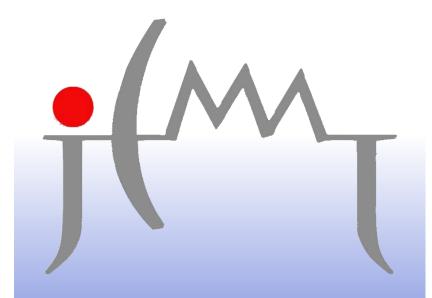
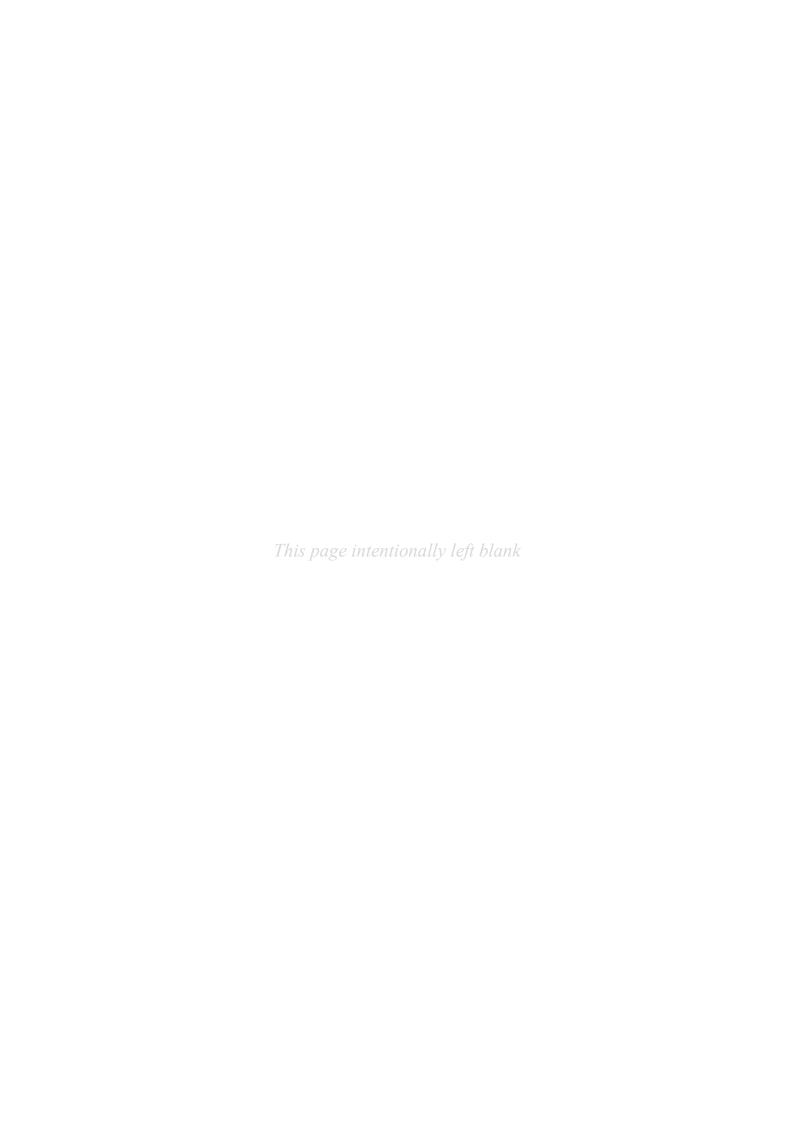
Online Journal of Communication & Media Technologies

ISSN: 1986-3497 (Online)



Volume 3 – Issue 1 – January 2013





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



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, Sanata Barbara, USA

Ann E. Williams - Georgia State University, USA

Autumn Edwards - Western Michigan University, USA

Aysel Aziz - Yeniyuzyil 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



Online Journal of Communication and Media Technologies Volume 3 – Issue 1 – January 2013

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



Online Journal of Communication and Media Technologies Volume 3 – Issue 1 – January 2013

CONTENTS

A Study on Public Awareness & Media Coverage of Nuclear Energy Issues in India	1-21
S. Arulchelvan	
https://doi.org/10.29333/ojcmt/2408	
Climate Change in Four News Magazines: 1989-2009	22-48
William Tillinghast, Marie McCann	
https://doi.org/10.29333/ojcmt/2409	
Conceptualizing Beauty: A Content Analysis of U.S. and French Women's Fashion Magazine Advertisements	49-74
Pamela K. Morris, Katharine Nichols	
https://doi.org/10.29333/ojcmt/2410	
Digital Storytelling Viewed though a Post-process Lens: Reflections from the Fulbright-Hays 2010 China Seminar	75-90
Martha R. Green, Lynne M. Walters	
https://doi.org/10.29333/ojcmt/2411	
Gestalt Principles in Destination Logos and Their Influence on People's Recognition and Intention to Visit a Country	91-107
Lulu Rodriguez, Ruby Lynn Asoro, Suman Lee, Sela Sar	
https://doi.org/10.29333/ojcmt/2412	
Information Graphics Design Challenges and Workflow Management	108-124
Marco Giardina, Pablo Medina	
https://doi.org/10.29333/ojcmt/2413	
Journalism in the Age of Digital Technology	125-143
Vineet Kaul	
https://doi.org/10.29333/ojcmt/2414	
New Media Use in Brazil: Digital Inclusion or Digital Divide?	144-163
Sueila Pedrozo	
https://doi.org/10.29333/ojcmt/2415	
Political Public Relations 2.0 and the use of Twitter of Political Leaders in Turkey Gaye Ash Sancar	181-194
https://doi.org/10.29333/ojcmt/2417	



Online Journal of Communication and Media Technologies Volume 3 – Issue 1 – January 2013

Preference for Television Stations among Inhabitants of Akropong Akuapem,	195-204
Ghana	
Hamdiyah Alhassan, Paul Adjei Kwakwa	
https://doi.org/10.29333/ojcmt/2418	

The Magnitude of HIV/AIDS Problem vis-à-vis the Number and Nature of Studies on Mass Media Prevention Efforts across the Globe – a Descriptive Review

Mesfin Awoke Bekalu, Steven Eggermont https://doi.org/10.29333/ojcmt/2419

The Semiotics of HIV/AIDS Bill-Boards and Their Communication Implications: 240-275
The Case of Bahir Dar and Gondar Towns in Ethiopia

Cherie Mesfin Gessesse, Lemma Kassaye Sileshi https://doi.org/10.29333/ojcmt/2420