Athens Journal of Mass Media and Communications

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Reactive or Preventive Approach? An Agenda-Setting Analysis of Health News in Bangladeshi Bengali Newspaper

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- **Dr. John Pavlik,** Head, Mass Media and Communication Unit, Athens Institute & Professor, Journalism and Media Studies, School of Communication and Information, Rutgers University, USA.
- **Dr. Adam Pitluk,** Deputy Head, Mass Media and Communication Unit, Athens Institute & Assistant Professor, Coastal Carolina University, USA.
- **Dr. Patrick Vyncke,** Professor of Communication Management, Department of Communication Sciences, Ghent University, Belgium.

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The ***Athens Journal of Mass Media and Communications (AJMMC)*** is an Open Access quarterly double-blind peer reviewed journal and considers papers from all areas from mass media and communication. The Journal encourages the submission of works that engages issues of international scope and that explore matters of theoretical importance across a diverse range of topics from journalism, to strategic communication, to economics, public policy, politics and technological change as they relate to media and society. Many of the papers published in this journal have been presented at the various conferences sponsored by the Mass Media & Communication Unit of the Athens Institute. All papers are subject to Athens Institute's Publication Ethical Policy and Statement.

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The current issue is the first of the twelfth volume of the *Athens Journal of Mass Media and Communications (AJMMC), published by the Mass Media & Communication Unit of* Athens Institute.

Gregory T. Papanikos
President
Athens Institute

Athens Institute

A World Association of Academics and Researchers

25th Annual International Conference on Communication and Mass Media, 11-15 May 2026, Athens, Greece

The Mass Media & Communication Unit of Athens Institute organizes its **25th Annual International Conference on Communication and Mass Media, 11-15 May 2026, 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/2026/FORM-MED.doc).

Academic Members Responsible for the Conference

- **Dr. John Pavlik**, Head, Mass Media and Communication Research Unit, Athens Institute & Professor, Rutgers University, USA.

Important Dates

- Abstract Submission: **20 January 2026**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **13 April 2026**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Athens Institute.

- 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

Conference Fees

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