

#iafor



TEACHING ART TO CHILDREN

DRAWING TREES & FOLIAGE

REMBRANDT
LA PEINTURE

AN
INTRODUCTION
TO
ENGLISH
PAINTING

HILL

OIL PAINTING

PAINTING AND DECORATING (Advanced)

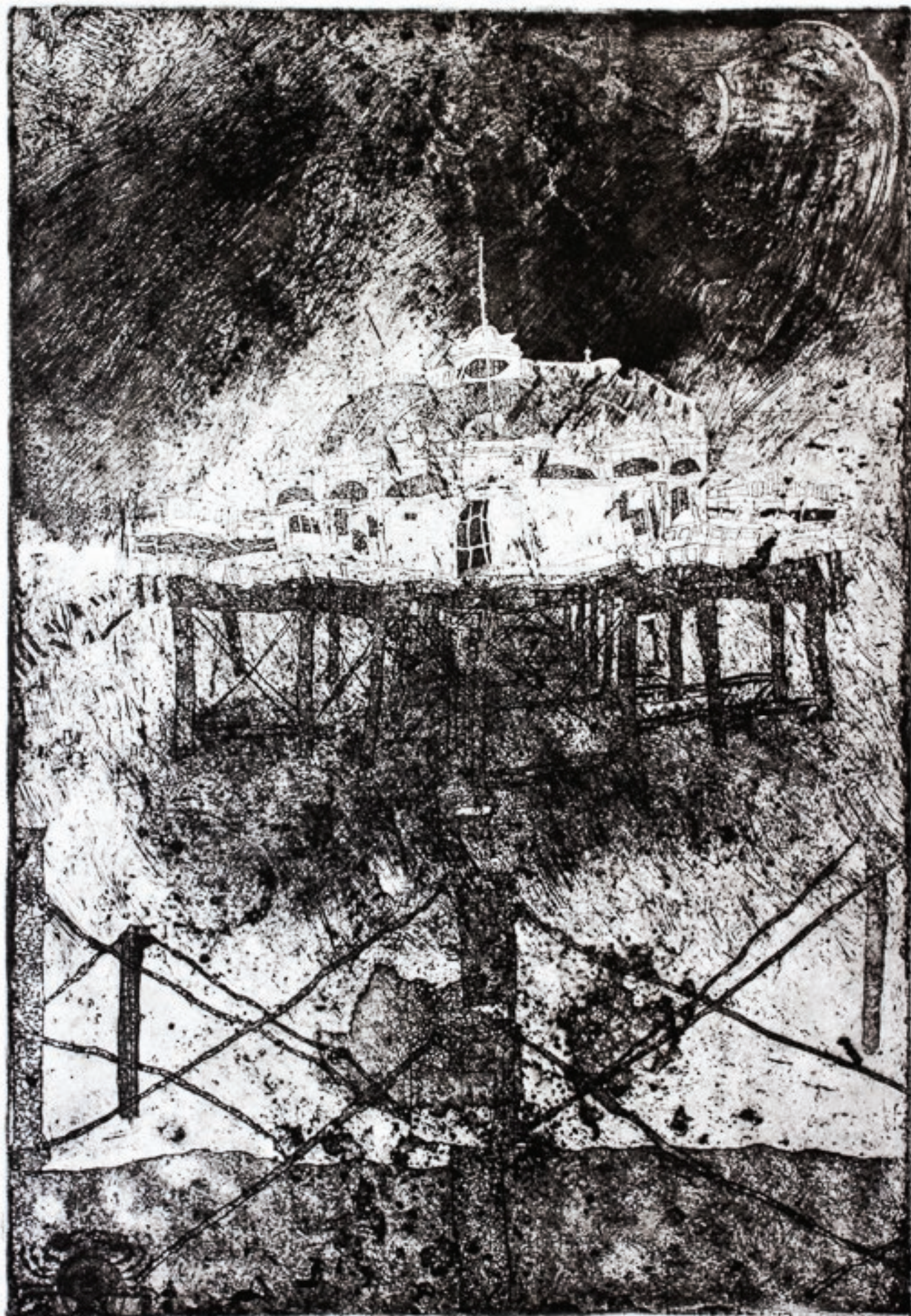
THE
MAGAZINE
OF ART
ILLUSTRATED

SACRED
ART

MASTERS PIECES
OF
BRITISH
ART

iafor would like to thank its global institutional partners







ECAH ECCS LibEuro Euromedia 2015 Programme Cover Image:
 “Books” by Jim Haldane

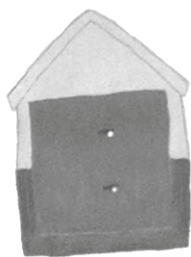
About the Artist

Jim Haldane was born in Hove in 1945 and studied Illustration at Brighton College of Art and then at the Royal College of Art, where he was awarded an M.A. with distinction in 1968, one of only two that year and where he was described by the then Head of the School as ‘one of the few exceptional students I have ever taught’ (The Times, January 21 1971), also winning the prestigious American Scholarship.

After several successful years as an illustrator in the 1970s, working for the likes of the Sunday Times, the Observer and such multinationals as Shell Oil (for whom he has illustrated their annual report), Jim decided that he felt too constricted by commercially lead work and resolved to concentrate on fine art.

For the past twenty-five years Jim’s dedication to fine art has been unwavering and he has produced an enormous body of work which continues to break new ground in such diverse areas as acrylics and printmaking, where he has perfected a unique coloration technique.

Jim’s work sells all over the world yet at heart he is a local artist and finds inspiration in Brighton’s great and diverse architecture as well as the changing moods of the sea.



welcome to brighton & hove

Dear Delegates,

Welcome to the city of Brighton & Hove, a vibrant and diverse centre of Arts and Culture.

Ever since the Prince Regent first visited in 1783, Brighton & Hove has been England's most exciting seaside city, and today it's as vibrant, eccentric and cosmopolitan as ever. As Mayor it's my job to try and represent our city to others and its civic life to the people who live here... quite a job, considering the depth and breadth of our offer.

Our city has a bohemian, artistic and eccentric atmosphere that can't be found anywhere else in the UK. We combine the modern with the traditional and the outlandish with the everyday; tempting and treating visitors and residents alike with a unique cultural experience.

If you've never visited I urge you to get out and about and make the most of the rich cultural mix - Regency architecture, pleasure pier, specialist shops, pavement cafés, lively arts and of course the exotic Royal Pavilion. Everything's in walking distance, so take time to explore and enjoy what the city has to offer.

Our City-by-the-sea has a passion for creativity, a desire to look at things differently, and a friendliness that attracts visitors from all over the world. Whether it's the sea air that changes your perspective or the lively North Laine that buzzes day and night, I am sure that Brighton & Hove has got that special something that will inspire.

I wish you every success with your conference and hope you have a long and enjoyable stay.

letter of welcome



Councillor Lynda Hyde
Mayor of the City of Brighton & Hove

welcome to brighton & hove



Dear Delegates,

The International Academic Forum (IAFOR) returns to the wonderful seaside city of Brighton and Hove for the third year running, an artistic, cultural and educational hub, known as the home to a diverse and inspiring population, and our conference home in the UK.

This 2015 conference series, organized in four separate events over two weeks, welcomes more than 800 participants representing more than fifty countries in an international, intercultural and interdisciplinary celebration.

Since 2009, IAFOR has promoted and facilitated research synergies and partnerships between individuals and institutions in, and between Asian countries, and between Asian countries and the outside world. This function as a network hub has seen IAFOR grow to develop partnerships with many of the world's foremost institutions of learning, and this event is strongly supported by this global partnership, and includes such institutions as Waseda University (Japan), Birkbeck University of London (UK), The National Institute of Education (Singapore), The National University of Tainan (Taiwan), Lincoln University (UK), the Hong Kong Institute of Education (HKSAR), Auburn University (USA), Virginia Tech (USA), Monash University (Australia), Lehigh University (USA), NorthWestern University (USA), Barcelona University (Spain), and most recently Moscow State University (Russia).

IAFOR has built a tradition of hosting truly international, intercultural and interdisciplinary conferences. People working in a great range of cultures, contexts, and academic areas come together to share their perspectives on common human issues. The result is invariably a unique experience of learning and sharing and making new contacts for future collaboration, and I do expect us to continue in this tradition.

This conference, the fourth in a series of four, will bring together scholars and practitioners covering Arts & Humanities, Cultural Studies, Literature & Librarianship, Film, Media, and Mass Communication and we hope that you will enjoy the rich and diverse program over the next few days together.

If you enjoy this event, then I would encourage you to explore other IAFOR conferences, including announced events in the UK, Japan, Dubai, and Hawaii in 2015 and early 2016, and with events in Boston, Barcelona and Singapore in the planning stages for later in 2016 and 2017.

I would like to thank the conference chairs and the keynote and featured speakers, as well as each and every delegate, from wherever you have come, and I look forward to meeting you all.

Respectfully,

Dr Joseph Haldane, Ph.D. (London), F.R.S.A., F.R.A.S.
President, IAFOR



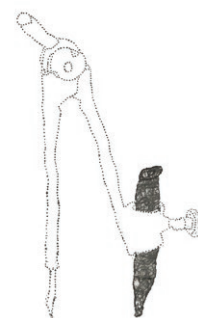
letter of welcome



About 3min walk

The Lanes and Seafront

VisitBrighton
www.visitbrighton.com



conference at a glance

Getting to the Conference Venue

By Rail from London

London is the hub of the UK's rail network and it is easy to travel by train to Brighton and the South Coast from the major London stations. The fastest direct travelling times from London to Brighton are:

London Victoria – 52 minutes (direct)
London Bridge – 58 minutes (direct)
London St Pancras – 1 hour 16 minutes (direct)

Rail services in the UK are operated by a number of private train operators. The key operators to Brighton are Southern and First Capital Connect. Trains arrive into Brighton mainline station on Queens Road. Regular rail connections also serve Hove and take just a few minutes from Brighton.

Central Brighton (including the Thistle Brighton) is easily walkable (about 15 minutes) from Brighton Station, but if you require a bus or taxi - these are both available at the front of the station.

If you are travelling from Europe, the Eurostar train arrives from Europe at St Pancras, London, where there are direct train connections to Brighton.

Travelling to Brighton from the London Airports

London Gatwick Airport

Trains from Gatwick to Brighton take approximately 30 minutes direct and run regularly. The Gatwick South rail station is directly linked to Gatwick's South Terminal and just a few minutes away from North Terminal via a transit train link. You do not need to reserve tickets in advance.

London Heathrow Airport

By Rail: Take the London Underground to London Victoria and connect with a mainline train to Brighton. Alternatively, take the Heathrow Express to Paddington and then the Underground to Victoria. The Heathrow Express is probably quickest but the Underground is the cheaper option. The Journey takes approximately 2 hours 15 minutes, depending on your chosen route and connection times.

By Coach: National Express is the major coach operator serving Brighton. Most international flights arrive at Terminal 4 and 5. From Terminal 4 & 5 there are coach departures every hour. The journey takes 2 hours to 2 hours 30 minutes depending on the airport terminal you are departing from, and costs around 20 GBP each way. Brighton Coach Station is located next to Brighton Pier and is a 2 minute walk from the Thistle Brighton. Full information is available on the National Express website.

Information and Registration

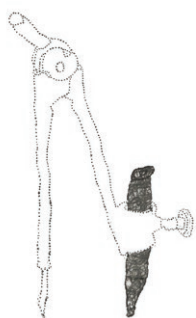
If you have already paid online or by bank transfer, you will be able to pick up your registration pack at the Conference Registration and Information Desk. This will include a tote bag, the conference programme, and receipt of payment. At this time you will also be given a name card, and lanyard. For those wishing to pay on the day, please note that we are able to accept credit cards, however, we cannot accept payment in foreign currencies.

If you are a presenter, your official certificate of presentation can be collected after your session at the Conference Registration and Information Desk. Audience members can collect a Certificate of Participation at anytime during the conference.

The **Conference Registration and Information Desk** will be located at the following times and locations during the conference:

Monday	15:00-17:00 on the 2F Library Terrace
Tuesday	09:00-11:30 in the BIF Renaissance Foyer
Tuesday	12:00-17:00 on the 2F Library Terrace
Wednesday	08:30-17:00 on the 2F Library Terrace
Thursday	08:30-15:00 on the 2F Library Terrace

If you have any questions or concerns, IAFOR staff and hotel staff will happily assist you in any way they can.



conference at a glance

Monday, July 13, 2015

8:30-18:00 Pre-Conference Tour of Kent & East Sussex

This is an optional, ticketed event and there are a limited number of places. Pre-reservation is required. Please meet in the lobby at 8:30 AM for a prompt 8:45 AM departure. The tour bus will return to the Thistle Brighton by 18:00.

15:00-17:00: Conference Registration & Information Desk Open (2F Library Terrace)

18:00-19:30: Conference Welcome Reception (2F Library Terrace)

To open the conference, come and enjoy a few glasses of beer; wine, or a choice of soft drinks if you prefer. You can meet with fellow delegates and network. All registered attendees and spouses/partners are welcome.

Tuesday, July 14, 2015

9:00-11:45: Welcome, Keynote Speaker, and Featured Speaker Session (Renaissance Suite)

9:00-9:10: Welcome & Introductory Addresses (Renaissance Suite)

Alexander Pratt, Deputy Director of Operations, IAFOR
Joseph Haldane, President, IAFOR

9:10-9:30: Conference Chair Address (Renaissance Suite)

Stuart Picken, Chairman of the International Advisory Board, IAFOR
Donald Hall, Lehigh University, USA

9:30-10:00: Keynote Presentation (Renaissance Suite)

Svetlana Ter Minasova, Moscow State University, Russia

10:00-10:30: Coffee Break

10:30-11:00: Featured Presentation (Renaissance Suite)

Marcus Chidgey, Captive Minds, UK

11:05-11:35: Featured Presentation (Renaissance Suite)

Rodney F. Hill, Herbert School of Communication, Hofstra University, USA

11:35-11:45: Conference Photograph (Atrium Lounge)

11:45-12:45: Lunch Break

12:45-14:15: Parallel Session I (various rooms) & Poster Session I (Library Terrace)

14:15-14:30: Break

14:30-16:00: Parallel Session II (various rooms)

16:00-16:15: Break

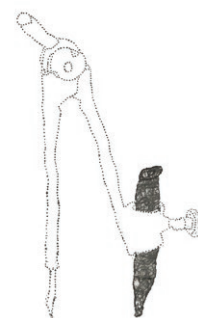
16:15-18:45: Featured Film Screening (Renaissance Suite)

Youth Without Youth - written & directed by Francis Ford Coppola
Introduced by Rodney F. Hill, Herbert School of Communication, Hofstra University, USA

18:45-21:00: A Night Out in Brighton: Official Conference Dinner

The official conference dinner will be held at the Hilton Brighton Metropole, and provides a relaxed and enjoyable environment to meet and network with other delegates. This is ticketed at 50GBP and there are a limited number of places; pre-reservation is required.

