensor of the optical signal. The photodiode converts

the optical signal to an electrical signal which is then amplified and digitized. The final processing can be performed via a microcontroller (e.g. the STM32 microcontroller) that drives the portable device to which the receiver is adapted. Data transmission at a rate of up to 2Mbps has been achieved using the second technique.

The performance of the VLC system is significant, by considering its ability to transmit, indoors, high data volumes to a large number of users, using the existing LED light sources. VLC technology ensures enhanced levels of security due to the increased controllability on the distribution of the optical signal. Finally, the lack of harmful radiation makes VLC technology a very attractive solution for communications.

SESSION 3

Hosting the #Holohoax: A Snapshot of Holocaust revisionism narrative across Twitter

Maria Zampoka (Aegean University), Manousos Maragoudakis (Aegean University)

The Holocaust is the most well documented case of mass atrocity crime against humanity. Nevertheless, the increasing use of social media platforms which target specific groups with threatening and highly offensive anti-Semitic communication is rising. In this paper, the author focuses on the narrative of online Holocaust revisionism as it is depicted on Twitter under the #Holohoax, which refers to a common phrase used by Holocaust deniers. By conducting a hashtag oriented research, different characteristics of the revisionists ecosystem were spotted, as well as their elective affinities and their online impression impact. The purpose of this paper is to point out the user groups who tend to be susceptible to such claims and to highlight the virtual social networks which are constructed around the subject narrative.

The fire at the Reception and Identification Centre (RIC) in Moria. A comparison of media coverage in the Greek, German and Austrian press

Anastasia Misbach (Aristotle University of Thessaloniki)

This research explores how the fire at the Moria Reception and Identification Centre (RIC) in September 2020, was covered based on the theoretical approaches of Entman's (1993) framing theory. The main focus of this research is to highlight the dominant narratives as well as the ideological association of newspapers with the formation of social representations. Using the qualitative inductive method, six newspapers from Greece, Germany and Austria (from which a total of 142 articles emerged) were analyzed. The

selection was based on their broad range of ideological and political positions. Central to this research are the inclusion and exclusion of information from a transmitted message in the process of its signification, as well as the attribution of causality, through which the identity of the contexts that shaped the coverage of the fire was explored. During the analysis six main frames emerged: ethic frame, human interest frame, political and social conflict frames as well as frames of internal and external responsibility. Overall, a correlation between the quantitatively dominant frames and the ideological identities of each medium can be discerned. Thus, the research revealed that frames describing the coverage of the RIC as anthropocentric and positive towards asylum seekers are more often found in newspapers of the broader left spectrum, which tend to play the role of opposition to the authority. Conversely, frames that attribute causality to asylum seekers and are more characterized by a negative approach to both causal factors and finding solutions are found in conservative newspapers, which seem to follow the dominant narrative of the ruling party at the time.

ISPS 2021: Unpopular sports are gaining ground, news and articles on football are reducing and mega events have a significant coverage impact by the Greek political press

Spiliopoulos Panagiotis (Aristotle University of Thessaloniki), Matsiola Maria (Aristotle University of Thessaloniki), Mastrogiannakis Diamantis (Hellenic Open University), Horky Thomas (Macromedia University), Nieland Jörg-Uwe (Zeppelin University) and Seeger Christof (Stuttgart Media University)

The aim of the study was to record the coverage of sports news in the Greek political press and to determine the tendency in relation to 2011 findings. It was conducted in the framework of the "2021 International Sports Press Survey (ISPS)", and the Methodology followed was content analysis and specifically the model of "2021 ISPS" with 18 variables (Horky, Nieland, & Seeger, 2021). The newspapers "KATHIMERINI", "TA NEA" and "ELEFThERIA" (instead of "Aggelioforos", in 2011 survey) were studied, where 786 articles were analyzed for two constructed weeks (April 16 to July 4, 2021). The most important finding was that, although the number of articles (N = 786) was increased by 17% in relation to 2011 (N = 669), news articles have decreased significantly (27% of 57% in 2011). Moreover, the articles on football decreased as well as those on basketball, while the other sports articles increased. There was a significant impact of the UEFA Euro 2021 on football (11% of 61.3% in total), as well as of the European sports coverage (53% from 25% in 2011) to the detriment of the national ones (39% from 61%). Finally, mainly medium (44%) and large extent texts (31%) written in free style were recorded, which contrasts with the requirements of the digital era for small texts written in the inverted pyramid style, due to the use of devices such as smartphones. The findings concerning the prevalence of football, the news reduction but also the UEFA Euro 2021 effect, agree with the German findings for 2021. It is suggested that Journalists and the Media consider the issue of

adapting their writing to the contemporary digital era. Further analysis of the data, combined with the overall results of the 2021 ISPS, is expected to shed light on sports coverage by the political press.

