

Online Journal of Communication & Media Technologies

ISSN: 1986-3497 (Online)



Volume 3 – Issue 4 – October 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, 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

- A Study on How Disaster Issues Reported On the Ethiopian Print Media** 1-16
Mulatu Alemayehu Moges
<https://doi.org/10.29333/ojcm/2443>
- Characterizing Language Usage in Formal and Informal Webpage Text Corpus** 17-26
Virendra Singh Nirban, Meenakshi Raman
<https://doi.org/10.29333/ojcm/2444>
- Creative Meanings within the Context of an Advertising Campaign** 27-42
Asdrubal Borges Formiga Sobrinho
<https://doi.org/10.29333/ojcm/2445>
- Political Image as the Substance of the Political Communication in the Era of Post Politics** 43-60
Tomasz Gackowski
<https://doi.org/10.29333/ojcm/2446>
- Political Bias in a Turkish Political TV Interview** 61-87
Talat Bulut
<https://doi.org/10.29333/ojcm/2447>
- Product Placement in TV Shows: The Effect of Consumer Socialization Agents on Product Placement Attitude and Purchase Intention** 88-106
Eunseon Kwon, Jong-Hyuok Jung
<https://doi.org/10.29333/ojcm/2448>
- The Degree of Dependence on International Reporting in Macedonian Internet Media from Global News Agencies** 107-125
Bojan Blazhevski
<https://doi.org/10.29333/ojcm/2449>
- The Impacts of Ethnocentrism and Stereotype on Inter-Cultural Relations of Ethiopian Higher Education Student** 126-148
Mekonnen Hailemariam Zikargae
<https://doi.org/10.29333/ojcm/2450>
- User Perceptions of Social Media: A Comparative Study of Perceived Characteristics and User Profiles by Social Media** 149-178
Sylvia M. Chan-Olmsted, Moonhee Cho, Sangwon Lee
<https://doi.org/10.29333/ojcm/2451>
- Armed Forces as an Element of National Power, and Compulsory Military Service** 179-198
Suat Begec
<https://doi.org/10.29333/ojcm/2452>