The party will leave the Thistle Brighton 2F Library Terrace at 18:45, so please be there in good time. The venue is a short walk away. The conference dinner will begin at 19:00 at the venue and will finish at 21:00.



conference at a glance

Wednesday, July 15, 2015

9:00-10:30: Parallel Session I (various rooms)

10:30-10:45: Break

10:45-12:15: Parallel Session II (various rooms)

12:15-13:15: Lunch Break

13:15-14:45: Spotlight Session I (Tennyson Suite) & Poster Session II (Library Terrace)

14:45-15:00: Break

15:00-16:30: Parallel Session III (various rooms)

16:30-16:45: Break

16:45-17:15: Spotlight Session (Renaissance Suite)

17:20-18:30: Keynote Presentation & IAFOR Documentary Photo Award Presentation (Renaissance Suite)
Paul Lowe, London College of Communication, University of the Arts London, UK

18:30-19:00: Awards Reception (Renaissance Suite)

Thursday, July 15, 2015

9:00-10:30: Parallel Session I (various rooms)

10:30-10:45: Break

10:45-12:15: Parallel Session II (various rooms)

12:15-13:15: Lunch Break

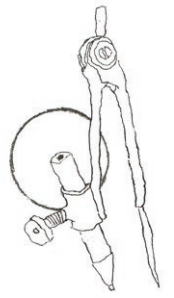
13:15-13:45: Media Ethics Panel (Tennyson Suite)
Jon Elford, BBC Media Action, UK
Stuart D.B. Picken, IAFOR Chair & Conference Chair

13:50-14:35: Keynote Presentation (Tennyson Suite)
Regenia Gagnier, University of Exeter, UK

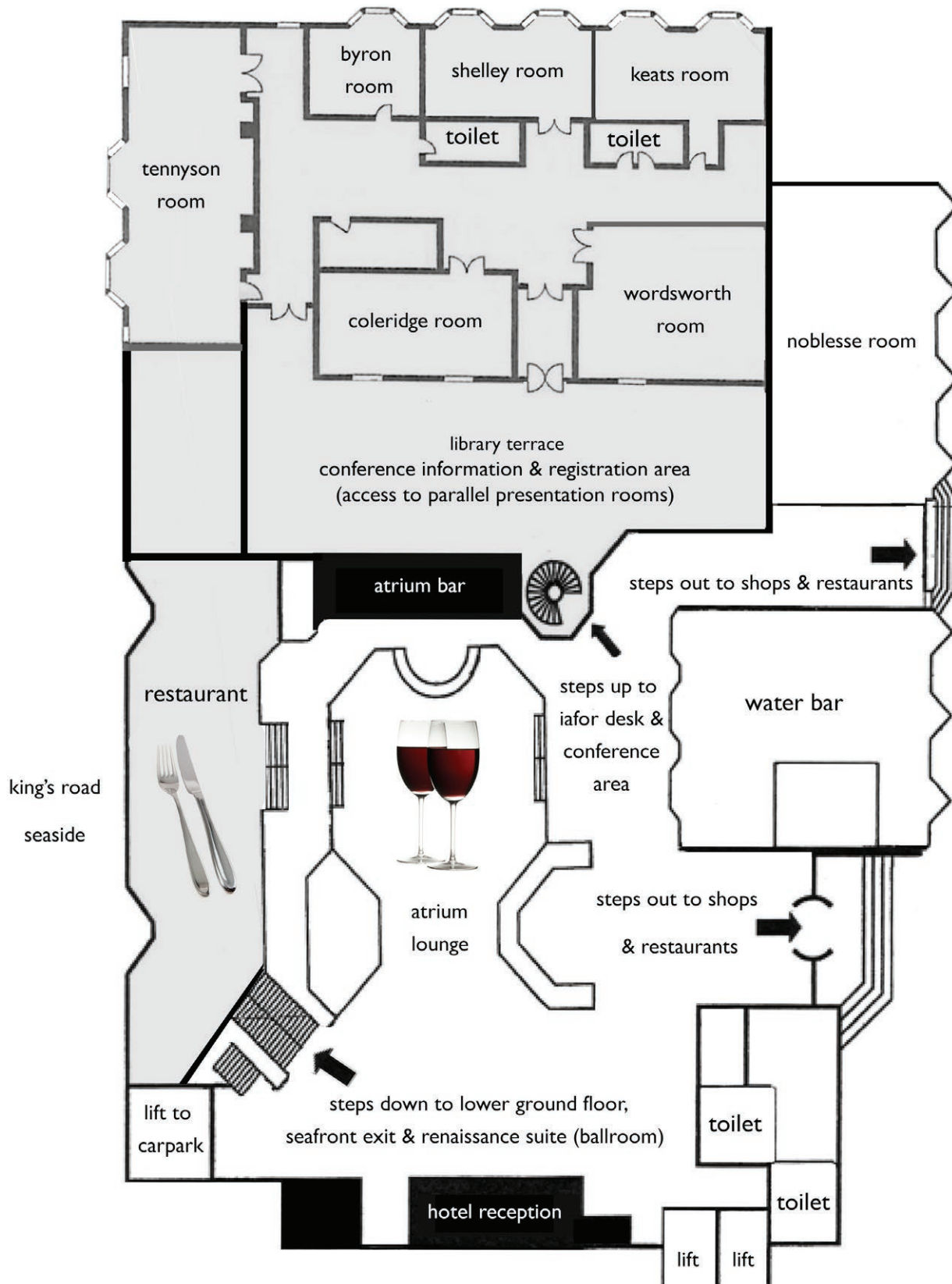
14:40-15:10: Conference Closing Address (Tennyson Suite)
Join us for a conference highlights photography slideshow and closing remarks from Dr Joseph Haldane (IAFOR President) and Professor Stuart Picken (IAFOR Chair & Conference Chair).

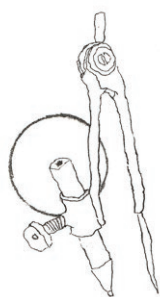
Conference Map

Floor Guide



thistle brighton conference map





conference guide

What to Wear & Bring

Attendees generally wear business casual attire. You may want to bring a light jacket or sweater as the temperature in meeting rooms is often difficult to control.

Security

Do not leave personal items or conference bags unattended anywhere in the Thistle Brighton as they will be taken away by security. For the enjoyment of all participants, inappropriate behavior will not be tolerated and offenders will be removed from the premises.

Smoking

Smoking is not permitted in the Thistle Brighton.

Internet Access

There will be a free WiFi internet connection throughout the conference areas. However, this can be unreliable and we would strongly suggest that you do not rely on a live connection for your presentation.

For your convenience, there will also be a limited number of computers at the Conference Information Desk.

Printing

There will be a printer behind the Information Desk in the base room, and we are able to offer a complimentary printing service of up to ten A4 sheets should you need this. Please be advised that printing may not be available in peak times.

Badges

When you check in, you will receive a conference package, which includes your name badge. Wearing your badge is required for entrance to the sessions. If you lose your badge it can be replaced for a fee of 40GBP. You must wear your badge at all times during the Conference. If you are not wearing your badge, security will stop you and ask you to show your ID and evidence that you are registered. Those unable to show proof may be escorted from the Conference by security.

There are 4 colours of badges indicating the type of conference participant:

BLUE: Presenters, Exhibitors, and General Audience

YELLOW: Keynote and Featured Speakers

BLACK: IAFOR Staff & Board Members

RED: Single Day Audience

Photo/Recording Waiver

There will be photography, audio and video recording at the conference. By entering the event premises you give consent to the use of your photograph, likeness or video or audio recording in whole or in part without restriction or limitation for any educational, promotional, or any purpose for distribution.

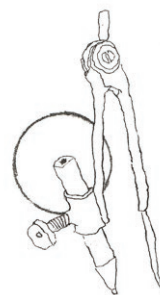
Refreshment Breaks

Complimentary coffee, tea, and water is available throughout the day at the refreshment station located next to the Conference Registration Desk. Light snacks will be provided once in the morning and once in the afternoon.

Meals & Drinks

Packed lunch will be provided by IAFOR. If you provided your lunch choice in advance, you will receive a lunch ticket for the conference when you check in at the Conference Registration Desk. Please show your ticket to the catering staff when collecting your lunch during the advertised daily lunch period. If you have special dietary requirements please let us know in advance.

Meals can also be purchased at any of the restaurants or convenience stores in and around the Thistle Brighton.



conference guide

Conference Welcome, Keynote Speaker & Featured Speaker Session: Tuesday 9:00-12:00

The plenary session will be held on Tuesday morning, with the event beginning at 9:00 AM in the Renaissance Suite on the lower ground floor. Please arrive in good time if you wish to attend the session. There will be an interval after the first featured address and complimentary refreshments and snacks will be served. The plenary session will be followed by the official conference photograph.

Parallel Speaker Sessions

Parallel Sessions will run from 12:45 on Tuesday afternoon, and from 9:00 AM on other days. They are generally organized into streams. Sessions include two or three presenters. Each presenter has thirty minutes which includes Q and A time. The session length reflects the number of presenters.

Presentations and Equipment

All rooms will be equipped with a MacBook computer pre-installed with PowerPoint and Keynote, that is connected to a wide-screen TV. If you wish, you may directly link your own PC laptop, although we advise you to use the computer provided by plugging in your USB flash drive.

We recommend that you bring two copies of your presentation in the case that one fails, and suggest sending yourself the presentation by email as a third and final precaution.

Session Chairs

Session Chairs are expected to introduce themselves and other speakers (briefly), hand out presentation certificates at the end of the session, ensure that the session begins and ends on time, and that the time is divided fairly between the presentations. Each presenter should have no more than 30 minutes in which to present his or her paper, and respond to any questions.

The session chair is asked to assume this timekeeping role, and to this end, a yellow and red timekeeping card is used as a visual cue for presenters, letting them know when they have 5 minutes remaining, and when they must stop.

Please follow the order in the programme, and if for any reason a presenter fails to show, please keep to the original timeslots as delegates use the programme to plan their attendance.

Presentation Certificates

Poster presenters can pick up a certificate of presentation from the Information Desk after their session. All other presenters will receive a certificate of presentation from their session chair or a member of staff at the end of their session.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. We recommend that the 30 minutes presentation timeslot be divided as follows: 20 minutes for the paper and 10 minutes for Q and A. Please don't talk during sessions and please turn off your phone or set it to silent during presentations.

Poster Sessions & Requirements

Sessions are 90 minutes in length and are held on the 2F Library Terrace.

The poster frames are B1 and so it is recommended that posters be no larger than B1 (707mm x 1000mm/27.8 inches x 39.4 inches). A1 (594mm x 841mm/23.4 inches x 39.4 inches) is also fine. If your poster is oversized, then we will be able to provide tape. Please be aware that there are no on-site poster facilities for printing posters.

Conference Proceedings

The Conference Proceedings are published on the IAFOR website (www.iafor.org), and can be freely accessed as part of the research archive.

All authors may have their full paper published in the online conference proceedings. Full text submission is due by August 16, 2015 through the online system. The proceedings will be published on September 16, 2015.

Authors will have PDF copies of their offprints emailed to them by the IAFOR office by the end of October 2015.

Returning Delegate Discount

Every year we have a growing number of delegates who have presented at previous IAFOR conferences. To show our appreciation, IAFOR would now like to offer you a 10% discount off your next IAFOR conference registration. This offer is valid for the next 12 months and covers any IAFOR conference that you may choose to attend.

Conference Chairs, Keynote Speakers & Featured Speakers





Professor Svetlana Ter-Minasova is President of the Faculty of Foreign Languages and Area Studies at Lomonosov Moscow State University, Russia, and Professor Emeritus in the University. She holds a Doctorate of Philology from the University, and has published more than 200 books and papers on Foreign Language Teaching, Linguistics and Cultural Studies, and has lectured widely throughout the world.

She is Chair of the Russian Ministry of Education's Foreign Language Research and Methodology Council, President and founder of both the National Association of Teachers of English in Russia, and the National Association of Applied Linguistics. She holds the Lomonosov Award, Fulbright's 50th Anniversary Award, and was named Doctor Honoris Causa by the University of Birmingham in the UK, the State University of New York in the USA, and the Russian-Armenian University, in Armenia. She is the honorary president of the IAFOR Language Research Institute and a member of the IAFOR International Advisory Board.

Keynote Presentation: 'Language Grows Out of Life' And Makes a New One (A Comparative Study of English and Russian Languages and Cultures)

Language reflects life, this is common knowledge: language is a mirror of anthropological culture, which is a way of life. This is its "passive" function. But what is more important nowadays: language also makes or creates both life and the people who use the language as a means of communication. This is its active function.

In this paper both functions which are, of course, indissolubly connected will be illustrated by the material of both languages under study: English and Russian. Consequently, the difference between the national characters formed by the languages will be seen quite clearly. The illustrations will be given from both vocabulary and, mostly, grammar. The latter seems to be more interesting because it is better hidden and not so straightforward and obvious as the former.

The paper deals with both linguistic and cultural studies which are intertwined, interdependent, and charged with language and anthropological culture to the utmost possible degree.

These issues will be illustrated, firstly, to show the part the English language and the British culture play in forming the English/British national character and, secondly, to demonstrate how in the era of globalization the English language and American culture influence and recreate languages and cultures of the speakers of other languages. The illustrations will be given from the two above-mentioned worlds: the English-speaking and the Russian-speaking ones.