The Social Media usage by sports Journalists in Cyprus and their impact on Media news agenda

Panagiotis Spiliopoulos (Aristotle University of Thessaloniki), Maria Matsiola (Aristotle University of Thessaloniki), Andres Chatzimichail (Aristotle University of Thessaloniki), Georgios Kalliris (Aristotle University of Thessaloniki)

The aim of the study was to investigate the use of Social Media (SM) as news sources by sports journalists (SJ) in Cyprus. The quantitative method was employed and 57 SJ (62% response) from all Media types, 5 of which were women, completed a structured 25-point questionnaire with various types of answers, delivered via Google forms. Data were collected during November 2019 to January 2020 and were analyzed in SPSS, ver. 25. The findings revealed that all SJ have an account in an SM platform, while one out of three on Facebook, Instagram, Twitter and YouTube at the same time. Their majority (77.19%) consider SM to be very important tools for their job, as they use them to collect information (57.91%), mainly from facebook (68.42%), while their use is imposed by employers (75.44%). However, the vast majority of SJ (91.23%) do not trust SM as news sources and they cross-reference the information they obtain through them. With the imposed control on the disseminated information by the sports organizations, that now have their own Media, the access of the SJ to news sources within these organizations has been limited "enough" to "too much" for 61.4%. In this way the role of SJ as news gatekeepers has been affected "enough" to "too much" (78.95%). However, according to the same percentage of SJ, the organizations need to turn to the media for their promotion has not been overcome, as has been found in international surveys, as well as in Greece. The findings are generally in line with international researches and highlight the significant impact of SM as news sources that determine the sports news agenda of the Media. Further research in the future, with larger participants number, will show the depth of the impact, as well as in which Media type they extend more.

“Define TV Watching!” Psycho-social Factors and Screen Culture of Generation Z

**Anna Podara (Aristotle University of Thessaloniki),
Aimilia Kalliri (Aristotle University of Thessaloniki)**

The way we are watching TV has not changed a lot in the first 50 years of the medium's history, but now the changes are so radical that the concept of "watching TV"

means different things to different age groups, especially those born after 1996 (generation G) and do not know a world without the internet. Changes in viewing practices occur not only from technological convergence but from a set of factors, such as industrial changes, social and economic factors, ethics, age-maturity and the culture of each generation. This research uses qualitative tools to investigate what are the viewing habits of young viewers (RQ1), what are the differences in the way they watch TV content in relation to their parents (RQ2) and how psycho-social factors influence their perceptions of television viewing (EU.3). According to the findings, the answer to the question "what is television " will continue to be a matter of debate as long as the medium is at this crossroads. Coexistence with new media and social media offers new psychological and emotional experiences, including facilities because it helps to strengthen family and friendship ties and to develop the socialization of Generation Z. However, several traditional features of the television experience have not changed and seem to be a comparative advantage of traditional television over platforms.

Newspapers need not to die completely

**Stavros Kamaroudis (University of Western Macedonia),
Maria Deligianni (University of Western Macedonia)**

The circulation of newspapers (national, regional and local), is declining internationally including Greece in an even faster pace. Due to the pressure of television, radio, the internet and the New Technologies (ICT) which give extraordinarily many options to users. These findings led us to a first research by distributing a questionnaire to the students of our department and especially to students of the School of Social Sciences and Humanities, in the University of Western Macedonia, in Florina (Faculty of Early Childhood Education and Faculty of Primary Education), regarding their attitude to newspapers, buying and/or reading them. In this paper, the two researchers comment on those revealing findings and suggest innovative ways in order to create criticism gradually and regular readers for newspapers' presentation, study and their use in the classroom mostly in Primary and Secondary education as well as in Tertiary Education. From a linguistic and pedagogical point of view, the Press provides a remarkable opportunity for comprehension and production of written and oral speech. It would be worthwhile if we could engage school by connecting it not only with the Greek society but with the world Society as well as contributing to the acquisition of the Greek language (as a mother tongue) or enrich/improve language learning (as a second or foreign language), and above all these for the sake of multilingualism, cross-culturalism, comprehension and finally in Democracy. Maybe the newspapers are almost dead and we refuse to admit it, who knows?

