



(AJMMC)

The Athens Journal of Mass Media and Communications



(AJMMC)

Volume 6, Issue 2, April 2020

Articles

Front Pages

CHRIS UNDERATION & RACHAEL GRAF

[Unthinkable to Acceptable: How Stories can make Controversial Ideas More Mainstream](#)

LAURA TRUJILLO-LIÑÁN

[Charles Taylor's Critique of Technopoly](#)

CAN ERTUNA

[Producing Opinion and Building the Agenda on TV Discussion Programs during the State of Emergency in Turkey](#)

ELMIRA DJAFAROVA & MAX THOMPSON

[Exploring the Credibility of Fitness Instagram Micro-Celebrities on Young British Males](#)



ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

A World Association of Academics and Researchers

8 Valaoritou Str., Kolonaki, 10671 Athens, Greece.

Tel.: 210-36.34.210 Fax: 210-36.34.209

Email: info@atiner.gr URL: www.atiner.gr

Established in 1995



(ATINER)

(ATINER)

Mission

ATINER is an Athens-based World Association of Academics and Researchers based in Athens. ATINER is an independent and non-profit **Association** with a **Mission** to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, **as well as engage with professionals from other fields**. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to *Plato's Academy* and *Aristotle's Lyceum*. Both these historic places are within walking distance from ATINER's downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, ***Athens" ... is open to the world, we never expel a foreigner from learning or seeing"***. ("Pericles' Funeral Oration", in Thucydides, *The History of the Peloponnesian War*). It is ATINER's **mission** to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people's opinions and beliefs. After all, the free expression of one's opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. *Education* and *(Re)searching* for the 'truth' are the pillars of any free (democratic) society. This is the reason why *Education* and *Research* are the two core words in ATINER's name.

The Athens Journal of Mass Media and
Communications

ISSN NUMBER: 2407-9677 - DOI: 10.30958/ajmmc

Volume 6, Issue 2, April 2020

Download the entire issue ([PDF](#))

<u>Front Pages</u>	i-viii
<u>Unthinkable to Acceptable: How Stories can make Controversial Ideas More Mainstream</u> <i>Chris Underation & Rachael Graf</i>	81
<u>Charles Taylor's Critique of Technopoly</u> <i>Laura Trujillo-Liñán</i>	101
<u>Producing Opinion and Building the Agenda on TV Discussion Programs during the State of Emergency in Turkey</u> <i>Can Ertuna</i>	113
<u>Exploring the Credibility of Fitness Instagram Micro-Celebrities on Young British Males</u> <i>Elmira Djafarova & Max Thompson</i>	131

The Athens Journal of Mass Media and Communications

Editorial and Reviewers' Board

Editors

- **Dr. John Pavlik**, Head, Mass Media and Communication Unit, ATINER & Professor, Journalism and Media Studies, School of Communication and Information, Rutgers University, USA.
- **Dr. Yorgo Pasadeos**, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
- **Dr. Patrick Vyncke**, Professor of Communication Management, Department of Communication Sciences, Ghent University, Belgium.

Editorial Board

- Dr. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.
- Dr. Burak Dogu, Academic Member, ATINER & Vice Dean, Izmir University of Economics, Turkey.
- Dr. Andzela Armoniene, Head of The Fund Young Researcher, Lithuania.
- Dr. Mariam Gersamia, Professor & Head, Division of Journalism and Mass Communication, Ivane Javakhishvili Tbilisi State University, Georgia.
- Dr. Egle Jaskuniene, Associate Professor & Vice Dean for Research, Faculty of Creative Industries, Vilnius Gediminas Technical University, Lithuania.
- Dr. Berrin Yanikkaya, Academic Member, ATINER and Professor & Head, School of Communication Studies, Auckland University of Technology, New Zealand.
- Dr. Dali Osepashvili, Professor, Department of Journalism and Mass Communication, Ivane Javakhishvili Tbilisi State University, Georgia.
- Dr. Walter Wymer, Academic Member, ATINER & Professor of Marketing, University of Lethbridge, Canada.
- Dr. Alan Albarran, Academic Member, ATINER & Professor, The University of North Texas, USA.
- Dr. Patricia L. Dooley, Elliott Distinguished Professor of Communication, Wichita State University, USA.
- Dr. Catherine Ann Collins, Professor, Department of Rhetoric, Willamette University, USA.
- Dr. Pamela Doyle Tran, Professor of Electronic News, University of Alabama, USA.
- Dr. S. Andrews, Professor, Department of Information Technology, Mahendra Engineering College, India.
- Dr. Emmanuel Ngwainmbi, Department of Communication Studies, The University of North Carolina, USA.
- Dr. Zsolt Alfred Polgar, Academic Member, ATINER & Associate Professor,