Keynote Presentation

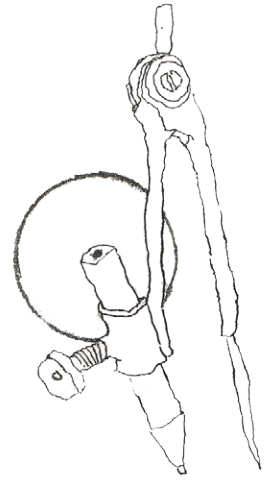
Tuesday, July 14, 2015

09:30 - 10:00

Renaissance Suite

Marcus Chidgey

Captive Minds, UK



ecah eccs libeuro euromedia 2015 featured presenter

Marcus Chidgey is Chief Executive and Founder of Captive Minds, an international public relations and marketing agency. After graduating from the University of Exeter, Marcus lived and taught English in Japan for a year, before returning to work for Apple in 2001, where he helped to launch the iPod and Mac OSX. Inspired by his time at Apple, Marcus sought other creative opportunities which saw him founding Captive Minds in 2003. Today the company has offices in London and New York and works with brands as diverse as Glenfiddich, Helly Hansen, Virgin Money, Willis Group and Massey Ferguson. It also represents rights-holders including Cirque du Soleil, Walking with the Wounded and FI Fanzone. The agency possesses an influential board and invests in its own rights portfolio that includes talent, event and media properties. In the last year, Captive Minds' campaigns have spoken to over a billion people in more than 120 countries worldwide; delivered in excess of 5000 pieces of separate media coverage; had primetime coverage on most major UK and US TV news networks; delivered live broadcasts from Antarctica; broken two world records; have been featured in several books and TV programmes; have won several prestigious international awards; and have even been honoured by The White House and discussed at the United Nations.

Marcus is the strategic force behind Captive Minds, shaping the agency's client offering and development of rights. He also directs the agency's digital ventures that include real-time client media analytics and a mobile app CRM platform. In the past, he has led consultancy projects for the UK's Department for Education, local government and several well known eBusinesses.

Alongside his role as CEO at Captive Minds, Marcus is a director of the Global Partnerships Forum, a founder and director of Captive Health and Chair of Trustees for a Royal Marines charity called Commando 999. He sits on the advisory board of the International Academic Forum. Marcus is married and lives in London.

Featured Presentation: The Power of the Individual - The Media Business vs Digital Democracy

When a specific event dominates mainstream media discourse, hero, villain and victim characters are typically created. As the story plays out, complex and challenging social issues are distilled and recast around who these individuals are, their actions and what they represent.

Such stories have the power to change public perception, challenge government and shape policy – the portrayal of these individuals forces us to make moral judgements on society.

Yet mainstream media outlets are often predisposed to sensationalism, honing in on specific individuals and circumstances to suit their audiences. As such, the social lens can become skewed, generating false positives whilst underplaying meaningful cultural trends.

In the UK, excessive media power has necessitated a recent government inquiry to recommend a more potent regulatory system. Meanwhile, social media and citizen journalism are at levels of public adoption which now command real agenda-setting potential.

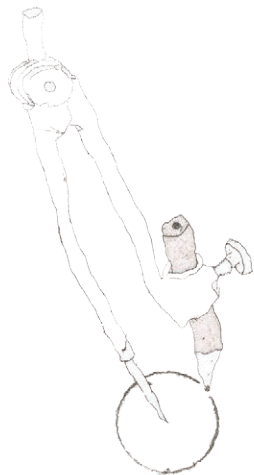
This talk will examine what this new balance of power might mean for the public consciousness, media institutions and government. He will present the argument that the role of the individual has never been more important or influential – especially when it comes to reframing our perception of society.

Featured Presentation

Tuesday, July 14, 2015

10:30-11:00

Renaissance Suite



ecah eccs libeuro euromedia 2015 featured presenter

Rodney F. Hill

The Herbert School of Communication, Hofstra University, USA



Rodney F. Hill, Assistant Professor of Film in the Lawrence Herbert School of Communication at Hofstra University, holds a Ph.D. from the University of Kansas and an M.A. from the University of Wisconsin – Madison. He is co-author of *The Francis Ford Coppola Encyclopedia* and *The Encyclopedia of Stanley Kubrick*, co-editor of *Francis Ford Coppola: Interviews*, and a contributor to several other books, including *The Essential Science-Fiction Television Reader* and *The Stanley Kubrick Archives*. His essays have appeared in *Film Quarterly*, *Cinema Journal*, *Literature/Film Quarterly*, and elsewhere. In addition to his academic experience, Dr. Hill worked for several years in film distribution and marketing, handling theatrical campaigns for such films as Edward Yang's *Yi Yi*, François Ozon's *Under the Sand*, and the Oscar-nominated documentary, *On the Ropes*.

Featured Presentation: The Power of the Independent Film Artist: Francis Coppola's *Youth Without Youth*

A great deal of cultural power accrued to Francis Ford Coppola in the 1970s, thanks to the phenomenal success of *The Godfather* (1972) and *The Godfather-Part II* (1974). While these films are undeniable masterpieces of the American cinema, they do not stray too far from the dominant, classical mode of filmmaking perpetuated by the commercial film industry. Indeed, for most of his career, Coppola has been alternately at odds with and indebted to the power elites of the Hollywood establishment. Yet despite his blockbuster successes, his dream has been to produce smaller, more personal, independent films, closer to the art-house tradition than to the classical Hollywood model. In recent years, Coppola finally has attained the economic freedom to make films on his own terms, without having to bow to the commercial dictates of "the system."

In 2007, after a ten-year hiatus from directing (which followed an equally extended period of "work for hire"), Coppola reclaimed artistic control over his films, taking on a low-budget, independent approach to production. This new, "student-filmmaking" phase, as Coppola only half-jokingly calls it, commenced with *Youth Without Youth*, adapted from a novella by noted Romanian linguist Mircea Eliade. The story, about a septuagenarian professor (Tim Roth) whose youth is miraculously restored after he is struck by lightning, clearly parallels Coppola's own situation as an aging artist who still feels (and thinks) like a young man. Roth's character also finds himself imbued with supernatural powers, which not only aid him in fending off shady political operatives who want to discover his secrets, but also lead him through a personal, spiritual reawakening. Although not an original script, *Youth Without Youth* nonetheless offers a compelling example of the sort of personally-inflected filmmaking that Coppola has always wanted to pursue; and his return to the kind of low-budget mode of production that he has not practiced since the late 1960s has, curiously, allowed him to reassert his artistic prowess.

Featured Presentation

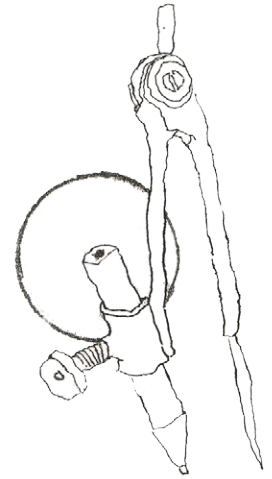
Tuesday, July 14, 2015

11:05 - 11:35

Renaissance Suite

There will be screening of Francis Coppola's Youth Without Youth on Tuesday, July 14 (16:15 - 18:45) in the Renaissance Suite

Paul Lowe
University of the Arts London, UK



each eecs libeuro euromedia 2015
keynote presenter

Paul Lowe is the Course Director of the Masters Programme in Photojournalism and Documentary Photography at London College of Communication, University of the Arts London. He was responsible for the development and launch of a new part time mode of the course delivered entirely online using web conferencing, blogs and the VLE, launched in 2008. Paul is an award-winning photographer; whose work is represented by Panos Pictures, and who has been published in Time, Newsweek, Life, The Sunday Times Magazine, The Observer and The Independent amongst others. He has covered breaking news the world over; including the fall of the Berlin Wall, Nelson Mandela's release, famine in Africa, the conflict in the former Yugoslavia and the destruction of Grozny.

He is a consultant to the World Press Photo foundation in Amsterdam, on online education of professional photojournalists in the majority world. His book, *Bosnians*, documenting 10 years of the war and post war situation in Bosnia, was published in April 2005 by Saqi books. He regularly contributes to international and national conferences in Photography, Media and Education, and has published chapters in edited books on these themes as well.

The IAFOR Documentary Photography Award Presentation

This year the International Academic Forum (IAFOR) launched the first annual IAFOR Documentary Photography Award. This new award seeks to promote and assist in the professional development of emerging documentary photographers and photojournalists. Documentary has a rich history of exposing truths, telling stories, raising awareness and creating discussion — all practices valued at IAFOR.

The award, judged by a panel of leading professionals in the field of documentary photography and photojournalism, including Paul Lowe, Simon Norfolk and Emma Bowkett, follows the theme of the conference, with 2015's theme being "Power".

Photography can have the power to manipulate memories, encourage thought and stimulate emotion, it also has the power to do these things across languages and cultures. The skilled photographer must hold power over their camera and manipulate the power dynamic between photographer and subject. Pointing a camera at someone can be seen as an act of power in itself.

The study and analysis of different expressions of power can move from serious existential questions at the personal level to complex social and even political problems at a wider level. Photography can depict the powerful and those moments when they fall from power; but it can also expose the powerless to the world. The dynamics of power resulting from wealth and status make rich documentary subject as do the struggles for power among the disadvantaged and marginalized. Power is also exerted in issues of censorship and publishing — which photographs make the front pages and which cannot be published?

**Keynote Presentation &
Award Ceremony**

Wednesday, July 15, 2015

17:20-18:30

Renaissance Suite

Jon Elford
BBC Media Action, UK



Jon Elford heads an internal audit function for BBC Media Action, an international development charity associated with the BBC. Jon has worked in international development in assurance, advisory, and investigatory roles for the last seven years, prior to which he was in external practice with KPMG, a professional services firm.

Jon's professional expertise includes: assurance provision, charity governance, IT security, data protection, internal controls, security, and fraud investigation.

Jon has worked in, among other places: Afghanistan, Pakistan, India, Bangladesh, Uganda, Tanzania, Kenya, Somalia, Rwanda, Ghana, South Sudan, Mozambique, Angola, Zambia, Nigeria, The Palestinian Territories, Ethiopia, & Nepal.

ecah eccs libeuro euromedia 2015
featured presenter

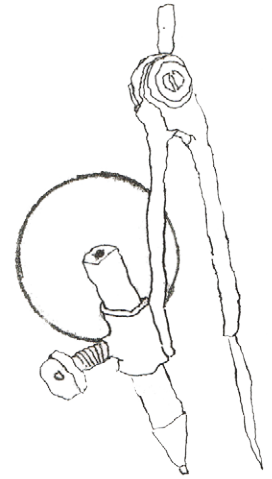
Featured Presentation

Thursday, July 16, 2015

13:15 - 13:45

Tennyson Suite

Regenia Gagnier
University of Exeter, UK



each eecs libeuro euromedia 2015 keynote presenter

Regenia Gagnier is Professor of English and Senior Fellow of Egenis, the Centre for the Study of Life Sciences at the University of Exeter. Her books have shaped the study of Victorian and modern culture with highly influential work on decadence, aesthetics and aestheticism, lifewriting and subjectivity, economics, individualism, and globalization. *Idylls of the Marketplace: Oscar Wilde and the Victorian Public* (Stanford, 1986) considered the role of the artist in market society. *Subjectivities: A History of Self-Representation in Britain 1832-1920* (Oxford, 1991) analyzed the relation of social class and gender to literary form. *The Insatiability of Human Wants: Economics and Aesthetics in Market Society* (Chicago, 2000) traced the moment when aesthetics and economics shifted from substantive to formal models and production to consumption. *Individualism, Decadence and Globalization: on the Relationship of Part to Whole 1859-1920* (Palgrave Macmillan 2010) explored the relation of the individual to increasingly larger social units, from the dyad to the world citizen. Her current research is on the global circulation of the literatures of liberalism and liberalization.

Gagnier was President of the British Association for Victorian Studies 2009-12. From 2008-2010 she was Director of Exeter's Interdisciplinary Institute (EII). 2009-2010 she was Chair of the Consortium of Institutes of Advanced Study UK and Ireland. She is Editor of the Global Circulation Project.

Keynote Presentation: Global Circulation and Some Problems in Liberalism, Liberalisation, and Neoliberalism

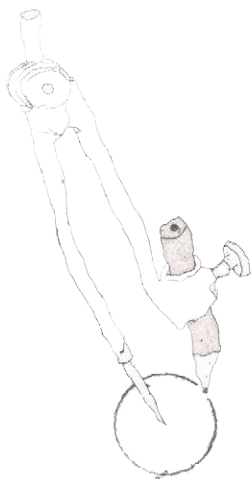
Beginning with Victorian legacies of "Progress" and human under-determination, the lecture interrogates the connections between liberalism as open-mindedness and tolerance of diversity, liberalisation as modernisation and the opening up of cultures, and neoliberalism as the reduction of all values to those of the market. With examples from world-historical literatures from China, India, Latin America, and the Middle East, it considers engagement with western liberalisms and some recent conflicts between liberalism and neoliberalism.

Keynote Presentation

Thursday, July 16, 2015

13:50-14:35

Tennyson Suite



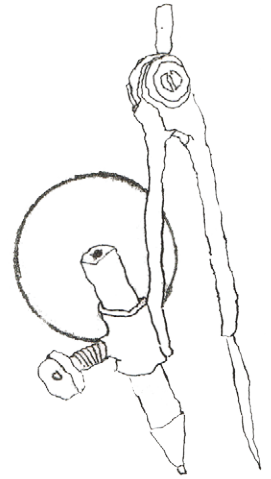
Donald E. Hall
Lehigh University, USA



Donald E. Hall has published widely in the fields of British Studies, Gender Theory, Cultural Studies, and Professional Studies. Prior to arriving at Lehigh in 2011, he served as Jackson Distinguished Professor of English and Chair of the Department of English (and previously Chair of the Department of Foreign Languages) at West Virginia University (WVU). Before his tenure at WVU, he was Professor of English and Chair of the Department of English at California State University, Northridge (CSUN), where he taught for thirteen years. He is a recipient of the University Distinguished Teaching Award at CSUN, was a visiting professor at the National University of Rwanda, was 2001 Lansdowne Distinguished Visiting Scholar at the University of Victoria (Canada), was Fulbright Distinguished Chair in Cultural Studies at Karl Franzens University in Graz, Austria, for 2004-05, and was Fulbright Specialist at the University of Helsinki for 2006. He has taught also in Sweden, Romania, Hungary, and China. He has served on numerous panels and committees for the Modern Language Association (MLA), including the Task Force on Evaluating Scholarship for Tenure and Promotion and the Convention Program Committee. In 2012, he served as national President of the Association of Departments of English. In 2013, he was elected to and began serving on the Executive Council of the MLA.