SESSION 4

The memory of the Greek civil war in the communication strategy of the Greek political parties

Raymondos Alvanos (Hellenic Open University)

The Greek civil war (1944-1949) was a crucial historical episode with significant impact on the formation of the political identities of the Greeks and of the political discourse of the Greek political parties. The perception and the interpretation of the civil war by the Greek political parties has been neither unified nor stable. My paper will attempt to present how memory (or oblivion) of the events of the 1940's was positioned in the Greek public sphere in the period following the civil war till today. Yet, the main focus will be on the way political parties have employed the memory of the civil war in their political communication in recent years. What are the differences (or even similarities) in the way the civil war is presented and interpreted by political parties? What are the historical events of the 40's that the different political factions are focusing on and why? Why has the civil war recently been placed at the center of public debate? The main sources of my paper will consist of articles or speeches by politicians, press releases and commemorations of political parties, as well as relevant publications in the press or on the internet.

Foreign Policy on the internet. The case of the Prespa Agreement

Maria Karafotia (National Kapodistrian University of Athens)

The Prespa Agreement is connected with the Macedonian issue, which has been a long-standing, controversial one within the Greek public sphere so far ("national issue"). It has been covered not only in an ethnocentric way in the Greek media, but furthermore in a strongly nationalistic one. Thus, the subject of the present effort is the study of the ideology and the discourse of Nationalism through their manifestations in the Greek journalistic sites concerning the Prespa Agreement. The main goal is first to trace the mainstream concepts about national identity, the "national other" and the relation between them in our sample; second, to detect the probable changes in the way new media covered the Macedonian issue recently in comparison with the way the old media have done during the previous years; third, to study the various conditions under which the representation of the Macedonian issue has been shaped within the Greek media. According to the findings of our research, which is based on qualitative methods, there are some changes detected throughout our sample concerning the media coverage of the subject under investigation. Thus, the focus of our sample seems to move away from the cultural Nationalism towards the political Nationalism; from the crisis of national identity to the logic of approach between Greece and North Macedonia; from the concept of "national issues" to the concept

of “national interest”; the coverage of the Macedonian issue not only as a binary one, but also as a subject of international interest. According to our analysis, the above changes are mainly attributed not to a profound transformation of the way media cover the foreign policy affairs in Greece so far, nor to the internet as a new medium, but to the fact that the Greek media have realized that the subject under investigation is not the proper one to demonstrate the ideology and the discourse of Nationalism through it anymore.

Media in Turkey during the period of the Justice and Development Party's takeover of power

Nikolaos Liazos (University of Macedonia)

Media ownership in Turkey is concentrated in the hands of a few large private groups, which are often part of heterogeneous conglomerates controlled by businessmen. In addition, companies use their influence to support the financial interests of their owners, including seeking friendly relations with the authorities, which limits free opinions. The media also have a strong influence on public opinion in Turkey. This research aims to highlight the radical transformation of the Turkish media from 2002, after the Justice and Development Party led by Recep Tayyip Erdogan took over the power, to the present day. It is reported on the transformation of Turkish society as well as the media over the last 20 years. Turkey's media has undergone a radical transformation since 2002 and this media transformation is reflected in both ownership and control relations, as well as in the ideological approaches to media broadcasting. This paper addresses the subject of this transformation, considering the social cohesion. It is also examined the relations between power and the media from 2002 until today, which is analyzed in the context of the historical approach. This paper at the beginning focuses on the change in the structure of media ownership and control during the period of the Justice and Development Party based on the party's hegemonic strategies. It explores how this change is reflected in news reporting and aims to illustrate this change by setting the media as a starting point. Finally, this study discusses how the change in the ownership and control structure of the media is also reflected in the sphere of ideology.

