

## Program

### International Graduate Student Workshop

Narratives in Health Communication, Persuasion, and Cultivation  
July 26th and 27th, 2008

Location: Internationales Begegnungszentrum (IBZ) of the University of Erfurt  
Michaelisstr. 38; 99084 Erfurt

### Friday, July 25, 2008

18:00 Get Together: Faustus (Wenigemarkt 5, 99084 Erfurt)

### Saturday, July 26, 2008

09:30 Welcome and Introduction

#### Narratives and Health I

Chair: Rick W. Busselle (Washington State University, USA)

10:00 Narratives and Health Communication  
*Melanie C. Green (University of North Carolina at Chapel Hill, USA)*

11:00 Persuading teenagers to seek help: The role of emotion metaphors and emotional micro-narratives in anti drug and anorexia messages.  
*Anne Bartsch (Universität Halle, Germany)*

12:00- 13:00 Lunch Break

#### Narratives and Health II

Chair: Markus Appel (Johannes Kepler Universität Linz, Austria)

13:00 When story-telling makes a difference: Effects of narratives in health communication  
*Enny Das & Ute Ritterfeld (VU University Amsterdam, The Netherlands)*

14:00 Exploring the role of fear responses to health narratives on TV: Changing risk perceptions and health behavior intentions  
*Marijke Lemal (Katholieke Universiteit Leuven, Belgium)*

15:00 Coffee Break

#### Narratives for Social Change

Chair: Helena Bilandzic (Universität Erfurt, Germany)

15:30 Narratives and the Entertainment-Education strategy: From theoretical considerations to empirical implications regarding a child audience  
*Kathleen Arendt (Universität Erfurt, Germany)*

16:30 Cultural fusion: Exploring the Dae Jang Geum phenomenon from an entertainment-education perspective  
*Helen Hua Wang (University of Southern California, USA)*

17:30 Personal Coaching Time

19:00 Dinner: Restaurant Bombay (Domplatz)

### Sunday, July 27th, 2008

#### Narratives and Cultivation

Chair: Jan Van den Bulck (Katholieke Universiteit Leuven, Belgium)

9:30 Narratives and Cultivation  
*Rick W. Busselle (Washington State University, USA)*

10:30 Personality traits and the propensity for narrative engagement in the cultivation process  
*Sabine Reich, Franziska Spitzner, Anja Zahnweh & Helena Bilandzic (Universität Erfurt, Germany)*

11:30 A typology of fear: towards an on-line and off-line model of the impact of television on fear of violence  
*Kathleen Custers (Katholieke Universiteit Leuven, Belgium)*

12:30-13:30 Lunch Break

#### Narrative Persuasion and Narrativity

Chair: Susanne Kinnebrock (Universität Wien, Austria)

13:30 Transportation and identification in narrative persuasion  
*Anneke de Graaf (Radboud University Nijmegen, The Netherlands)*

14:30 Narrativity and Visitor Meaning Making in Art Museums  
*Susana Smith Bautista (University of Southern California, USA)*

15:30-16:00 Coffee Break

16:00 Closing Remarks

#### Organization:

Helena Bilandzic  
Universität Erfurt  
Department for Media and Communication  
Nordhäuser Str. 63 , 99089 Erfurt, Germany  
Email: helena.bilandzic@uni-erfurt.de  
Phone +49 (0)361 / 737-4182  
Fax +49 (0)361 / 737-4179

The workshop is sponsored by the Faculty of Humanities of the University of Erfurt and the Department of Media and Communication of the University of Erfurt.