His current and forthcoming work examines issues such as professional responsibility and academic community-building, the dialogics of social change and ethical intellectualism, and the Victorian (and our continuing) interest in the deployment of instrumental agency over our social, vocational, and sexual selves. His book, *The Academic Community: A Manual For Change*, was published by Ohio State University Press in the fall of 2007. His tenth book, *Reading Sexualities: Hermeneutic Theory and the Future of Queer Studies*, was published in the spring of 2009. In 2012, he and Annamarie Jagose, of the University of Auckland, collaborated on a volume titled *The Routledge Queer Studies Reader*, which was published in July of that year. He continues to lecture worldwide on the value of a liberal arts education and the need for nurturing global competencies in students and interdisciplinary dialogue in and beyond the classroom.

Gary E. Swanson
D'image Studios, USA



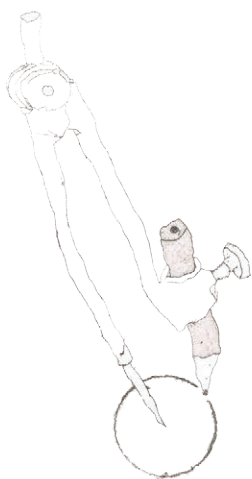
ecah eccs libeuro euromedia 2015
conference chair

Gary E. Swanson is the former Mildred S. Hansen Endowed Chair and Distinguished Journalist-in-Residence at the University of Northern Colorado, USA. From 2005-2007 Professor Swanson was a Fulbright scholar to China and lectured at Tsinghua University and the Communication University of China. In summer 2008 he was Commentator for China Central Television International (CCTV-9) and their live coverage of the Beijing Olympic Games. Swanson repeated his assignment covering the London Olympics for CCTV-4 in the summer of 2012. Previously, he was professor and director of television for nine years at the Medill School of Journalism at Northwestern University where he taught mostly graduate broadcast students. He has been an educator for 26 years; 20 years spent teaching at the university level.

Swanson is an internationally recognized and highly acclaimed documentary producer; director; editor; photojournalist, consultant and educator. He has given keynote speeches, presented workshops and lectured at embassies, conferences, festivals, and universities throughout China, South Africa, India, Papua New Guinea, Japan, The Philippines, Thailand, Malaysia, Cambodia, Vietnam, Laos, Singapore, Greece, Germany, Jordan, Spain, Portugal, Peru, the United Kingdom and the United States.

Swanson has compiled a distinguished professional broadcast career spanning 13 years: From 1978 to 1991, Swanson worked for the National Broadcasting Company where he was honored with national EMMY's for producing and editing: 'The Silent Shame,' a prime-time investigative documentary; 'Military Medicine,' a two-part investigative series on NBC News; and 'Hotel Crime,' an investigative news magazine piece. Swanson was an editor for 'breaking news' and features for NBC Nightly News with Tom Brokaw, the Today Show, Sunrise, Sunday Today, NBC Overnight, A Closer Look, Monitor; and other prime time news magazines. Swanson covered 'breaking news' in 26 states and Canada for the network including trips and campaigns of presidents Ronald Reagan, George Bush, and Bill Clinton. Swanson was the Fulbright distinguished lecturer and consultant in television news to the government of Portugal in 1989. In 1992, he covered the XXV Olympics in Barcelona, Spain for NBC News as field producer and cameraman.

Swanson has earned more than 75 awards for broadcast excellence and photojournalism including three national EMMY's, the duPont Columbia Award, two CINE 'Golden Eagles,' 16 Telly's, the Monte Carlo International Award, the Hamburg International Media Festival's Globe Award, the Videographer Award, The Communicator Award, the Ohio State Award, the CINDY Award, the 2011 Communitas Outstanding Professor and Educator award, the 2013 Professor of the Year award, and many others. He graduated from the University of Illinois at Urbana with a Bachelor's degree in Education in 1974, and a Master's degree in Journalism in 1993.



Baden Offord
Curtin University, Australia



Baden Offord is an internationally recognized specialist in human rights, sexuality and culture. In 2012 he was a sponsored speaker, invited by the European External Action Service and the European Commission, together with the Human Rights and Democracy Network and Dag Hammarskjöld Foundation to the 14th EU-NGO Human Rights Forum in Brussels where he spoke on ASEAN and sexual justice issues. In the same year he conducted a three-week lecture tour of Japan sponsored by the Australian Prime Minister's Educational Assistance Funds post the Great Eastern Tohoku Earthquake in 2011.

Among his publications are the books *Homosexual Rights as Human Rights: Activism in Indonesia, Singapore and Australia* (2003), *Activating Human Rights* (co-edited with Elizabeth Porter, 2006), *Activating Human Rights Education* (co-edited with Christopher Newell, 2008), and *Activating Human Rights and Peace: Theories, Practices, Contexts* (co-edited with Bee Chen Goh and Rob Garbutt, 2012). His most recent co-authored publication in the field of Australian Cultural Studies is titled *Inside Australian Culture: Legacies of Enlightenment Values* (with Kerruish, Garbutt, Wessell and Pavlovic, 2014), which is a collaborative work with the Indian cultural theorist Ashis Nandy. His latest chapter, 'Queer activist intersections in Southeast Asia: human rights and cultural studies,' appears in *Ways of Knowing About Human Rights in Asia* (ed. Vera Mackie, London, Routledge, 2015).

He has held visiting positions at The University of Barcelona, La Trobe University, the Kinsey Institute at Indiana University and Rajghat Education Centre, Varanasi. In 2010-2011 he held the Chair (Visiting Professor) in Australian Studies, Centre for Pacific Studies and American Studies, The University of Tokyo. In Japan he has given lectures and research seminars at Chuo, Otemon Gakuin, Sophia, Tohoku and Keio Universities.

Prior to his appointment at Curtin University, he was Professor of Cultural Studies and Human Rights at Southern Cross University, where he was a faculty member from 1999-2014.

INTERNATIONAL INTERCULTURAL INTERDISCIPLINARY

iafor

“To Open Minds, To Educate Intelligence, To Inform Decisions”

The International Academic Forum provides new perspectives to the thought-leaders and decision-makers of today and tomorrow by offering constructive environments for dialogue and interchange at the intersections of nation, culture, and discipline. Headquartered in Nagoya, Japan, and registered as a Non-Profit Organization (一般社団法人), IAFOR is an independent think tank committed to the deeper understanding of contemporary geo-political transformation, particularly in the Asia Pacific Region.

For more information about the International Academic Forum and its activities,
please visit our website at www.iafor.org

Hear the latest news and developments by joining our mailing list.
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IAFOR
The International Academic Forum
Academic Vision and Mission

“To Open Minds, To Educate Intelligence, To Inform Decisions”

The vision of IAFOR grew out of the perceived need to fill a vacuum in the communication and exchange activities of the academic world. Its mission arose out of examining that space and investigating why it existed. The vacuum existed because of the lack of opportunity for serious and thoughtful exchange between academics, members of the global business community, and practitioners in the fields of human endeavor that linked these groups together. In the field of education, for example, we have academic theorists, educational managers (political decision-makers and organizational directors) and classroom teachers with their support staff in IT, library work, exchange programs, and specialist fields. But how often do they have the opportunity to interact?

Moving beyond one particular field, larger questions arise. What function should universities prioritize in the 21st century? What do businesses see as their contribution to social and global well being? How can people on the ground, trying to implement improvements that will transform human life, best be supported? And perhaps above all, what are the agendas that will drive mechanisms to enable these groups to interact effectively.

One piece of distilled thought that came from early exchanges at one of our conferences was the recognition that some of the rhetoric of concern about the problems of developing nations was perhaps over-focused on the term “poverty” because it can be defined only in a relative way. “Hunger” was put forward as being more immediate and itself a contributory factor to poverty, rather than the other way round. One key to the hunger issue could be the provision of safe drinking water; or water for irrigation in some contexts, while flood management might be necessary elsewhere. These, in and by themselves become valuable only insofar as they help to relieve hunger in specific contexts.

IAFOR is affording opportunities that do not exist elsewhere. The base is Kansai, Japan’s great commercial and manufacturing hub, one symbol of the emerging Pacific economy that is already eclipsing the long dominant Atlantic zone. Our conferences present those taking part with three unique dimensions of experience. First of all, it encourages interdisciplinary activity to be expanded. Depending on the field, this can face varying degrees of difficulty, ranging from discouragement to downright prohibition. Those overly dependent on fixed academic structures often see lateral thinking as a threat. None of these negatives apply in IAFOR. Its purpose is to generate new approaches that cross any disciplinary lines. The principle employed is to let the imagination permit intuitive responses to questions. There are no panels of critics. There are simply people who want to listen and reflect. The model of academic work as potholing is replaced by the metaphor of mountaineering. While respecting the need for solid and well-founded academic work, we feel the need to go beyond it from time to time to discover fresh approaches to old questions.

Secondly, it facilitates the heightening of intercultural awareness. Again, we encourage innovation through cross-cultural perception. Cultural roots influence people in their attitudes more than most would realize or admit. The need to see and internalize insights gained from other viewpoints is met by a process of steady illumination.

Thirdly, it promotes the broadening of international exchange. We may live in a globalized world, but in reality parochialism still holds sway. The collapse of the U.S.S.R and the break-up of Yugoslavia led to the re-establishment of numerous former countries. While this may be desirable for the peoples concerned, it merely adds to the world’s cultural confusion. Exchange leads to explanation and that helps the growth of intercultural awareness.

IAFOR makes all of these developments possible in one gathering. Our conferences are not a substitute for specialist conferences. We intend our events to be an alternative that functions as a balance or even a corrective to the extreme tendencies that can arise from more narrowly defined research parameters. In short, IAFOR is promoting and facilitating a new multifaceted approach to one of the core issues of our time, namely globalization and its many forms of growth and expansion. Awareness of how it cuts across the worlds of business, and academia, along with its impact on societies and institutions is one of the driving forces that has given the organization its momentum, and is making it a pioneer in this global age.

Rev. Professor Stuart DB Picken

Order of the Sacred Treasure (瑞宝中綬章), M.A. (Hons), BD., Ph.D., F.R.A.S.

Chairman, Japan Society of Scotland

Chairman, IAFOR International Advisory Board

Dr Joseph Haldane

B.A. (Hons), Ph.D, F.R.S.A., F.R.A.S.

President, IAFOR

Chairman of the International Advisory Board

The Reverend Professor Stuart D. B. Picken

Order of the Sacred Treasure,

M.A. (Hons), B.D., Ph.D. (Glasgow), F.R.A.S.



Stuart D. B. Picken is the Chairman of the International Advisory Board, and in this role is Chairman of the Organization. As Chairman of IAFOR, Professor Picken helps guide the academic and political strategy of the organization, and assists in the forging of global institutional partnerships. He is also responsible for the development of the IAFOR Research Institutes.

The author of a dozen books and over 130 articles and papers, Professor Picken is considered one of the foremost scholars on Japan, China, and Globalization in East Asia. As an academic, Professor Picken has devoted more than 30 years to scholarship in Japan, notably as a Professor of Philosophy at the International Christian University in Tokyo, where he specialized in ethics and Japanese thought, and as International Adviser to the High Priest of Tsubaki Grand Shrine (Mie prefecture). He has also served as a consultant to various businesses, including Jun Ashida Ltd., Mitsui Mining & Smelting Corp., Kobe Steel, and Japan Air Lines.

In November 2008, the Government of Japan awarded Professor Picken the Order of the Sacred Treasure for his pioneering research, and outstanding contribution to the promotion of friendship and mutual understanding between Japan and the UK. The honour is normally reserved for Japanese citizens and is a mark of the utmost respect in which Professor Picken is held by the Japanese Government. More recently, in 2012 he was invited to London to attend a reception at the Japanese Embassy, hosted by Emperor Akihito and Empress Michiko as an expression of their gratitude towards Britons who had helped support Japan after the 2011 Tohoku earthquake and tsunami. Professor Picken helped organize fundraising efforts through both the Japan Society of Scotland, of which he is the chair, in the UK, and IAFOR in Japan.

Although now resident in Scotland, Professor Picken maintains his interests in Japan, as Chair of the Japan Society of Scotland, and through the IAFOR IAB. He is also the Chairman of the Academic Board of New College, Birmingham. He lives near Glasgow with his wife and two children.

President

Dr Joseph Haldane

B.A., Ph.D. (London), F.R.S.A., F.R.A.S.



Joseph Haldane is the President of the International Academic Forum. He was Academic Director from IAFOR's inception in 2009 until January 2011, and Executive Director from 2011 until late 2014, when he assumed his current role. He is responsible for devising strategy, setting policies, forging institutional partnerships, implementing projects, and overseeing the organization's business and academic operations, including research, publications and events.

Dr Haldane's academic interests include politics and international affairs, literature and history, and he holds a PhD from the University of London in 19th century French Studies. He began his academic career in France, and from 2002-2005 held full-time faculty positions at the University of Paris XII (Paris-Est Créteil) and Sciences Po Paris, as well as visiting positions at both the French Press Institute in the University of Paris II (Université Panthéon-Assas), and the School of Journalism at Sciences Po Paris. Prior to founding IAFOR in 2009, Dr Haldane was an Associate Professor at Nagoya University of Commerce and Business in Japan, where he taught a range of language and culture courses at undergraduate level, and the MBA Ethics course in the graduate school.

Dr Haldane's current research concentrates on post-war Japanese and Chinese history, as well as Sino-Japanese and US-Japan relations in the same period. In 2012 he was elected a Fellow of the Royal Asiatic Society, and in 2015 a Fellow of the Royal Society of Arts.

people - The Executive Council of the International Advisory Board

IAB Chair: Professor Stuart D.B. Picken

The IAB Executive Council is composed of distinguished academics, business executives, former and current government officials, and community leaders of international standing. Its role is to provide counsel and direction in the business and affairs of IAFOR, suggest and approve the areas of scholarly investigation, and safeguard the independence of the Forum's work. International Directors of Program and Research Institute Directors are ex-officio members of the Executive Council of the International Advisory Board. Membership of the Executive Council of the International Advisory Board is by invitation only.