The debate on sustainability in free public discourse in the context of the neoliberal political system

Thomai Baltzi (Aristotle University of Thessaloniki), Ioanna Kostarella (Aristotle University of Thessaloniki), Antonis Skamnakis (Aristotle University of Thessaloniki)

The concept of sustainability has been recognised as a landmark of modern societies and remains the only internationally and consensually recognised global development concept (Jacobsson, 2019). The concept of this project is based on the general 'change of

course', social, economic, cultural and environmental policies, in order to bring about the necessary transformation of the existing system (Raco 2014). At the same time, however, it is presented as a completely abstract concept that, instead of mapping an agenda and signalling any commitment to a structural transformation of liberal consumer capitalism, seems to be a tool for the artistic extension of its life expectancy (Swyngedouw, 2010). According to Fuchs (2017), questions about capitalism and class are largely neglected when actions that support increased sustainability in neoliberal society are promoted. Starting from this paradox, the main research question in this study is to capture how the term 'sustainability' is presented in relation to the existing neoliberal system, as well as which ideologies are expressed as neutral in the public media. The aim of this research is therefore to determine the role of the media in the understanding of sustainability and how it is shaped and established in the main public discourse. As a method of examination, critical discourse analysis is applied to the three most widely read newspapers in Greece. In order to produce in-depth results, the study aims to identify which debates are constructed, how many and which publications refer to sustainability in relation to capitalism and class, and which ideological frameworks are presented as neutral information. The analysis reveals an interesting paradox, pointing to contradictory conceptions of problems, responsibilities and solutions in relation to sustainable development, depending on whether it relates to the private or public sector.

SESSION 5

Readings and discourses of a crisis: Reports and comments on Efood's labor issue

Michalis Tastsoglou (University of Athens, University of Western Macedonia)

This analysis aims to describe the dominant ideas that emerged alongside Efood's labor issue. The food delivery company attempted to achieve a new labor agreement with its employees, but the project fell down as the platform's users objected to the company's practices and they massively started to unregister. The research's objective is twofold. First, to analyze and categorize Greek news sites reports according to the readings they suggest. Second, to analyze and categorize the Facebook users' comments in the pages of the same news sites. The categorization is referred to Stuart Hall's work. Hall suggested that media content can be decoded under three ways: the dominant, the negotiated and the oppositional. The method of the research is discourse analysis, a method which manages to reveal hidden meanings and ideological elements that govern texts. It is rather a problem-driven method which poses specific questions whose answers are detectable within texts. Therefore, the research scrutinizes discourses of journalists as well as citizens in order to enlighten the ideologies hidden behind their positions. The main research question is what

ideologies board on each discourse and how they are intertwined with the labor nature of the issue. The reports under analysis come from four different news sites, two of them tend to neoliberalism, while the other two tend to socialism. The reports will be presented according to the dominant reading they offer. Then the comments in their Facebook pages will be analyzed based on whether they adopt, negotiate or reject the suggested reading of the case. The results are going to present how citizens confront a usual problem of neoliberal governmentality.

Ideological Functions and Nationalism in the main news bulletins

Vasilios Tzotzis (University of Western Macedonia)

The paper will attempt to investigate the role of the mass media in shaping public perceptions of the Greek-Turkish conflict in the Aegean and the Southeastern Mediterranean. The approach is based on the functions of Ideology and especially Nationalism. The research's sample consists of three central bulletin news, two private and a state one, on October 7, 2021, the day of ratification in the parliament of the Greek-French military agreement. The purpose of this paper is to analyze the message conveyed in the light of Ideology and Nationalism, to present the ideological functions of journalistic discourse, the presence of ethnocentric discourse as a coherent element and to highlight the relations between the above assumptions. The study derives its theoretical base from the literature referring to the approaches to Ideology and the theoretical Schools of Nationalism. One of the main goals of this paper is to present a clearer comprehension and interpretation of the causes and consequences of the ideological and nationalist journalistic discourse, the events' decoding in the light off the ideological filters of the journalistic discourse, as well as the recording of the relationship between ideology and communicative aims. The methodology utilizes Critical Discourse Analysis and Content Analysis (quantitative & qualitative). The research demonstrates the dense existence of ideological discourse, as well as the existence of ethnocentric discourse in the transmitted message. Furthermore, it analyzes both qualitatively and quantitatively, the relations and sequences between the ideological functions and the theoretical approaches of the study of Nationalism. Microsoft Excel is used as a quantitative analysis tool. The paper suggests that there is a strong presence of ideological functions in the transmitted message, a permanent presence of nationalist discourse, a discriminatory construction of national identity, but also a necessary decoding of ethnocentric rhetoric regarding social practice in the protest about peace defense.

