



# Athens Journal of Mass Media and Communications

Volume 4, Issue 3, July 2018

## Table of Contents

President's Message	177
ARTICLES	
<a href="#">Humour in Multicultural South African Texts: Finding Common Ground</a> <i>Lynn Wood, Alicia Van Der Spuy, Lakshmi Jayakrishnan &amp; Vasti Pienaar</i>	179
<a href="#">The Instructional Capacity of Reality Television: Learning Survival Strategies from Survival Shows</a> <i>Kami Kosenko, Johanne Laboy &amp; Danielle Schmidt</i>	193
<a href="#">Demographic Predictors of Listening to Radio and Watching TV Programmes among Agro-pastoralists in Tanzania</a> <i>Kelefa Mwantimwa</i>	205
<a href="#">Public Diplomacy in the Belt and Road Initiative within the New Media: Theories and Practices</a> <i>Li Hongxiu</i>	219
<a href="#">Announcements</a>	237

Published by



The [Mass Media & Communication Research Unit](#) of  
The Athens Institute for Education and Research

Athens Journal of Mass Media and Communications

A journal of The Mass Media & Communication Research Unit of

The Athens Institute for Education and Research

ISSN NUMBER: 2407-9499

**Editors of this Journal**

- **Dr. Yorgo Pasadeos**, Head, Mass Media & Communication Research Unit, ATINER & Professor Emeritus, University of Alabama, USA.
- **Dr. Patrick Vyncke**, Professor of Communication Management, Department of Communication Sciences, Ghent University, Belgium.
- **Dr. Dan Albertson**, Academic Member, ATINER & Associate Professor, University of Alabama, USA.

**Editorial and Reviewers' Board**

**Managing Editor**

Ms. Afrodete Papanikou

**Offices**

Athens Institute for Education and Research

8 Valaoritou Street, 10671 Athens, Greece

Phone: + 30 210 3634210 Fax + 30 210 3634209

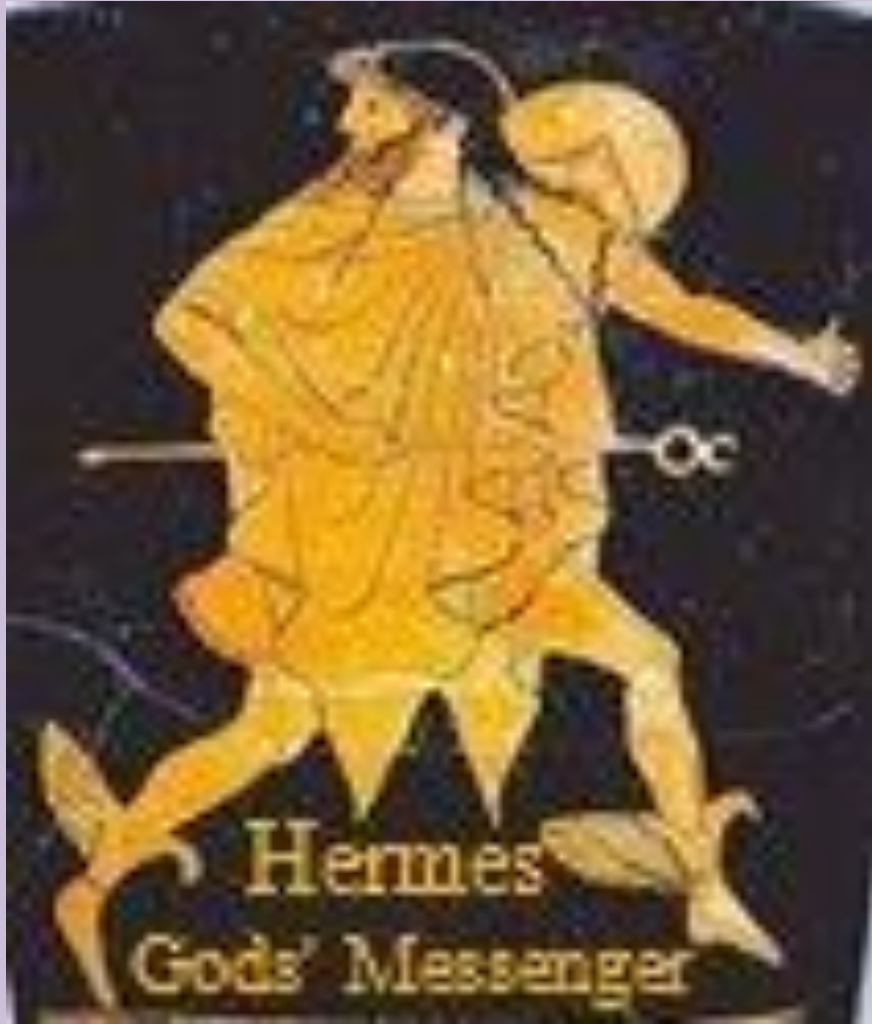
Email: [info@atiner.gr](mailto:info@atiner.gr)

URL: <https://www.athensjournals.gr/ajmmc>

# Athens Journal of Mass Media and Communications

Volume 4, Issue 3, July 2018

<b>Table of Contents</b>	
<b>President's Message</b>	<b>177</b>
<b>ARTICLES</b>	
<a href="#"><u>Humour in Multicultural South African Texts: Finding Common Ground</u></a> <i>Lynn Wood, Alicia Van Der Spuy, Lakshmi Jayakrishnan &amp; Vasti Pienaar</i>	<b>179</b>
<a href="#"><u>The Instructional Capacity of Reality Television: Learning Survival Strategies from Survival Shows</u></a> <i>Kami Kosenko, Johanne Laboy &amp; Danielle Schmidt</i>	<b>193</b>
<a href="#"><u>Demographic Predictors of Listening to Radio and Watching TV Programmes among Agro-pastoralists in Tanzania</u></a> <i>Kelefa Mwantimwa</i>	<b>205</b>
<a href="#"><u>Public Diplomacy in the Belt and Road Initiative within the New Media: Theories and Practices</u></a> <i>Li Hongxiu</i>	<b>219</b>
<a href="#"><u>Announcements</u></a>	<b>237</b>



## **President's Message**

The Athens Institute for Education and Research (ATINER) is pleased to announce the publication of a number of peer reviewed, open access journals of original research work. Most of the articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different research divisions and units of the Athens Institute for Education and Research. The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the third from the fourth volume of the [\*Athens Journal of Mass Media and Communications\*](#) published by the [Mass Media & Communication Research Unit](#) of the Athens Institute for Education and Research (ATINER).

**Gregory T. Papanikos**  
**President**  
**Athens Institute for Education and Research**

