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

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

Theme: Best Communication Practices in an Interconnected World

Conference Schedule

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

Thursday, November 13 (Pre-Conference Day)
Excursion to Colonial Williamsburg
Arranged for those arriving early who pre-register for this tour!

Friday, November 14 (Day One)

1 – 3 p.m. Visits to Local Media, Public Relations, Advertising Venues

(13:00 – 15:00) Please Note: Arrangements must be made in ADVANCE
Sites Include:

Tour 1:
Associated Press
Richmond Times-Dispatch

Tour 2:
Channel 12 TV

Tour 3:
CRT/Tanaka PR
The Martin Agency

1 – 5:30 Registration (Hotel Receiving Area - staffed by VCU)
(13:00 – 17:30)

4:00 – 5:00 Academic Conference Workshop: Preparation & Presentation
How to Prepare a Paper for a Conference Presentation
Temple Building - Rm. 2221

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

Prof. M. L. Beall,
Mercer University, Atlanta, Ga., USA
3:30 – 5:30  AUSACE Board Meeting  
(15:30-17:30)  Temple Building - Rm. 2211  

4:15 – 5:30  Tour of VCU Campus and School of Mass Communications  
(16:15-17:30)  *Departs at 4:15 pm (16:15) from the hotel lobby.  

6:00 – 9:30  Opening Ceremony and Dinner¹  
(18:00 – 21:30)  Commonwealth Ballroom B, VCU Student Commons  
Sponsor: College of Humanities and Sciences  

Welcome:  

Dr. Judy Van Slyke Turk,  
Director of the School of Mass Communications (VCU)  

Dr. Eugene P. Trani,  
President of Virginia Commonwealth University (VCU)  

Dr. Fred Hawkridge  
Interim Dean of the College of Humanities & Sciences (VCU)  

Dr. Douglas Boyd,  
Current AUSACE President, University of Kentucky  

Dr. Naila Hamdy,  
AUSACE President Elect. American University in Cairo  

Keynote Speaker:  

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

9:30 (21:30)  Return to Hotel  

Note: The food is not halal, but no pork will be served and there will be vegan options available.
Saturday, November 15 (Day Two)

8:30 – 4:00 (16:00)  Information Table Open – Student Commons
8:30 – 9:30  Conference Registration – Student Commons

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

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

Panel Members:
- Dr. Lucas Welch,
  President of SOLIYA, New York, N.Y., USA
- Dr. Mohammed El-Nawawy,
  Queens University of Charlotte, N.C., USA
- Mr. Reem Marto,
  Outreach Manager - SOLIYA, New York, N.Y., USA
- Prof. June Nicholson,
  Virginia Commonwealth University, Va., USA
- Ms. Jamie Stansbury,
  Center Contemporary Arab Studies, Georgetown University, Washington, D.C., USA
- Dr. Sahar Khamis,
  University of Maryland, College Park, Md., USA

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

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

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

Plenary on Quality Standards for Arab Journalism Education

Panel Members:
- Dr. Yousef Al-Failakawi,
  Kuwait University, Kuwait
- Dr. Doug Boyd,
  University of Kentucky, Ky., USA
- Dr. David Burns,
  University of Maryland, Md., USA
- Dr. Naila Hamdy,
  American University Cairo, Egypt
- Dr. Ahmed Hidass,
  Institut Superior d Information et Comm. Morocco

Moderator: Dr. Judy Van Slyke Turk,
Virginia Commonwealth University, Va., USA

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

2 The food is not halal, but no pork will be served and there will be vegan options available.
1:30 – 2:30  Session 3 (a & b): Plenary #2  
(13:30 – 14:30)  Theater, VCU Student Commons

**InterMedia Presentation:**  *Media Evolution in the Arab World*  
The Rise & Fall of Al Jazeera  
Dr. Mark Rhodes,  
President of InterMedia Research Institute, USA  
Dr. Douglas Boyd,  
AUSACE President, U. of Kentucky, Ky., USA

2:30 – 3:30  Session 4(a): International Law, Literacy, and Journalism  
(14:30 – 15:30)  Richmond Salons III, VCU Student Commons  
*Satellite Radio and Television and International Law*  
Dr. Ahmed Hidass,  
Institut Superieur d'Information et de Communicacion, Tangier, Morocco.  
*Internet Governance and the Egyptian Cultural Identity*  
Dr. Lamees El Baghdady,  
American University in London, England  
*Understanding Media Literacy in India*  
Dr. M.D. Lawrence,  
University of PUN, India  
Moderator: Dr. Leonard Teel,  
Georgia State University, Atlanta, Ga., USA