Mr Mitsumasa Aoyama

Director; The Yufuku Gallery, Tokyo, Japan

Professor David N Aspin

Professor Emeritus and Former Dean of the Faculty of Education, Monash University, Australia
Visiting Fellow, St Edmund's College, Cambridge University, UK

Professor Don Brash

Former Governor of the Reserve Bank, New Zealand
Former Leader of the New National Party, New Zealand
Adjunct Professor; AUT, New Zealand & La Trobe University, Australia

Lord Charles Bruce

Patron, Japan Society of Scotland
Patron, Scottish Centre of Tagore Studies at Edinburgh Napier University
Chairman, Kolkata Scottish Heritage Trust

Professor Judith Chapman

Professor of Education, Australian Catholic University, Australia
Visiting Fellow, St Edmund's College, Cambridge University, UK
Member of the Order of Australia

Professor Tien-Hui Chiang

Professor and Chair, Department of Education
National University of Tainan, Taiwan/Chinese Taipei

Professor Chung-Ying Cheng

Professor of Philosophy, University of Hawai'i at Manoa, USA
Editor-in-Chief, The Journal of Chinese Philosophy

Professor Steve Cornwell

Professor of English and Interdisciplinary Studies, Osaka Jogakuin University, Osaka, Japan
IAFOR International Director of Programme: Language Learning

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SMR Distinguished Professor of Management and Engineering Systems, MIT Sloan School of Management, Massachusetts Institute of Technology, USA

Professor Dexter Da Silva

Professor of Educational Psychology, Keisen University, Tokyo, Japan

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French National Center for Scientific Research (CNRS) & L'Ecole Normale Supérieure, Paris, France

Professor Donald E. Hall

Herbert J. and Ann L. Siegel Dean
LeHigh University, USA

Professor June Henton

Dean, College of Human Sciences, Auburn University, USA

Professor Michael Hudson

President of The Institute for the Study of Long-Term Economic Trends (ISLET)
Distinguished Research Professor of Economics, The University of Missouri, Kansas City

Professor Koichi Iwabuchi

Professor of Media and Cultural Studies & Director of the Monash Asia Institute, Monash University, Australia

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Professor of Lifelong Learning and Gender & Pro-Vice Master of Teaching and Learning, Birkbeck, University of London, UK

Professor Sing Kong Lee

Director; The National Institute of Education, Singapore

Professor Sir Geoffrey Lloyd

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Fellow and Former Master; Darwin College, University of Cambridge
Fellow of the British Academy

Professor Keith Miller

Orthwein Endowed Professor for Lifelong Learning in the Science, University of Missouri-St.Louis, USA

Professor Kuniko Miyanaga

Director; Human Potential Institute, Japan
Fellow, Reischauer Institute, Harvard University, USA

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Dean of the Faculty of Arts and Sciences, The Hong Kong Institute of Education, Hong Kong SAR

Professor Michiko Nakano

Professor of English & Director of the Distance Learning Center, Waseda University, Tokyo, Japan

Ms Linda Toyo Obayashi

Senior Mediation Officer; The World Bank Group
Washington DC, USA

Professor Baden Offord

Director and Chair;
Centre for Human Rights Education
Curtin University, Australia

Professor Jerry Platt

Professor of Global Communication, Akita International University, Japan
Professor Emeritus, San Francisco State University, USA

Professor Frank S. Ravitch

Professor of Law & Walter H. Stowers Chair in Law and Religion, Michigan State University College of Law

Professor Richard Roth

Senior Associate Dean, Medill School of Journalism, Northwestern University, Qatar

Professor Monty P. Satiadarma

Clinical Psychologist and Lecturer in Psychology & Former Dean of the Department of Psychology and Rector of the University, Tarumanagara University, Indonesia

Mr Mohamed Salaheen

Director; The United Nations World Food Programme, Japan & Korea

Mr Lowell Sheppard

Asia Pacific Director; HOPE International Development Agency, Canada/Japan

His Excellency Dr Drago Stambuk

Croatian Ambassador to Brazil, Brazil

Professor Mary Stuart

Vice-Chancellor; The University of Lincoln, UK

Professor Arthur Stockwin, OBE ORS

University of Oxford, UK

Professor Gary Swanson

CEO D'image Studios
Former Hansen Endowed Chair in Journalism and Distinguished Journalist-in-Residence
University of Northern Colorado, USA

Professor Jiro Takai

Secretary General of the Asian Association for Social Psychology & Professor of Social Psychology
Graduate School of Education and Human Development, Nagoya University, Japan

Professor Svetlana Ter Minasova

President of the Faculty of Foreign Languages and Area Studies, Lomonosov Moscow State University

Professor Yozo Yokota

Director of the Center for Human Rights Affairs, Japan
Former UN Special Rapporteur on Myanmar

Professor Kensaku Yoshida

Professor of English & Director of the Center for the Teaching of Foreign Languages in General Education, Sophia University, Tokyo, Japan

The International Advisory Board is composed of distinguished academics, business executives, former and current government officials, and community leaders. Its role is to consult and provide counsel on the business and affairs of IAFOR, and suggest areas of scholarly investigation. Membership of the International Advisory Board is by invitation only. For a full list please see the IAFOR website.

The Japan Liaison Committee (JLC)

The Japan Liaison Committee is a consultative committee that provides support in the form of advice and guidance in specific aspects of the planning and projects of the Forum held in Japan. The Chairman of the International Advisory Board is also chair of the JLC. Members of the JLC are ex-officio members of the International Advisory Board.

Prof Stuart D. B. Picken, Chairman, IAFOR

Mr Mitsumasa Aoyama, Founder of the PHP Institute, Kyoto, Japan & Director; the Yufuku Gallery, Tokyo, Japan

Prof Kuniko Miyanaga, Director; the Human Potential Institute, Tokyo, Japan and Fellow, Reischauer Institute, Harvard University, USA

Prof Michiko Nakano, Professor & Director of the Distance Learning Center; Waseda University, Tokyo, Japan

Prof Yozo Yokota, Director of the Center for Human Rights Affairs, Japan & Former UN Special Rapporteur on Myanmar

Dr Joseph Haldane, President, IAFOR

people - IAFOR Journal Editors

Editors of IAFOR Journals are ex-officio Members of the International Advisory Board

IAFOR Journal of Arts and Humanities

Dr Thomas French, Ritsumeikan University, Japan

IAFOR Journal of Literature & Librarianship

Dr Richard Donovan, Doshisha University, Japan

IAFOR Journal of Education

Dr Bernard Montoneri, Providence University, Taichung, Taiwan

IAFOR Journal of Business and Management

Dr Merlin Levirs, Ritsumeikan University

IAFOR Journal of the Social Sciences

Dr Andrea Molle, Chapman University, USA

IAFOR Journal of Ethics, Religion and Philosophy

Dr Michael O'Sullivan, The Chinese University of Hong Kong, Hong Kong

IAFOR Journal of Sustainability, Energy and the Environment

Dr Alexandru-Ionut Petrisor, The National Institute for Research and Development in Construction, Urban Planning and Sustainable Spatial Development (URBAN=INCERC), Romania

IAFOR Journal of Media, Communication & Film

Dr James Rowllins, Singapore University of Design and Technology

IAFOR Journal of Asian Studies

Dr Seiko Yasumoto, The University of Sydney, Australia

IAFOR Journal of Language Learning

Dr. Ebru Melek Koc, Izmir Institute of Technology, Turkey

IAFOR Journal of Politics, Economics & Law

Dr Craig Mark, Kwansei Gakuin University, Japan

IAFOR Journal of Cultural Studies

Professor Holger Briel, Xi'an Jiaotong-Liverpool University, China

IAFOR Journal of Psychology and the Behavioral Sciences

Dr. Shahrokh (Sharo) Shafaie, Southeast Missouri State University, USA

Dr. Deborah G. Wooldridge, Professor and School Director, Bowling Green State University, USA

people - IAFOR Key Staff



Kiyoshi Mana - Director of Operations

Kiyoshi Mana is the Director of Operations, and is responsible for overseeing the operations of the organisation, including IAFOR's conferences in Asia, Europe, North America and the Middle East. An American of Japanese descent, Kiyoshi has long been fascinated by the country of his ancestors, studying both Japanese language and culture at San Francisco State.



Alexander Pratt - Deputy Director of Operations

A civil engineering graduate from the University of Nottingham, Alex first came to Japan in 1997. Previous to joining IAFOR, in 2013, Alex held positions in education management, information services, and international relations. At IAFOR Alex helps oversee the general administration and operation of the organization and works alongside the Director of Operations to expand IAFOR's events in Japan and internationally.



Michael Kedzlie - Research and Policy Manager

Michael Liam Kedzlie is a New Zealander who currently works as the Research and Policy Manager. He is responsible for formulating legal policy as well as liaising with the organisation's university partners and the International Directors of Program. He is also editor of Eye Magazine. He has a Master's degree in Education from Massey University as well as a Law degree from the University of Waikato Law School. He is an enrolled Barrister and Solicitor of the High Court of New Zealand.



Bryce Platt - Technology Manager

After growing up in the Silicon Valley in California, Bryce graduated from Gustavus Adolphus College (Saint Peter, Minnesota) with a degree in sociology, and in 2013 earned a Master's degree in Global Communication from Akita International University in Japan. As well as coordinating IAFOR's technology strategy, he is also responsible for managing systems operations, and exploring technological solutions for the organization.



Thaddeus Pope - Media and Design Manager

Born and raised in Brighton, UK, Thaddeus is an experienced commercial and editorial photographer with a BA in Photography from the London College of Communication (University of the Arts London). Thaddeus's duties at IAFOR include overseeing the design and media output of the organisation, as well as producing photo-essays, short documentaries and other visual content for IAFOR and its publications, including Eye Magazine. He is also the Creative Director of the IAFOR Documentary Photography Award.



Shawn Mahler - Production Manager

Los Angeles native Shawn Mahler has a wealth of experience working on film, video, and theater productions in the United States and Japan. He holds a Bachelor of Arts in Film Theory and Production from the University of California, Irvine. Shawn has spent over ten years in Japan where he has worked with numerous industry professionals to develop television shows, movies, and theatrical productions.



Takumi Saito - Coordinator: Finance and Administration

Born and raised in Yamagata, Japan, Takumi studied English literature at Waseda University. A language lover, he has also studied German, Spanish, French and Polish and can also speak Italian. Takumi recently joined IAFOR to handle its finance and administration.



John Ananthan - Technology Coordinator

Born and raised in northern Denmark in a multicultural family, John Ananthan studied Computer Science at University College Nordjylland. At an early age he started his own IT company, worked for several 3rd party companies and now has over 11 years of experience in website management and software development. Due to his Scandinavian background, John speaks Danish and can understand Norwegian and Swedish.



Stephen Rudden - Systems & Administrative Coordinator

Originally from Leicester, England, Stephen Rudden is an experienced network and systems engineer with a BSc in Computing from the University of Westminster. Before joining IAFOR in April 2015, Stephen was a network engineer for a global consumer electronics company.

The IAFOR YouTube Channel

New videos uploaded weekly featuring interviews and presentations with IAFOR Speakers from our conferences in Asia, North America Europe and Dubai.

Prof. Svetlana Ter-Minasova

President of the Faculty of Foreign Languages and Area Studies

Lomonosov Moscow State University

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iafor conference highlights: the past 12 months

global
thought
leaders

Since 2009, IAFOR has welcomed university presidents, faculty deans, award-winning journalists, national politicians, government ministers, diplomats, charity leaders, think tank directors, documentary makers, movie directors, members of the armed forces, lawyers, doctors, jurists, artists, poets, writers, clergy, scientists, philosophers...



Top left: Dennis McInerney, Chair Professor of Educational Psychology at the Hong Kong Institute of Education delivers a keynote on the concept of identity at the Asian Conference on Education 2014. **Top right: Professor Keith Miller** of the University of Missouri, and former Editor of the IEEE Technology and Society magazine, speaks of the concept of identity and machines in his complementary keynote at the Asian Conference on Society, Education and Technology.

Above left: Dr. Christine Coombe of Dubai Men's College (UAE) and former TESOL President, delivers a keynote at the IAFOR International Conference on Education on "Best Practice in ELT: 10 Traits of a Highly Effective Teacher". **Above right:** Pulitzer nominated journalism professor at Medill, **Richard Roth**; Former Wall Street Journal and Washington Post investigative reporter and Director of the Medill Justice Project, **Professor Alec Klein** sit on a Media and Justice panel at MediAsia 2014. The panel was chaired by Multi-Emmy award winning producer, **Professor Gary E. Swanson**.

Below Left: Arizona University Centennial Professor of Public Management and Technology Policy, **Barry Bozeman**, delivers a keynote at the Asian Conference on Business and Public Policy on "Enhancing Research Collaboration Effectiveness". **Below Center:** Professor of intercultural studies and translation at the American University of Sharjah (UAE), **Said M. Faiq**, delivers a featured presentation at the IAFOR International Conference on Education on "Intercultural Encounters, in the Eye of the Beholder". **Below Right: Dr Andrew Staples**, Director of the Economist Corporate Network for Japan, delivers a featured address on "Megatrends, Japan and the Innovation Challenge" at the Asian Conference on Society, Information and Technology 2014.





Top left: Dr. A. Robert Lee addresses the plenary session at The Asian Conference on Literature and Librarianship 2015 with his keynote presentation "Writing Multicultural America: The Powers of Canon and Ethnicity." **Top center:** Professor Thomas Brian Mooney, Charles Darwin University, addresses The Asian Conference on Ethics, Religion and Philosophy with his featured presentation "Powers of the Soul - A Very Different Theory of Justice." **Top right:** Jared Baxter, Independent Researcher, delivers his featured presentation "The Power behind Starry Night - Vincent's Emphyrean Vision" at The Asian Conference on Arts and Humanities 2015.

Above left: Featured Speaker Professor Donald E. Hall, Dean of the College of Arts and Sciences at Lehigh University, USA, presents at ACCS/ACAS2014: "Looking Beyond Our Horizons: Interdisciplinary Education as Our Best Hope for the Future." **Above right:** Professor Mimi Bong, Korea University, presents her keynote presentation "Context-Specific Motivational Beliefs - The Critical Determinants of Adolescent Learning and Self-Regulation" at The Asian Conference on Psychology and the Behavioral Sciences 2015.