Technical University of Cluj-Napoca, Romania.

- Dr. Margaret M. Cassidy, Academic Member, ATINER & Associate Professor, Adelphi University, USA.
- Dr. Baris Coban, Associate Professor, Communication Sciences Department, Dogus University, Turkey.
- Dr. Ulas Basar Gezgin, Associate Professor of Applied Communication, British University Vietnam, Vietnam.
- Dr. Anya Luscombe, Associate Professor and Head, Department of Academic Core, University College Roosevelt, The Netherlands.
- Dr. Charles Obot, Academic Member, ATINER & Associate Professor, University of Uyo, Nigeria.
- Dr. Ceren Sozeri, Associate Professor, Faculty of Communication, Galatasaray University, Turkey.
- Dr. Matthew D. Matsaganis, Assistant Professor, Department of Communication, State University of New York (SUNY), USA.
- Dr. Geneviève A. Bonin, Assistant Professor, University of Ottawa, Canada.
- Dr. Klarissa Lueg, Assistant Professor, Aarhus University, Denmark.
- Dr. George Pavlou, Assistant Professor, European University, Cyprus.
- Dr. Yolandi Slabbert, Senior Lecturer, Department of Communication Science, University of South Africa, South Africa.
- Dr. Daniel Binns, Academic Member, ATINER & Lecturer, RMIT University, Australia.
- Dr. Binoy Kampmark, Lecturer in Social Sciences, School of Global, Urban and Social Studies, RMIT University, Australia.
- Dr. Sarah Sparke, Academic Member, ATINER & Research Associate, CMIR, University of the West of England, UK.
- Dr. Vittoria Sacco, Postdoctoral Assistant, Neuchatel University, Switzerland.
- Ms. Mania Alehpour, PhD Candidate, University of Tehran, Iran.

- **General Managing Editor of all ATINER's Publications:** Ms. Afrodete Papanikou
- **ICT Managing Editor of all ATINER's Publications:** Mr. Kostas Spyropoulos
- **Managing Editor of this Journal:** Ms. Zoi Charalampous ([bio](#))

Reviewers' Board

[Click Here](#)

President's Message

All ATINER's publications including its e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and is independent of presentations at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year and entail significant costs of participating. The intellectual property rights of the submitting papers remain with the author. Before you submit, please make sure your paper meets the [basic academic standards](#), which includes proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different 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 second of the sixth volume of the *Athens Journal of Mass Media and Communications (AJMMC)*, published by the [Mass Media & Communication Unit](#) of ATINER

•

Gregory T. Papanikos
President
ATINER



Athens Institute for Education and Research

A World Association of Academics and Researchers

18th Annual International Conference on Communication and Mass Media, 11-14 May 2020, Athens, Greece

The [Mass Media & Communication Unit](#) of ATINER organizes its **18th Annual International Conference on Communication and Mass Media, 11-14 May 2020, Athens, Greece** sponsored by the [Athens Journal of Mass Media and Communications](#). The aim of the conference is to bring together academics and researchers of Communications, Mass Media and other related disciplines. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-MED.doc>).

Important Dates

- Abstract Submission: **27 April 2020**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **13 April 2020**

Academic Members Responsible for the Conference

- **Dr. John Pavlik**, Head, [Mass Media and Communication Research Unit](#), ATINER & Professor, Rutgers University, USA.
- **Dr. Yorgo Pasadeos**, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/2019fees>