2:30 – 3:30  Session 4(b): Islamic Culture and the Media  
(14:30 – 15:30)  Richmond Salons IV, VCU Student Commons  
*The Media Society and Religious Values*  
Dr. Farida Akrout,  
Universite de Mostaganem, Algeria  
*Cultural Identity in Egypt and the Post-Modern Mind*  
Dr. Nadia Abdel Ghani AKA,  
Banhaa University, Cairo, Egypt  
*Proverb Culture in Balkans*  
Prof. Cezar Scarlat,  
University Politehica, Bucharest, Romania  
Prof. Evangelos Afendras,  
Sultan Qaboos University, Omán  
Moderator: Dr. William Davie  
University of Louisiana, New Orleans, La., USA

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

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

3:45 (15:45)  Vans Available for Return to Hotel – Individual Dinner Plans
**Sunday, November 16 (Day Three)**

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

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

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

Panel Members:
- Dr. Ashraf Galal,  
  Qatar University, Qatar  
- Dr. Philip Auter,  
  University of Louisiana, New Orleans, La., USA  
- Prof. Mohammed Arafa,  
  Global Media Consultants, Atlanta, Ga., USA  
- Dr. William Davie,  
  University of Louisiana, New Orleans, La., USA  
- Prof. June Nicholson,  
  Virginia Commonwealth U. Richmond, VA., USA

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

10:30 – 11 a.m.  Coffee Break: James River Terrace, VCU Student Commons

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

*Darfur Lost in the Conflict: The Portrayal by Cable Networks*
Prof. M.L. Beall,  
Mercer University, Atlanta, Ga., USA
Prof. Megan Beall, Ph.D. ABD,  
Georgia State University, Atlanta, Ga., USA

*Egyptian TV Coverage of Constitutional Amendments and Its Impact on the Nature and Level of Political Participation*
*Dr. Ashraf Galal,*  
Qatar University, Qatar

*The Conciliatory Potential of Transnational Media*
*Dr. Mohammed El-Nawawy,*  
Queens University, Charlotte, N.C., USA
Prof. Shawn Powers,  
University of Southern California, Calif., USA

Moderator: Dr. Hussein Amin,  
American University of Cairo, Egypt
Sunday, November 16 (Day Three - Continued)

11:00-12:00  Session 6(b): Media & Education
Richmond Salons II

*Journalism and Communication Education*
- Dr. Jyotika Ramaprasad,
  University of Miami, Fla. USA

*Children's Use of the Media*
- Dr. Yousef Ali-Failakawi,
  Kuwait University, Kuwait

*The Role of Media on Student's Skills*
- Dr. Majid Zorofi,
  Islamic AZAD University, Iran
- Dr. Soheila Javid Tabrizi
  ENGHELAB Educational Institution, Iran

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

11:00-12:00  Session 6(c): Culture, Communication, and the Arab World
Richmond Salons IV, VCU Student Commons

*The Analysis of Crisis Communication Cases*
- Dr. Serra Gorpe,
  Istanbul University, Turkey

*Can the Negative Influence of Television be Diminished?*
- Prof. Sule Yuksel Ozturk,
  Anadolu University, Turkey.
- Prof. Cihangir Sahin,
  Istanbul University, Turkey.

*Social Change and the Social Marketing Campaign*
- Dr. Khaled Zamoum,
  Sharjah University, UAE

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

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

2:30 – 3:30  Session 7(a): The Effects of Professional Journalism on Culture
(14:30 – 15:30)  Richmond Salons III, VCU Student Commons

*Communication – A Challenging Dimension of Romanian Working Relationships Effectiveness*
- Dr. Anca Alexandra Purcarea,
  POLITEHNICA University of Bucharest, Romania

*The Gulf's Cultural Communication with the World*
- Dr. May Al-Khaja,
  United Arab Emirates University, UAE

*Corporate Social Responsibility and the Arab World*
- Dr. Donn Tilson, & Prof. Dana Janbek,
  University of Miami, Fla., USA

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Sunday, November 16 (Day Three) - Continued

2:30 – 3:30 Session 7(b): Freedom of the Press – Corporate / Social Responsibility
(14:30 – 15:30) Richmond Salons IV, VCU Student Commons

Freedom of the Press in Egypt
Dr. Farah El Alfy & Dr. Sara Abou Bakr,
American University Cairo, Egypt