Below left: Professor Frieda Mangunsong, University of Indonesia, at The Asian Conference on Education & International Development 2015 speaks on "Becoming a Self-Regulated Nation through Education". **Below center:** Lowell Sheppard, Asia Pacific Director of the HOPE International Development Agency, addresses delegates at the ACSS/ACSEE 2015 Plenary Session. **Below right:** Professor Kay Irie, from Gakushuin University, Japan, delivers her keynote address at ACLL/ACTC2015 titled "Integrating Language Learning as Part of A Self Narrative".





Top left: Professor Arthur J.A. Stockwin from the University of Oxford, UK (left) and Jun Arima, Director General of JETRO London (right) discuss the emerging defence and international relations posture of Japan at the 2014 European Conference Series. **Top right:** Professor Amanda Third of the University of Western Sydney, Australia, presents her featured address on "Children's Rights in the Digital Age - Thinking Human Rights Beyond Citizenship and the Nation-State" at the ACCS2015 Plenary Session.

Above left: Professor Gerard Goggin of the University of Sydney, Australia, discusses "Interdisciplinary Responses to Global Crises and Human Rights Issues" as part of the ACCS2015 Featured Panel. **Above right:** Professor Yozo Yokota, Director of the Center for Human Rights Affairs and Special Advisor to the Japanese Ministry of Justice, delivers his keynote address at ACSEE/ACSS 2015 on "The United Nations and Human Rights".

Below left: Conference Chair Professor Sue Jackson, Professor of Lifelong Learning and Gender & Pro-Vice Master of Teaching and Learning, Birkbeck, University of London, welcomes delegates to the European Conference on Education 2014 (ECE2014). **Bottom centre:** Professor Heidi Safia Mirza from Goldsmiths College, University of London, during her keynote address at ECE2014. Professor Mirza spoke on "Decolonizing Pedagogies: Black feminist reflections on teaching race, faith and culture in higher education". **Bottom right:** Professor Penny Jane Burke, Roehampton University, London, speaking during the plenary session of ECE2014 on "Transforming Pedagogical Spaces: Knowledge, Becoming and Belonging."





Top left: Lord Charles Bruce, the keynote speaker at the European Conference on Arts and Humanities 2014 (ECAH2014), during his address "In Between The Occident And The Orient," traced the encounters of Europeans and Asians during the colonial period. **Top right:** Professor Joe Elliott from Durham University, UK, presents his featured speech, "The Dyslexia Debate" at the European Conference on Psychology and Behavioral Sciences 2014. Professor Elliott outlined the nature of the dyslexia debate and called for an end to the use of the dyslexia label.

Above left: ECLL2014 Keynote speaker Ken Wilson, prominent ELT author and trainer, during his featured speech "Motivating the unmotivated - Ten ways to get your students to DO something." **Above right:** Professor Michael A. Cusumano, the Sloan Management Review Distinguished Professor of Management at the Massachusetts Institute of Technology, addresses the North American Conference on the Social Sciences (NACSS2014) on the topic of "Japanese Firms and Staying Power".

Below left: Professor Yuriko Saito, from the Rhode Island School of Design, speaks during the North American Conference on Media, Film, and Cultural Studies (NACMFCS2014) plenary session on "Everyday Aesthetics and World-Making". **Bottom centre:** Linda Toyo Obayashi, the Senior Mediation Officer at The World Bank Group's Internal Justice System speaks at NACSS2014 on the topic of conflict resolution in the workplace. **Bottom right:** Professor Svetlana Ter Minasova, President of Moscow State University, during her keynote presentation, "The Influence of National Classical Literature on Moulding National Identity," discussed to what extent national classical literature can be regarded as a source and a pivot of national identity.



The International Academic Forum's Journals conform to the highest academic standards of international peer review, and are published in accordance with the IAFOR publishing commitment to make all of our published materials available online.

Journals FAQ

IAFOR's Open Access
Publishing Commitment

How are journal editors appointed?

Journal Editors are appointed by the International Academic Forum's leadership, under the guidance of the Chairman of the International Advisory Board. The term of appointment is for one issue, to be renewed by mutual consent.

How do we ensure academic integrity?

Once appointed, the editor is free to appoint his or her own editorial team and advisory members. All papers published in the journal have been subjected to the rigorous and accepted processes of academic peer review. Neither editors nor members of the editorial team are remunerated for their work. Authors will never be asked to "contribute" towards publication costs.

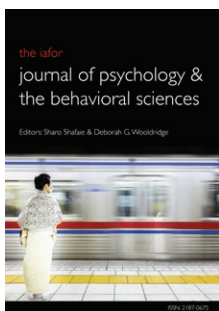
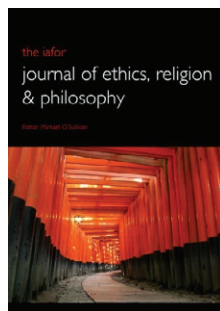
How are papers selected?

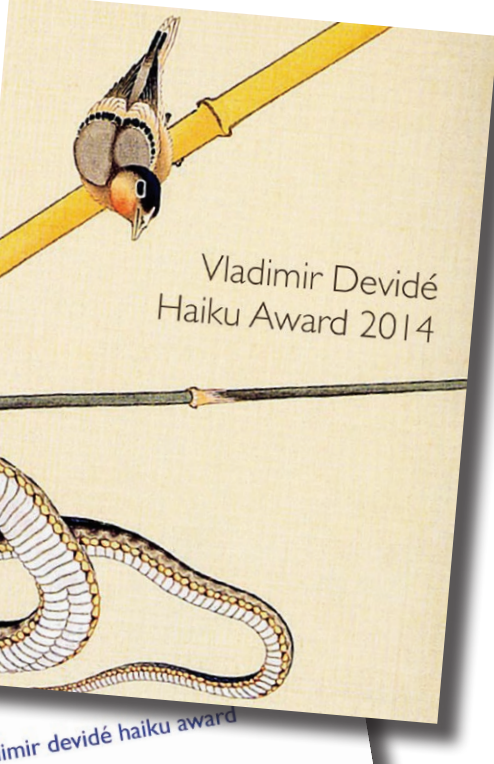
Journal Editors may accept papers through an open call, and proposed articles may be sent directly to the respective editors. A small number of papers from the associated IAFOR conference proceedings may also be selected by the journal editor(s) for reworking and revising subject to normal processes of review. It is expected that between 5 and 10 percent of papers included in any given conference proceedings will be developed for inclusion in the associated conference journal.

How are IAFOR Journals related to IAFOR conferences?

IAFOR's journals reflect the interdisciplinary and international nature of our conferences and are organized thematically. Papers included in the associated conference proceedings may be considered for reworking by the editor(s), and would then be subjected to the same processes of peer review as papers submitted by other means.

Visit the IAFOR website for further information - www.iafor.org/journals





imir devidé haiku award



Special Series & Monographs

The International Academic Forum is publishing a number of special monographs in print and online form. One such publication is a selection of haiku from the Annual Vladimir Devidé Haiku Award.

Eye Magazine

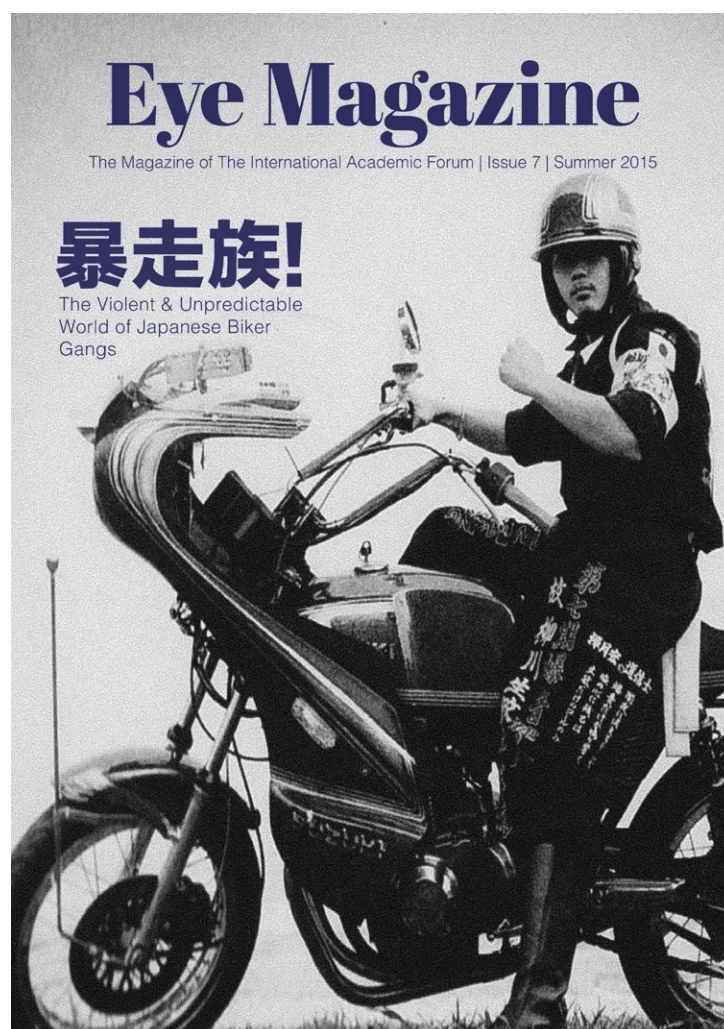
Through Eye Magazine, the International Academic Forum's own in-house e-magazine publication, we hope to enlighten you to various views and opinions of our contributors, many of whom have presented full research papers at our various conferences.

The Summer 2015 edition of Eye magazine is available on the IAFOR website (iafor.org/eye) and through the ISSUU reader on your browser or mobile device.



IAFOR Keynotes

The IAFOR Keynotes Series is a collection of keynote addresses, or associated papers given at our conferences. Presented as a part of the open research archive, the Keynotes series provides an example of the range and quality of speakers at IAFOR events. These keynotes are lightly reworked, and contain references, but are otherwise true to the original address. Many can also be seen in video format on our YouTube page. Whether you were present at the conference or not, the keynotes are thoughtful addresses by senior academics, the content of which may help your research.



Tuesday



Tuesday Morning Events

08:00 - 09:00
Conference Registration

09:00 - 09:30
Welcome Address
Conference Chair Address
Stuart D. B. Picken & Donald Hall

09:30 - 10:00
Keynote Presentation
Svetlana Ter Minasova

10:00 - 10:30
Coffee Break

10:30 - 11:00
Featured Presentation
Rodney Hill

11:05 - 11:35
Featured Presentation
Marcus Chidgey

11:35 - 11:45
Conference Photograph

11:45 - 12:45
Lunch Break



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Tuesday Session I: 12:45 - 14:15

Tuesday Session I: 12:45 - 14:15
EuroMedia - Gender and Communication
Session Chair: Alexandra Jeanne Pitt

Room: Tennyson

17673 12:45 - 13:15
Foucault and Fandom: How Fanfic Changes the Discourse of Popular Texts
 Judith Fathallah, Cardiff University, UK

18304 13:15 - 13:45
Modern Lebanese Cinema: Humor and Gender Aspects in Nadin Labaki's Films
 Iris Fruchter-Ronen, University of Haifa, Israel

15829 13:45 - 14:15
Ambiguity and Interpretation: Ethical Responsibility in Identity through Two Video Works of Takashi Murakami
 Alexandra Jeanne Pitt, Middlesex University, UK

Tuesday Session I: 12:45 - 14:15
ECAH - Language & Linguistics
Session Chair: Monika Betyna

Room: Shelley

17953 12:45 - 13:15
Gender, Identity, and Power of Language: A Case Study in Taiwan's Mayoral Election in 2014
 Ya-Chen Kang, National Cheng Kung University, Taiwan
 Shelley Ching-Yu Hsieh, National Cheng Kung University, Taiwan

15918 13:15 - 13:45
Balance of Power: Reconciling Language and Education Goals
 Jennie Roloff Rothman, International Christian University, Japan

17732 13:45 - 14:15
Motivation in English for Medical Purposes
 Monika Betyna, Kazimierz Wielki University, Poland

Tuesday Session I: 12:45 - 14:15
EuroMedia - Mass Communication
Session Chair: Mohammad Hanif Gharanai

Room: Keats

15957 12:45 - 13:15
The Drama of Human Trafficking in Brazilian Soap Opera
 Denise Avancini Alves, Pontifical Catholic University of Rio Grande do Sul (PUCRS) and Federal University of Rio Grande do Sul (UFRGS), Brazil
 Maria Helena Weber, Federal University of Rio Grande do Sul (UFRGS), Brazil

10991 13:15 - 13:45
The Influence of Online Social Communication Networks on the Agenda of the Front Page of Thai Newspapers
 Kritiya Rujichok, Nakhon Pathom Rajabhat University, Thailand

11830 13:45 - 14:15
Peacebuilding in Information Technology Age in Afghanistan: E-Solha
 Mohammad Hanif Gharanai, Kobe Institute of Computing, Japan
 Samiullah Paracha, Kobe Institute of Computing, Japan



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Tuesday Session I: 12:45 - 14:15



Tuesday Session I: 12:45 - 14:15
LibEuro - Poetry
Session Chair: Anat Koplowitz-Breier

Room: Coleridge

12618 12:45 - 13:15
The Power of Words: The Biblical Abishag in Modern and Contemporary Jewish Women's Poetry
 Anat Koplowitz-Breier, Bar Ilan University, Israel

16788 13:15 - 13:45
The Ethnopoetic Study of Igbo Oral Funeral Poetry: A Case Study of Edda Dirge
 Mercy Agha Onu, Ebonyi State University, Nigeria

17645 13:45 - 14:15
The Convergence of Aesthetics and Politics in the Poetry of Yasmeen Hameed: A Voice from Pakistan
 Iffat Sayeed, University of the Punjab, Pakistan

Tuesday Session I: 12:45 - 14:15
ECCS - Cultural Studies
Session Chair: Linda Schwartz

Room: Wordsworth

15975 12:45 - 13:15
Alexis Preller: From Ygdrasil to Dombeya – 'The Gates of Paradise'
 Johann Opperman, University of South Africa, South Africa