Diversity in the media: The case of the representation of refugees in Greek newspapers in times of crisis

**Georgia Gioltzidou (University of Western Macedonia),
Foteini Gioltzidou (Aristotle University of Thessaloniki)**

Diversity and heterogeneity have become much-discussed concepts, mainly due to the intense social phenomena that worry European citizens. Refugee-immigrant is one of these phenomena. In recent years, there has been a sharply distorted perception of the refugee and migration phenomenon, with the result that citizens consider the boundaries of the two situations indistinguishable. The present study investigates the way in which refugees and immigrants are represented in the Greek press. The work focuses on a period of crisis for Greece, during which refugee flows intensified rapidly, amid a series of political and diplomatic actions between Greece, Turkey and the European Union. Through a comparative study on the front pages of four Greek political newspapers, the study analyses how news covered and mainly the portrayal of refugees and immigrants by journalists. More specifically, the aspects of otherness are sought, as well as the data and the degree of discrimination of the refugees as a group with special characteristics, as they are projected by the newspapers. The central research question is whether a newspaper's political positions influence the way refugees are portrayed. Methodologically, the study is based on the theory of framing, which has become a dominant tool for describing, understanding and evaluating media content. The results of the research confirm Hall's positions (1981: 64, 87) that the media "not only distort reality, but also define it". The political positions of the newspapers strongly influence the way they describe and present major issues of otherness such as the representation of refugees in times of crisis.

Public Support for European Disintegration: Cultural threat or Economic Anxiety? The cases of Greece and Italy, between 2012 and 2019

George Georgarakis (Columbia University and Sciences Po)

Since the 2008 financial crisis and the subsequent immigration crisis, public opposition to European integration has increased in southern European countries. This disaffection against European integration has coincided with public support for far-right ideologies and parties in Greece and Italy, two southern countries that were hit hard by both crises. However, it is still unclear whether public attitudes toward European integration are driven by economic grievances or cultural concerns. To explore this question, we draw on data from the Eurobarometer between 2012 and 2019. This study aims to provide further evidence about the cultural and utilitarian foundations of the European public opinion.

SESSION 6

CONFERENCE

ENVISIONING THE FUTURE OF COMMUNICATION
CHALLENGES · TRENDS · OPPORTUNITIES

KASTORIA · 13-14.12.2021

View of twitter social bots on 2019 European elections

Thomai Voulgari (Aristotle University of Thessaloniki), Vasilis Vassilopoulos (Aristotle University of Thessaloniki), Antonis Skamnakis (Aristotle University of Thessaloniki)

The rise of social networking platforms has entirely changed the way we interact and communicate with each other in many ways. Political parties and individual politicians use automation tools and Artificial Intelligence Software in order to manipulate public opinion online (Boshmaf, et al., 2011; Ratkiewicz, et al., 2011a; 2011b; Metaxas and Mustafuraaj, 2012; Alexander, 2015; Abokhodair, et al., 2015). Specifically, they create and promote purposeful content on Twitter using algorithmic tools. Bots are operated on social media networks in a way thus making it more difficult to recognize them with absolute certainty. Twitter has been an important tool and subject of extensive research over the last decade, and in contrast to other social media platforms, it enables users to follow as many people as they want without Twitter-mediated social interaction (Kwak, Lee, Park and Moon 2010). The aim of this research is the role and activity of bots in the political propaganda of Twitter and specifically, in the European elections of 2019, as well as the usage of the technological applications of social media of political parties and leaders in Germany, France, Italy and Greece, as a method of influencing electoral processes using automated means. For this reason, we collected large amount of data Twitter of almost 100 party leaders and MEP candidates between 10th of May and 30th of May 2019 by using innovative network analysis tools, such as Botometer which is a popular bot detection tool developed at Indiana University.

Our research based on content analysis of tweets and the study examined over 314.254 election-related tweets. We found that politicians use Twitter as a critical tool for posting messages during election campaigns. They didn't try to enter into political dialogue with the public. The content of tweets we have analyzed is mostly reproduction and recycling and not a primary one.