Transformations, Paradoxes, and Challenges: A Critical Overview of Modern Communication in Egypt”
Dr. Sahar Khamis,
University of Maryland, Md., USA

Critical Analysis of Press Freedom in Pakistan
Dr. Syed Abdul Siraj,
Chairman - Mass Communication
Allama Iqbal Open U. Islamabad, Pakistan

Moderator: Dr. Tayeb Boutbouqalt,
King Fahd Advance School of Trans. Morocco

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

4:00 – 5:15 Session 8(a): Turmoil of Technology and Media
(16:00 – 17:15) Richmond Salons I, VCU Student Commons

An Update on Islamophobia
Dr. David Applefield - Sciences Po in Paris;
The Financial Times & the Intrnl. Herald Tribune

Is 'Pro-Obama' 'Anti-Muslim'? The Nature of a Campaign to Contradict an Internet Rumor"
Dr. Lisa Barr,
Western Illinois University, Illinois, USA

Television Violence and the Third Person Effect
Dr. Hebatallah Bahgat El Semary,
United Arab Emirates University, UAE

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

4:00 – 5:15 p.m. Session 8(b): Consequences of Digital Media
(16:00 – 17:15) Richmond Salons III, VCU Student Commons

Exporting our Memories: Consequences of a Digital Archive
Prof. Sean Stewart,
Virginia Commonwealth University, Richmond,
Va., USA

Effect of Internet Connectedness on Civic Engagement UAE
Dr. Azza Mohamed,
United Arab Emirates University, UAE

Islamist Political Movements: Internet Usage by the

Moderator: Dr. Mohamed Ibrahim, University of El Iman El Mahdi, Kosti, Sudan
Sunday, November 16 (Day Three) - Continued

4:00 – 5:15 Session 8 (c): Current Marketing, Advertizing, & the Press
(16:00 – 17:15) Richmond Salons IV, VCU Student Commons

*Indian Advertising and the Changing Media Environment*
Dr. Manish Verma,
Amity School of Communication India

*Recent Advertising Trends in India and Europe*
Dr. Tapati Basu,
University of Calcutta, India

*Characteristics of Commercial Websites*
Mr. Abd El-Basit Mahmoud,
Ilmenau University, Germany

Dr. Philip Auter,
University of Louisiana, USA

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

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

Monday, November 17 (Day Four) - Washington DC

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

*Washington Tour of the Newseum*
Note: Participants pay individual entrance fees and lunch.

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

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

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

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

Reception⁴ & Annual Awards Ceremony

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

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⁴ The food is not *halal*, but no pork will be served and there will be vegan options available.
9:30 (21:30)  Delegates Returned to Hotel

**Tuesday, November 18 (Post-Conference Day)**

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

*Remember to pre-arrange your excursions*

Participants, Board Members, Delegates – Return Home

**Index of AUSACE 2008 Participants**

1. Akrout, Farida. Universite de Mostaganem, Algeria
   Session 4 (b)

2. Al-Failakawi, Yousef. Kuwait University, Kuwait
   Session 2 (a&b)
   Session 6 (b)

3. Applefield, David. Sciences Po; Financial Times & Intl Herald Tribune Sudan, Libya, Chad
   Session 4(b)
   Session 8(a)

4. Afendras, Evangelos. Sultan Qaboos University, Oman
   Session 4 (b)

5. Al-Khaja, May. United Arab Emirates University, UAE
   Session 7(a)

6. Amin, Hussein. American University of Cairo, Egypt
   Session 6 (a)
   Session 8 (a)

7. Arafa, Mohammed. Global Media Consultants, Atlanta, Ga., USA
   Session 5 (a&b)

8. Auter, Philip. University of Louisiana, New Orleans, La., USA
   Session 5 (a&b)
   Session 8 (c)

9. Bakr, Sara Abou. American University Cairo, Egypt
   Session 7 (b)

10. Barr, Lisa. Western Illinois University, Illinois, USA
    Session 8 (a)

    Session 8 (c)

12. Beall, M.L. Mercer University, Atlanta, Ga., USA
    Pre-Conference Workshop
    Session 6 (a)

13. Beall, Megan L. Georgia State University, Atlanta, Ga., USA
    Pre-Conference Workshop
14. Bouthouqalt, Tayeb. King Fahd Advance School of Trans. Morocco  
   Session 7 (b)  
   Session 8 (c)  