16594 13:15 - 13:45
Denting Hegemonic Power: The Transmission of Basque Culture
 Larraitz Ariznabarreta, Mondragon Unibertsitatea, Spain

16001 13:45 - 14:15
Adorno's Modernist Philosophy of Music: Negative Dialectics as Aesthetic Moral Praxis
 Linda Schwartz, Ambrose University, Canada

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Tuesday Poster Session I: 12:45 - 14:15
Room: Library Terrace

15774 9:30 - 10:00

News Construction of Cancer Treatment: From Whose Perspectives and for Whom?
Yu-Chan Chiu, National Taiwan University, Taiwan

Coffee Break
14:15 - 14:30



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Tuesday Session II: 14:30 - 16:00



Tuesday Session II: 14:30 - 16:00

EuroMedia - Advertising

Session Chair: Celia Lam

Room: Tennyson

9963 14:30 - 15:00

James Deaning it: Capitalising on Cultural Connotations

Jackie Raphael, Curtin University, Australia

17979 15:00 - 15:30

Ethnocentric Public Relations and Media Management; Moving from the Perspective of Marketing to Humanism and Use of the Buddhist Perspective

Manoj Jinadasa, University of Kelaniya, Kelaniya, Sri Lanka

10560 15:30 - 16:00

The Cultural Power behind the X-Men Bromance

Jackie Raphael, Curtin University, Australia

Celia Lam, The University of Notre Dame Australia - Sydney, Australia

Tuesday Session II: 14:30 - 16:00

ECAH - Literature

Session Chair: Yikun Li

Room: Shelley

15668 14:30 - 15:00

The Travelling Destiny of Guimarães Rosa

Luisa Fernandes Vital, Universidade Estadual Paulista Julio de Mesquita Filho, Brazil

8080 15:00 - 15:30

Nihilism and Crisis: A Comparative Study of Yodafu's 'Sinking' and Akutagawa Ryunosuke's 'Rashmon'

James Kin-pong Au, University of London, UK

16026 15:30 - 16:00

The Web of Signification in Journey to the West

Yikun Li, North China Electric Power University, China

Tuesday Session II: 14:30 - 16:00

EuroMedia Film Criticism & Theory

Session Chair: Sandra Meiri

Room: Keats

17896 14:30 - 15:00

Power Relations, Language and Identity in Hong Kong and Taiwan Films

Kwok-Kan Tam, Open University of Hong Kong, Hong Kong

14513 15:00 - 15:30

Jin: "Women" And "Life" in the Light of the "Difference"

Meral Serarslan, Selçuk University, Turkey

Hacer Aker, Selçuk University, Turkey

16629 15:30 - 16:00

Historical Justice and Ethics: Traumatic Memory, Guilt and Dreams in Contemporary Cinema

Sandra Meiri, The Open University, Israel

Odeya Kohen Raz, The Open University, Israel

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Tuesday Session II: 14:30 - 16:00

Tuesday Session II: 14:30 - 15:30

LibEuro - Theatre & Drama

Session Chair: Archana Bhattacharjee

Room: Coleridge

15429 14:30 - 15:00

Dramatic Artistry in Philosophical Empowerment: Kantian Duty and Community in Henrik Ibsen's The Pillars of Society
Mei-Fang Chang, National Chung Cheng University, Taiwan

15485 15:00 - 15:30

Raising Voice against Power and Injustice: Portrayal of a Lone Crusader in Deepti Priya Mehrotra's Book 'Burning Bright'
Archana Bhattacharjee, Kakojan College, India
Pallavi Baruah, LOKD College, India

Tuesday Session II: 14:30 - 15:30

ECSS - Media & Cultural Studies

Session Chair: Lettie Wen

Room: Wordsworth

13704 14:30 - 15:00

Hate Speech or Voice from Minority? - Media's Dilemma under Multicultural Pressure
Yoshie Nijima, Keio University, Japan

14680 15:00 - 15:30

The Secret of Match - Comparison of Visible Color Wavelength and Music Frequency
Lettie Wen, University of Minnesota, USA

Coffee Break
16:00 - 16:15

16:15 - 18:45

Featured Film Screening

Room: Renaissance Suite

Youth Without Youth - written & directed by Francis Ford Coppola
Introduced by Rodney F. Hill, Herbert School of Communication, Hofstra University, USA

19:00 - 21:00

A Night Out in Brighton: Conference Dinner (Ticketed and Optional)

Come and join your fellow delegates on an evening out at the Hilton Brighton Metropole.

Please meet in the Thistle Brighton 2F Library Terrace at 18:45.

This is ticketed event and it is by pre-reservation only.



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Wednesday



Wednesday Session I: 9:00 - 10:30



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Wednesday Session I: 9:00 - 10:30
EuroMedia - Mass Communication
Session Chair: Yi-Ning Katherine Chen

Room: Tennyson

15614 9:00 - 9:30

The Opinion of Media Entrepreneurs towards Thai Mass Media

Saranthorn Sasithanakornkaew, Kasetsart University, Thailand

Yubol Benjarongkij, National Institute of Development Administration, Thailand

14652 9:30 - 10:00

Understanding Malaysian Twitter Users Behaviour Using Hans Eysenck's Three-Trait Model

Mohd Syuhaidi Abu Bakar, Universiti Teknologi MARA, Malaysia

13025 10:00 - 10:30

News Consumption, Risk Perception, Trust and Consumer Confidence in Food Safety in Taiwan

Yi-Ning Katherine Chen, National Chengchi University, Taiwan

Wednesday Session I: 9:00 - 10:30
ECAH - Literature/Literary Studies
Session Chair: Virginia Harger-Grinling

Room: Shelley

10450 9:00 - 9:30

London's Child Witches: A Bitter Fruit of Modernisation

Eva Hunter, University of Western Cape, South Africa

8368 9:30 - 10:00

The King and His Queen: Henry VIII's Verse and Katherine of Aragon as Center of the Chivalric Court

Rebecca M. Moore, University of Arkansas, USA

10084 10:00 - 10:30

Beauty and the Beast: From Victim to Victorious

Virginia Harger-Grinling, Memorial University, Canada

Wednesday Session I: 9:00 - 10:00
EuroMedia - Journalism
Session Chair: Anna Baczkowska

Room: Keats

14271 9:00 - 9:30

The Ethical Dimension in Citizen Journalism Practice: A Study of the 2015 Presidential Election in Nigeria

Ngozi Okpara, Pan-Atlantic University, Nigeria

15840 9:30 - 10:00

Political Journalists in the Basque Country: Everyday Uses and Missed-Uses

Irati Agirreazkuenaga, London School of Economics and Political Science, UK

Ainara Larrondo, University of the Basque Country, Spain

Koldobika Meso, University of the Basque Country, Spain

Diana Rivero, University of the Basque Country, Spain

Simón Peña, University of the Basque Country, Spain

16017 10:00 - 10:30

Training Journalists in Poland a Discourse Analysis Oriented Instruction

Anna Baczkowska, Kazimierz Wielki University, Poland

Wednesday Session I: 9:00 - 10:30

Wednesday Session I: 9:00 - 10:00

Room: Coleridge

LibEuro - Interdisciplinary

Session Chair: Omayya Khalifa

15699 9:00 - 9:30

Identifying and Characterizing Novels to Promote Scientific Literacy

Isabel Pau, Universitat Autònoma de Barcelona, Spain

Conxita Márquez, Universitat Autònoma de Barcelona, Spain

Anna Marbà-Tallada, Universitat Autònoma de Barcelona, Spain

15438 9:30 - 10:00

Rewriting Measure for Measure in Arabic: Violation or Interpretation?

Omayya Khalifa, Cairo University, Egypt

Wednesday Session I: 9:00 - 10:30

Room: Wordsworth

ECAH – Arts & Humanities: Interdisciplinary Topics

Session Chair: Penelope Burnett

15855 9:00 - 9:30

Arts Education, Creativity and Neoliberalism

Kevin Gormley, University of New South Wales, Australia

9360 9:30 - 10:00

Power, Paint and the Garden

Penelope Burnett, Tasmanian College of the Arts, Australia

17820 10:00 – 10:30

Local Operations of Political Power Within a Humanity Department: The Struggle and Resistance in Pursuing World-Class Academic Status

Chia Wei Tang, National Sun Yat-sen University, Taiwan

Coffee Break

10:30 - 10:45



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Wednesday Session II: 10:45 - 12:15



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Wednesday Session II: 10:45 - 12:45
EuroMedia - Interdisciplinary Topics
Session Chair: Martin King

Room: Tennyson

10358 10:45 - 11:15

Identity as Marker of Powerless Elite: An Exploration of Online Fan Identity and Conflated Celebrity Identities
 Celia Lam, The University of Notre Dame Australia - Sydney, Australia

8169 11:15 - 11:45

Typography and Iconography: Influential Tools in Visual Communication
 James Livingston, East Tennessee State University, USA

15636 11:45 - 12:15

The Language of Loathe: Representations of Social Work, Welfare and Need in the Media
 Martin King, Manchester Metropolitan University, UK
 David Edmondson, Manchester Metropolitan University, UK

Wednesday Extended Session II: 10:45 - 12:45

Room: Shelley

ECSS/EuroMedia - Education
Session Chair: Monika Betyna

13642 10:45 - 11:15

Narratives of School Counsellors in Hong Kong: Negotiating Professional Identity in a Chinese Cultural Context
 Mabel Shek, The Hong Kong Institute of Education, Hong Kong

15929 11:15 - 11:45

Surmounting Barriers to Social Justice in Education Through Critical Multicultural, Counter-Racist "Interconnecting Strategies"
 Virginia Mary Lea, University of Wisconsin-Stout, USA

17733 11:45 - 12:15

Effective Training of English for Medical Purposes
 Monika Betyna, Kazimierz Wielki University, Poland

17731 12:15 - 12:45

Teaching English for Special Purposes - Error Analysis Students of Medicine
 Monika Betyna, Kazimierz Wielki University, Poland

Wednesday Session II: 10:45 - 12:15

Room: Keats

EuroMedia - Advertising, Marketing, & Public Relations
Session Chair: Soumya Sarkar

15585 10:45 - 11:15

Public Service Announcement for "Public Interest"?
 G. Senem Gencturk Hizal, Baskent University, Turkey

17705 11:15 - 11:45

Framing Strategic Communications: Investigating the Meanings of 'National Unity' In Government Advertisements
 Siti Nor Amalina Ahmad Tajuddin, The University of Queensland, Australia

15825 11:45 - 12:15

A Study of the Drivers of Marketability of Hindi Film Music in the Indian Context
 Madhupa Bakshi, NSHM Institute of Media & Design, India
 Soumya Sarkar, Indian Institute of Management Ranchi, India

Wednesday Session II: 10:45 - 12:15

Wednesday Extended Session II: 10:45 - 12:45
LibEuro - Anglo American & European Literature
Session Chair: Mariem Feki

Room: Coleridge

15874 10:45 - 11:15

Power of Intelligence: Case of D.H. Lawrence's Metaphysical Conceit in his Novel, 'The Rainbow'
 Rayoung Choi, Hankuk University of Foreign Studies, South Korea

15859 11:15 - 11:45

Ekphrasis in Michel Houellebecq's the Map and the Territory as Mise-En-Abyme and as Metafiction
 Nurit Buchweitz, Beit Berl College, Israel

15782 11:45 - 12:15

Michael Chabon's 'the Amazing Adventures of Kavalier & Clay' Re-Presenting the Historical Novel
 Frederik De Vadder, KULeuven, Belgium

15712 12:15 - 12:45

The Power of Traumatic Loss in William Faulkner's the Sound and the Fury: The Quentin Section as an Example
 Mariem Feki, University of Sousse, Tunisia

Wednesday Session II: 10:45 - 11:45
ECAH - Media, Film Studies, Theatre, Communication
Session Chair: Trevor Cullen

Room: Wordsworth

8474 10:45 - 11:15

Finding Power in Disempowering Environments: Nollywood Character Casts of 'Deviant' Nigerian Women
 Anthonia Makwemoisa Yakubu, National Open University of Nigeria, Nigeria

13427 11:15 - 11:45

The Personal Story as the Message: A New Approach to Health Communications
 Trevor Cullen, Edith Cowan University, Australia

Lunch
 12:15 - 13:15



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Wednesday Session III: 13:15 - 14:45



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Wednesday Session III: 13:15 - 14:45
EuroMedia - Political Communication and Satire
Session Chair: Alicja Fijalkowska

Room: Tennyson

8728 13:15 - 13:45

Understanding the Contribution of Western News Media to the Decrease in Political Engagement in the United Kingdom
 Patrick Readshaw, Canterbury Christ Church University, UK

15964 13:45 - 14:15

Propaganda in the Service of Genocide - Case of the Islamic State of Iraq and the Levant
 Wiktor Pastucha, University of Wroclaw, Poland
 Aleksandra Spychalska, University of Wroclaw, Poland

15743 14:15 - 14:45

Campaign American Style? Facebook Activity of Presidential Candidates in Poland before 2015 Election
 Alicja Fijalkowska, University of Warsaw, Poland

Wednesday Session III: 13:15 - 14:45
ECAH Linguistics & Language
Session Chair: Iryna Morozova

Room: Shelley

15702 13:15 - 13:45

The Persuasive Power of Person Deixis in Political Discourse: The Pronoun 'We' in Obama's Speeches as an Example
 Mariem Hamdaoui, University of Sfax, Tunisia

15368 13:45 - 14:15

Echos and Charot in Gay Spoken Discourse: A Sociolinguistic Inquiry
 Romulo P. Villanueva Jr, Far Eastern University, Philippines

13986 14:15 - 14:45

Handsome Is As Handsome Speaks
 Iryna Morozova, Odesa Mechnikov National University, Ukraine
 Olena Pozharytska, Odesa Mechnikov National University, Ukraine

Wednesday Session III: 13:15 - 14:45
EuroMedia - Interdisciplinary Topics
Session Chair: Adeosun H. Shola

Room: Keats

15575 13:15 - 13:45

New Turkish Documentaries: The Tools to Raise Public Awareness with Their Narrative Structures and Discourses
 Nihan Gider Isikman, Baskent University, Turkey

7990 13:45 - 14:15

Piracy in Nigerian Film Industry: Problems and Prospects
 Ezinne Michaelia Igwe, Birmingham City University, UK

