

# Online Journal of Communication & Media Technologies

ISSN: 1986-3497 (Online)



Volume 2 – Issue 2 – April 2012





## **Online Journal of Communication and Media Technologies**

---

The Online Journal of Communication and Media Technologies (OJCMT) is an international open access journal, rigorously peer-reviewed journal in the field of Communication and its related fields. OJCMT is interested in research not only on Theory and Practice of Communication and Media Studies but also new trends and developments, Communication in Education, Visual Communication and Design, Integrated Marketing Communication and Advertising. OJCMT is published four times a year in January, April, July and October. Each article is reviewed by two blind reviewers from an internationally recognized pool of reviewers.

OJCMT aims at being one of the prominent journals in the fields mentioned above. We welcome articles of theory, research and review nature and will be very happy to receive your manuscripts in this ambitious journal.

ISSN: 1986-3497 (Online)

### **Abstracting / Indexing**

---

*Online Journal of Communication and Media Technologies* is listed by the following indexes/databases/directories/libraries.

- International Association for Media and Communication Research – IAMCR
- Google Scholar
- SCILIT
- Crossref

### **Contact**

---

#### **Editorial Contact**

Ali Akay, Ph.D.

Editor-in-Chief

[editor@ojcmt.net](mailto:editor@ojcmt.net)



## **Editorial Board**

---

### **Editor in Chief**

Ali Akay - Marmara University, Turkey

### **Editorial Advisory Board**

Aldo Van Weezel - Universidad de los Andes, Colombia

Alex Nesterenko - Grand Valley State University, USA

Anabel Quan-Haase - University of Western Ontario, Canada

Andrew Flanagin - University of California, Santa Barbara, USA

Ann E. Williams - Georgia State University, USA

Autumn Edwards - Western Michigan University, USA

Aysel Aziz - Yenyuzyl University, Turkey

Aytekin Isman - Sakarya University, Turkey

Bren Ortega Murphy - Loyola University Chicago, USA

Claire Badaracco - Marquette University, USA

Cynthia Carter - Cardiff University, United Kingdom

Dan Shaver - Jönköping International Business School, Sweden

Elirea Bornman - University of South Africa, South Africa

Emre Zeytinoglu - Mimar Sinan University, Turkey

Eric Zhi-Feng Liu - National Chiao Tung University, Taiwan

Eugène Loos - University of Amsterdam, Netherland

Gregory C. Lisby - Georgia State University, USA

Hannah Rockwell - Loyola University Chicago, USA

Inger Stole - University of Illinois, USA

Jacquelyn Burkell - University of Western Ontario, Canada

Jairo Lugo Ocando - University of Sheffield, United Kingdom

Jenepher Lennox Terrion - University of Ottawa, Canada

Joan-Francesc Fondevila-Gascón - Universitat Abat Oliba CEU (UAO), Spain

John C. Sherblom - University of Maine, USA

Kari Andén-Papadopoulos - University of Stockholm, Sweden

Kostas Saltzis - University of Leicester, United Kingdom



Krishnamurthy Sriramesh - Massey University, New Zealand  
Laurence Hauttekeete - University of Ghent, Belgium  
Lee Humphreys - Cornell University, USA  
Levi Obijiofor - University of Queensland, Australia  
Linda Harasim - Simon Fraser University, Canada  
Majid Abbasi - Vije, School of Visual Communication, Iran  
Martin R Baeyens - University of Gent, Belgium  
Ming Cheung - The University of Adelaide, Australia  
Miriam J. Metzger - University of California, Santa Barbara, USA  
Nathan E. Stormer - University of Maine, USA  
Ngu Teck Hua - Universiti Teknologi Mara, Malaysia  
Pamela Morris - Loyola University Chicago, USA  
Paul Mihailidis - Hofstra University, USA  
Rachel Barker - University of South Africa, South Africa  
Renata Matkevičienė - Vilnius University, Lithuania  
Richard Haynes - University of Stirling, United Kingdom  
Robert N. Bostrom - University of Kentucky, USA  
Rukhsana Ahmed - University of Ottawa, Canada  
Santosh Kumar Mishra - S. N. D. T. Women's University, India  
Serra Gorpe - Istanbul University, Turkey  
Seth Noar - University of Kentucky, USA  
Sherry Baker - Brigham Young University, USA  
Stella C. Chia - City University of Hong Kong, Hong Kong  
Tahseen Mansour - Yarmouk University, Jordan  
Tomasz Gackowski - Warsaw University, Poland  
Umit Inatci - Eastern Mediterranean University, TRNC  
Valerie V. Peterson - Grand Valley State University, USA  
Vincenzo Luccchese Salati - Universita di Venezia, Italy  
Won Yong Jang - Univ. of Wisconsin at Eau Claire, USA  
Zane L. Berge - University of Maryland, Baltimore County, USA



---

## CONTENTS

---

- American Strategic Communication in Iraq: The “Rapid Reaction Media Team”** 1-18  
*James Pamment*  
<https://doi.org/10.29333/ojcm/2376>
- Cyber Space and Virtual Reality** 19-28  
*Ozan Adam*  
<https://doi.org/10.29333/ojcm/2377>
- Delivering the Scary News: Newspaper Sourcing in a Bioterrorism Crisis** 29-56  
*Kristen Alley Swain*  
<https://doi.org/10.29333/ojcm/2378>
- Designing and Implementing a CSCL-based Course on the Data Security of a Wireless Learning Environment** 57-78  
*Hanna Vuojärvi, Hannakaisa Isomäki*  
<https://doi.org/10.29333/ojcm/2379>
- The Technology and Diaspora: Investigating Immigration Issues in Timog Online** 79-102  
*Reggy Capacio Figer, Catherine de Torres*  
<https://doi.org/10.29333/ojcm/2380>
- Translating Technology, Science and Health: Public Information Officers as Knowledge Transfer Intermediaries** 103-125  
*Judith McIntosh White*  
<https://doi.org/10.29333/ojcm/2381>
- The Design Of Renewable And Interactive E-Book Template For E-Learning Environments** 126-140  
*Nuh Hatipoglu, Nilgun Tosun*  
<https://doi.org/10.29333/ojcm/2382>
- The Dysfunctional and Functional Effect of Celebrity Endorsement on Brand Patronage** 141-152  
*Okorie Nelson, Oyedepo Tunji, Akhidenor Gloria*  
<https://doi.org/10.29333/ojcm/2383>
- Work Orientation in Korean CEO’s On-line Greetings** 153-181  
*Yeonkwon Jung*  
<https://doi.org/10.29333/ojcm/2384>
- Index on Censorship** 182-184  
*Umit Inatci*  
<https://doi.org/10.29333/ojcm/2385>