15. Boyd, Douglas. University of Kentucky, Ky., USA  
   Opening Ceremony  
   Session 2 (a&b)  
   Session 3 (a&b)  

16. Burns, David. University of Maryland, Md., USA  
   Session 2 (a&b)  

17. Codamo Carolyn. Georgia State University, Atlanta, Ga., USA  
   Session 4 (b)  
   Session 6 (b)  

18. Davie, William. University of Louisiana, New Orleans, La., USA  
   Session 4 (b)  
   Session 5 (a&b)  

19. El Alfy, Farah. American University Cairo, Egypt  
   Session 7 (b)  

   Session 4 (a)  

21. El Semary, Hebatallah Bahgat. United Arab Emirates University, UAE  
   Session 8 (a)  

22. El-Nawawy, Mohammed. Queens University, Charlotte, N.C., USA  
   Session 1 (a&b)  
   Session 6 (a)  

23. Fleaca, Elena. University Politifica of Bucharest, Romania  
   Session 7 (a)  

24. Galal, Ashraf. Qatar University, Qatar  
   Session 5 (a&b)  
   Session 6 (a)  

25. Ghani, Nadia Abdel. United Arab Emirates University, UAE  
   Session 4 (b)  

26. Gorpe, Serra. Istanbul University, Turkey  
   Session 6 (c)  

27. Hamdy, Naila. American University Cairo, Egypt  
   Opening Ceremony  
   Session 2 (a&b)  
   Session 8 (b)  

28. Helms, Andrew. Georgetown University, Washington, D.C., USA  
   Session 8 (b)
   Session 2 (a&b)
   Session 4 (a)

30. Ibrahim, Mohamed. University of El Imam El Mahdi, Kosti, Sudan
   Session 7 (a)
   Session 8 (a)

31. Janbek, Dana, University of Miami, Fla, USA
   Session 4 (a)

32. Khamis, Sahar. University of Maryland, Md., USA
   Session 1 (a & b)
   Session 7 (b)

33. Lawrence, M.D. University of PUN, India
   Session 6 (b)

34. Mahmoud, Abd El-Basit. Ilmenau University, Germany
   Session 8 (c)

35. Marto. Reem. SOLIYA, New York, N.Y., USA
   Session 1 (a&b)

36. Mohamed, Azza. United Arab Emirates University, UAE
   Session 8 (b)

37. Nicholson, June. Virginia Commonwealth University, Richmond, Va., USA
   Session 1 (a&b)
   Session 5 (a&b)

38. Ozturk, Sule Yuksel. Anadolu U. Social Science Institute, Turkey
   Session 6 (c)

39. Powers, Shawn. University of Southern California, Calif., USA
   Session 6 (a)

40. Purcarea, Anca Alexandra. University Politistica of Bucharest, Romania
   Session 7 (a)

41. Ramaprasad, Jyotika. Southern Illinois University, Illinois, USA
   Session 1 (a&b)
   Session 6 (b)

42. Rhodes, Mark. InterMedia Research Institute, USA
   Session 3 (a&b)

43. Sahin, Cihangir. Anadolu U. Social Science Institute, Turkey
   Session 6 (c)

44. Scarlat, Cezar. University Politehica, Bucharest, Romania
   Session 4 (b)

45. Siraj, Syed Abdul. Allama Iqbal Open University Islamabad, Pakistan
46. Stansbury, Jamie. Center Contemporary Arab Studies Georgetown University, Washington, D.C., USA
   Session 1 (a&b)

47. Stewart, Sean. Virginia Commonwealth University, Richmond, Va., USA
   Session 8 (b)

48. Tabrizi, Soheila Javid. ENGHELAB Educational Institution., Iran
   Session 6 (b)

49. Tarabay, Mahmoud. Lebanese University, Beirut. Lebanon
   Session 5 (a&b)
   Session 8 (c)

50. Teel, Leonard. Georgia State University, Atlanta, Ga., USA
   Session 4 (a)
   Session 6 (c)

51. Tilson, Donn. University of Miami, Fla., USA
   Session 4 (a)

52. Turk, Judy Van Slyke. Virginia Commonwealth University, Richmond, Va., USA
   Opening Ceremony
   Session 2 (a&b)
   Session 6 (a)

53. Verma, Manish. Amity School of Communication, India
   Session 8 (c)

54. Zamoum, Khaled. Sharjah University, UAE
   Session 6 (c)

55. Zorofi, Majid. Islamic AZAD University, Iran
   Session 6 (b)