Emerging Technologies and the Future of Political Campaigning

Georgios Lappas (University of Western Macedonia)

Emerging technologies like AI, IoT, VR and AR are going to reshape our way of living and communicating. Although these technologies are not new, now they reached a maturity level that are becoming widely available outside research labs to be in hands at households and single users. Moreover, these technologies seem to converge to create a new digital universe where communication will be reshaped. Political communication and political campaigning in this new universe, face new challenges to extend their frontiers to new unseen levels. In terms of evolutionary, our days may look alike the days when the web has been discovered in the 1990's, providing the turning point to the wide use of the internet and its shift from the academia and the labs to the households and single users. At that time researchers, companies and single users were also trying to interpret the capabilities

of the web and were trying to envision the impact that will make on their lives and on communication. Are we now, equivalently to those web discovery days, living the rise of the era of these new technologies that will impact on communication and political campaigning at unseen new levels? Can we interpret and envision these emerging technologies to new ways of communication and usage in political campaigning? We 'll try to approach some of the answers to these questions and envisioning the future of political campaigning.

**Greek political leaders on Instagram:
Pre-electoral and non-pre-electoral "visual flows".
A comparative analysis.**

Stamatis Poulakidakos (University of Western Macedonia)

Through social media communities, politicians communicate professional, personal, or even private information and try to "connect" with influential personalities or ordinary people. More specifically, the use of Instagram by politicians can be approached as a way of producing "visual flows" of professional, personal, and private moments. The present study comparatively examines the ways in which the leaders of the three biggest -based on their electoral percentage- political parties in Greece (New Democracy, Sy.Riz.A., Kin.AI.) shape their "image" through their posts on Instagram during the "multiple" pre-electoral period of 2019 (European elections, Municipal-Prefectural elections, Parliamentary elections) and a non-electoral period (first half of 2018), in order to identify similarities and differences in the communication strategies of the aforementioned politicians per period.

**Social climate and psychological response
in the first wave of the COVID-19 pandemic in Greece**

Domna Michail (University of Western Macedonia), Dimitris Anastasiou (University of Southern Illinois), Nektaria Palaiologou (Hellenic Open University), Georgios Avlogiaris (University of Western Macedonia)

This study examines how the social climate was associated with the psychological response during the first wave of the COVID-19 pandemic. Using a structural equation model linking economic crisis to social climate (pandemic fear, social and psychological distress, civil protection, and population's response), and to psychological response (perspectives of life, and reconsidering values), we tested their multivariate relationships in an academic community sample. At the first level of the model, the economic crisis was significantly associated with the social climate: pandemic fear, social/psychological distress, and civil protection. At the second level, social/psychological distress was associated with the pandemic fear and civil protection, whereas the pandemic fear was associated with population's response to governmental measures. At the third level, civil

protection was directly associated with the psychological response-resilience variables: perspectives of life and reconsidering values. The model explained a significant amount of the variance in population response (62%), reconsidering values (42%), and perspectives of life (32%). Moreover, women presented higher levels of social/psychological distress, pandemic fear, and perspectives of life. Finally, younger people were more affected by the social/psychological distress and pandemic fear, whereas older people presented higher levels in population's response to governmental measures.

The use of Facebook by Greek Municipalities during the first wave of the pandemic of Covid-19

Anastasia Kani (University of Western Macedonia)

The present study tries to shed light on the use of Facebook by Greek municipalities during the first wave of the lockdown in Greece and specifically the period from the announcement of the first covid-19 patient (February 26, 2020) until the end of the first lockdown (May 4, 2020). Towards this end, a hand-coded quantitative content analysis was performed in 3,478 covid-related posts that were published during the examined period by 241 municipalities that had an official Facebook page and posted messages on that period. Results indicate that the highest number of posts originated from the municipalities of Herakleion, Minoa-Pediadas, and Kastoria, which were the most affected by covid-19. These municipalities experienced high number of covid cases and deaths during the first wave and as a response they tried to inform citizens by posting frequently covid-messages. Facebook was utilized as a one-way broadcasting medium through which the mayor called citizens to respect the preventative measures for covid-19 (31.9%). Moreover, Facebook posts were related to announcements about local measures (21.5%), operations and services performed by the municipality in response to covid-19 (16.4%), and number of covid-cases in the municipality (18.3%). To a lesser extent municipalities engaged in dialogue with citizens under their posts by responding to them (only 0.3% of posts). On average, each post received 57 likes, 2 comments, and almost 10 shares. Thus, it can be argued that covid-related posts generated a satisfactory engagement in the terms of post popularity and virality. Findings of the study shed light on the way municipalities in Greece utilize social media as a crisis communication tool for a health-related crisis.