16257 14:15 - 14:45

Impact of Motivation on Job Performance in Nigeria Broadcast Industry
 Adeosun H. Shola, Moshood Abiola Polytechnic, Nigeria
 Amos Z. Kolawole, Moshood Abiola Polytechnic, Nigeria
 Aninkan D. Segun, Moshood Abiola Polytechnic, Nigeria

Wednesday Session III: 13:15 - 14:45

Wednesday Session III: 13:15 - 14:45 Room: Coleridge
LibEuro - Middle Eastern & Central Asian Literature
Session Chair: Mona Radwan

16749 13:15 - 13:45

Women at the Edge: Crimes of Power against Women in the Context of Nadeem Aslam's Novel 'The Wasted Vigil'
Zakia Nasir, University of Management and Technology, Pakistan

15721 13:45 - 14:15

Discourses of Power in Salmawy's Butterfly Wings and Elkheshen's 7 Days in Tahrir
Mona Radwan, Cairo University, Egypt

Wednesday Session III: 13:15 - 14:45 Room: Wordsworth
ECSS - Gender & Feminist Theory
Session Chair: Tianyang Zhou

17877 13:15 - 13:45

Infertility and Donor-Assisted Conception: Impact on Women's Social Identity in Traditional Chinese Culture
Elaine Yin-Ling Tsui, The University of Hong Kong, Hong Kong
Celia Hoi-Yan Chan, The University of Hong Kong, Hong Kong

13474 13:45 - 14:15

The Tacit Knowledge of Promoting Gender Mainstreaming Into Medical Schools & Medical Education: Feminist Perspectives and Action
Hsing-Chen Yang, Kaohsiung Medical University, Taiwan

12820 14:15 - 14:45

LGBT Rights Movement and the Social Media Effect: A Case Study of Taiwan Pride
Tianyang Zhou, University of Sussex, UK
Po-Han Lee, University of Sussex, UK

Coffee Break
14:45 - 15:00



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Wednesday Session IV: 15:00 - 16:30



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Wednesday Session IV: 15:00 - 16:00
EuroMedia - Film Criticism and Theory
Session Chair: Jessica Hughes

Room: Tennyson

13448 15:00 - 15:30

The Grand Delusion of Luxurious Aspiration: How Blue Jasmine Explores the Limitations of Neoliberalism's Competitive Logic through Gendered Class Violence

Kendra Marston, University of Queensland, Australia

14232 15:30 - 16:00

For the Filmmaker's Cult Only: Understanding Niche Film Festivals and Their Audiences

Jessica Hughes, University of Queensland, Australia

Wednesday Session IV: 15:00 - 16:30
ECAH - Humanities: Interdisciplinary Topics
Session Chair: Prayut Wannaudom

Room: Shelley

15657 15:00 - 15:30

Luxury as Power - The History of Mirrors

Indre Uzuotaitė, Vilnius Academy of Arts, Lithuania

8505 15:30 - 16:00

The Dancer-Thinker: Intellectuals and Power in the Middle East

Ayman Ismail Sayed Bakr, Gulf University for Science and Technology, Kuwait

15367 16:00 - 16:30

Development of Appropriate Knowledge Cultivation and Production of Para Rubber for Farmers in Loei Province, Thailand

Prayut Wannaudom, Loei Rajabhat University, Thailand

Wednesday Session IV: 15:00 - 16:30
EuroMedia/ECAH - Teaching Journalism
Session Chair: Anna Baczkowska

Room: Keats

15679 15:00 - 15:30

Looking Ahead: Hands-on Experience and Civic Engagement through Service Learning

Shuhui Sophy Cheng, Chaoyang University of Technology, Taiwan

15696 15:30 - 16:00

Impacts of Formal and Informal Media Education in Estonia: Seeking for New Journalists

Kadri Ugur, University of Tartu, Estonia

Eleri Lõhmus, University of Tartu, Estonia

16556 16:00 - 16:30

The Implementation of Content and Language Integrated Learning to a Course of Journalism and Mass Communication

Anna Baczkowska, Kazimierz Wielki University, Poland

Wednesday Session IV: 15:00 - 16:30
LibEuro Management & Leadership
Workshop Presentation

Room: Coleridge

17784 15:00 - 16:30

Supporting 21st Century Learning & Teaching: Who's Got the Power? Academic Libraries: At the Heart of the University

Sonya Campbell-Perry, Glasgow Caledonian University, UK

Wednesday Session IV: 15:00 - 16:30

Wednesday Session IV: 15:00 - 16:30

Room: Wordsworth

ECAH - Performing Arts

Session Chair: A.W. Brian De Silva

12073 15:00 - 15:30

Beyond Genre: Black Elements in Radiohead's "Bloom" Or Black Music/White Music, What's the Difference?
Kela Nnarka Francis, Independent Researcher, Trinidad and Tobago

16262 15:30 - 16:00

Light-Motive: Explorations of Urban Space and Sound
Dan Adams, Whitireia Community Polytechnic, New Zealand

17294 16:00 - 16:30

Creative Power: From 2d to 3d - From Painter to Performing Artist (Dance)
A.W. Brian De Silva, RMIT University, Australia

Coffee Break

16:30 - 16:45

16:45 - 17:15

Spotlight Presentation

Room: Renaissance Suite

Revitalising Indigenous Resistance and Dissent through Online Media
Elizabeth Burrows, Griffith University, Australia

17:20 - 18:30

Keynote Presentation

& IAFOR Documentary Photo Award Presentation

Room: Renaissance Suite

Paul Lowe, London College of Communication, University of the Arts London, UK

18:30 - 19:00

Awards Reception



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Thursday



Thursday Session I: 9:00 - 10:30



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Thursday Session I: 9:00 - 10:00

Room: Tennyson

EuroMedia - Digital Media

Session Chair: Wilaiwan Jongwilaikasaem

15482 9:00 - 9:30

Big Data and the Consolidation of Media Power: Sites of Amplification and Resistance
Tael Harper, University of Western Australia, Australia

15495 9:30 - 10:00

Thai News Cultural Landscape in Digital TV Era
Wilaiwan Jongwilaikasaem, University of Kasetsart, Thailand

Thursday Session I: 9:00 - 10:30

Room: Shelley

LibEuro - Asian Literature

Session Chair: Xiaoping Song

17536 9:00 - 9:30

Can the Subaltern Be Heard: Subalternisation in the Context of the God of Small Things
Fiza Tauqeer, Imperial College of Business Studies, Pakistan

10366 9:30 - 10:00

The Procedure of Nationalism in King Rama VI's Play: A Case Study of Hua Jai Nak Rob
Pawaris Mina, Silpakorn University, Thailand

15792 10:00 - 10:30

A Deranged World through Structural Disarray: The Power of Narrative in 1980s Chinese Fiction
Xiaoping Song, Norwich University, USA

Thursday Session I: 9:00 - 10:00

Room: Keats

EuroMedia - Social Media

Session Chair: Chika Euphemia Asogwa

15967 9:00 - 9:30

Classifying and Profiling Social Media Users: An Integrated Approach
Zoe-Charis Belenioti, Aristotle University of Thessaloniki Greece
Chris Vasiliadis, University of Macedonia, Greece
Andreas I. Andronikidis, University of Macedonia, Greece

17769 9:30 - 10:00

Social Media as a Voice to the Voiceless: The Nigerian Experience
Chika Euphemia Asogwa, Kogi State University, Nigeria

Thursday Session I: 9:00 - 10:30

Thursday Session I: 9:00 - 10:30
LibEuro - Interdisciplinary Topics
Session Chair: Nedal Al-Mousa

Room: Coleridge

15260 9:00 - 9:30
Power of the Linguistic Choices
 Besma Ben Khalifa, University of Sfax, Tunisia

15958 9:30 - 10:00
Power Discourse and Folklore: Perspectives from Jammu Kashmir
 Munejah Khan, Islamic University of Science and Technology, India

12833 10:00 - 10:30
A Postcolonial Reading of Two Arabic Novels Translated into English
 Nedal Al-Mousa, Arab Open University, Jordan

Thursday Session I: 9:00 - 10:30
ECSS - Cultural Studies
Session Chair: Oladosu Olusegun

Room: Wordsworth

14222 9:00 - 9:30
You Can Run but You Can't Hide: The Curious (Show)Cases of Caster Semenya and Oscar Pistorius
 Carla Lever, University of Sydney, Australia

15282 9:30 - 10:00
Organizational Culture as a Primary Driver of Organizational Success: The South African University Experience
 Zenia Barnard, University of Johannesburg, South Africa
 Derek van der Merwe, University of Johannesburg, South Africa

7677 10:00 - 10:30
Yoruba Indigenous Drums: An Aesthetic Symbol in Ecological Ritual of the Yoruba People
 Oladosu Olusegun, Obafemi Awolowo University Ile-Ife, Nigeria

Coffee Break
 10:30 - 10:45



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Thursday Session II: 10:45 - 12:15



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Thursday Session II: 10:45 - 11:45**Room: Tennyson****EuroMedia - Media Law & Policy****Session Chair: Aya Sami Shata**

14569 10:45 - 11:15

Journalists and Law - Cases from Kashmir

Sheikh Ruheela Hassan, Islamic University of Science and Technology, India

15182 11:15 - 11:45

Media Advocacy and Policy Making in Egypt: Sexual Harassment as a Case Study

Aya Sami Shata, American University in Cairo, Egypt

Khaled Amin, American University in Cairo, Egypt

Thursday Session II: 10:45 - 12:15**Room: Shelley****ECAH - Arts Interdisciplinary****Session Chair: Maria L. Figueredo**

12070 10:45 - 11:15

Mapping the Trinidad and Tobago Carnival Ritual

Kela Nnarka Francis, Independent Researcher, Trinidad and Tobago

15460 11:15 - 11:45

The Paradox of Mastership of the Audience in Interactive VJ Performance

Hau-Yun Lo, National ChengChi University, Taiwan

8392 11:45 - 12:15

Poetry Installations for the Toronto2015 Panam / Parapan Am Games: The Sport of Poetry and the Poetry of Sport

Maria L. Figueredo, York University, Canada

Thursday Session II: 10:45 - 11:45**Room: Keats****ECAH Language & Linguistics****Session Chair: Alice Yin Wa Chan**

15731 10:45 - 11:15

Espero estés bien 'I hope you are well': Complementizer Omission in Spanish

Jiyoung Yoon, University of North Texas, USA

12628 11:15 - 11:45

What Hypotheses Do Cantonese ESL Learners Make in Their Selection of English Articles?

Alice Yin Wa Chan, City University of Hong Kong, Hong Kong

Thursday Session II: 10:45 - 11:45**Room: Coleridge****LibEuro - African Literature****Session Chair: Hellen Roselyne L. Shigali**

17296 10:45 - 11:15

A Conflict of Relations in Toni Morrison's New World Fiction

Rajeswar Pal, Al Jouf University, Saudi Arabia

10957 11:15 - 11:45

The Power of Literature in African Development Since the 1950s

Hellen Roselyne L. Shigali, Moi University, Kenya

Thursday Session II: 10:45 - 12:15

Thursday Session II: 10:45 - 11:45

Room: Wordsworth

ECSS - Cultural Studies

Session Chair: Leah Brown

16002 10:45 - 11:15

The Way of Music: Phraya Phomeesewin

Pongsin Aroonrat, Silpakorn University, Thailand

15817 11:15 - 11:45

Healing Sounds and the Orisa of Trinidad and Tobago

Leah Brown, University of Trinidad and Tobago, Trinidad and Tobago

Lunch Break

12:15 - 13:15

13:15-13:45

Media Ethics Panel

Room: Tennyson Suite

13:50-14:35

Keynote Presentation

Room: Tennyson Suite

Regenia Gagnier

14:40-15:10: Conference Closing Address (Tennyson Suite)

Join us for a conference highlights photography slideshow and closing remarks from Dr Joseph Haldane (IAFOR President) and Professor Stuart Picken (IAFOR Chair & Conference Chair).



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Virtual



Virtual Presentations



Virtual presentations are online video presentations of papers.
They can be viewed during and after the conference
at youtube.com/user/AsianConferences

12149

Social Media as a Game Changer in the 2014 Indian Parliamentary Election: A Study of the Indian Diaspora Society in Canada and Oman

Sangeeta Tripathi, College of Applied Sciences, Oman

14145

The Fateful Triangle, Hermeneutically Deconstructed: A Comparative Reading of Language, Media and Politics in Noam Chomsky and Abdelwahab Elmessiri

Eman Helmy El-Meligi, Damanhur University, Egypt

15609

Exploring Power: Aboriginal Artefacts and Records in Australian Libraries and Archives

Kirsten Thorpe, State Library of NSW, Australia

Monica Galassi, State Library of NSW, Australia

Rachel Franks, State Library of NSW, Australia

12514

A Critical Study of Mahfouz's Representation of the Oppressed 'Intellectual' During the 'Nasserite Experiment'

Alaa Amr Saad, American University in Cairo, Egypt

15596

Cultural Peculiarities and Equivalents : A Perspective of French and Igbo Proverbs

Kate Ndukauba, Abia State University, Nigeria

12172

Expressions of Sensory Evidentiality in Journalistic Travelogues: Elements of Persuasive Narration

Martina Temmerman, Vrije Universiteit Brussel, Belgium

10572

Computer Skill, Internet Attitude and Social Media Use as Determinants of Information Literacy among Secondary School Students in South-Western Nigeria

Akerele Johnson Ayodeji, Adeyemi College of Education, Nigeria

Egunjobi Rotimi Adesina, Adeyemi College of Education, Nigeria

15946

K. J. Yesudas: The Discursive Formation of the Cult of a Playback Singer in the Kerala Public Sphere

Navya. V.K, The English and Foreign Languages University, India

17955

Deconstructing Gender: Laurence Anyways and the Mise-En-Scene of a Transition

Mariana Gil-Arboleda, Manuela Beltran University, Colombia

Angela Urrea, Manuela Beltran University, Colombia

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June 2-6, 2016 - ACCS2016 - The Asian Conference on Cultural Studies 2016

June 2-6, 2016 - IICJ2016 - The International Conference on Japan and Japan Studies 2016

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June 9-12, 2015 - ACSEE2016 - The Asian Conference on Sustainability, Energy & the Environment 2016



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