



# 2<sup>nd</sup> World Conference on Media & Mass

## Communication – 2016

21<sup>st</sup> – 22<sup>nd</sup> April, 2016, Bangkok, Thailand



“Technology: Its Impact on Media and the Way We Communicate”

### Technical Program

Inauguration Session (Ballroom 38)

Thursday, 21<sup>st</sup> April 2016 | 08.00 to 09.30

08.00 – 08.45	Conference Registration
08.45 – 08.55	<b>Welcome address by the Program Chair</b> Mr. Isanka P. Gamage ( <i>Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )
08.55 – 09.05	<b>Speech by the Conference Chair (MEDCOM 2016)</b> Prof. Thomas G. Endres ( <i>Director, School of Communication, Professor of Communication Studies, University of Northern Colorado, Greeley, USA</i> )
09.05 – 09.15	<b>Speech by the Conference Chair (ICEDU 2016)</b> Prof. Eugene P. Sheehan ( <i>Dean, Professor of Psychological Sciences College of Education, and Behavioral Sciences, University of Northern Colorado, Greeley, CO USA</i> )
09.15 – 09.20	<b>Web Launch</b>
09.20 – 09.30	<b>Vote of thanks by the Conference Publicity Chair</b> Mr. Oshadee Withanawasam ( <i>Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )
09.30 – 09.45	<b>Conference Photograph</b>
09.45 – 10.15	<b>Morning Refreshments</b>

Keynote Forum (Gallery 01)

Thursday, 21<sup>st</sup> April 2016 | 10.15 to 11.15

10.15 – 10.45	<b>From Sturgis to Bangkok: A Storied Journey</b> Prof. Thomas G. Endres ( <i>Director, School of Communication, Professor of Communication Studies, University of Northern Colorado, Greeley, USA</i> )
10.45 – 11.15	<b>Techno - regulation: The Never - Ending Government Regulatory Battle to keep up with Technology</b> Assoc. Prof. Dale Edwards ( <i>Associate Professor of Journalism and Mass Communication at the University of Northern Colorado in Greeley, Colorado, USA</i> )

GALLERY 01

TECHNICAL SESSION 01: MEDIA CONCEPTS, THEORIES AND METHODS

Thursday, 21<sup>st</sup> April 2016 | 11.30 to 13.15

11.30 – 11.45	<b>Should there be a Balance between “Ratings” and “Felt-Needs” Concerns and Perception of Quality in Media Broadcasting?</b> Prof. Dr. A. Haluk YÜKSEL ( <i>Department of Communication Design and Management, Communication Sciences Faculty, Anadolu University, Turkey</i> )
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11.45 – 12.00	<p><b>Persuasive Communication Approaches Used by Insurgents in Thailand’s Southern Border Provinces in the Views of Opinion Leaders in the Area</b></p> <p>Asst. Prof. Sakiroh Yaena Benharoon (<i>Faculty of Communication Sciences, Prince of Songkla University, Pattani Campus, Thailand</i>)</p>
12.00 – 12.15	<p><b>The Whole Story</b></p> <p>Mr. James Archie Hughes (<i>School of Communications, Global Citizenship Program, Webster University, Thailand</i>)</p>
12.15 – 12.30	<p><b>The Communication Strategy of the Indonesian Council of Ulama (MUI) in Conflict Resolution of Ahmadiyya in Tasikmalaya</b></p> <p>Ms. Nadia Wasta Utami (<i>Communication Science Department, Faculty of Psychology and Social Cultural Sciences, Islamic University, Indonesia</i>)</p>
12.30 – 12.45	<p><b>A Case Study on the Voluntary Cybersex Worker and Victims of Child Pornography</b></p> <p>Ms. Camille Nadine T. Magsalin (<i>De La Salle University – Manila, Philippines</i>)</p>
12.45 – 13.00	<p><b>The Role of Modern Communication Technology in the Invention of the Geo – Body of Sundanese</b></p> <p>Mr. Holy Rafika Dhona (<i>Islamic University of Indonesia, Indonesia</i>)</p>
13.00 – 13.15	<p><b>Production and Analysis in Online Digital Concert</b></p> <p>Ms. Yu-Han Lai (<i>Department of Digital Media Design, National Yunlin University of Science and Technology, Yunlin, Republic of China, Taiwan (R.O.C)</i>)</p>
13.15 – 14.00	<p><b>Networking Lunch</b></p>

### TECHNICAL SESSION 02: JOURNALISM AND THE NEWS

Thursday, 21<sup>st</sup> April 2016 | 14.00 to 16.15

14.00 – 14.15	<p><b>Journalism in the Information Age: A Gift or a Curse A Case Study of Freedom of the Press in Indonesia</b></p> <p>Mr. Hadi Martono Haryanto (<i>Sebelas Maret University, Indonesia</i>)</p>
14.15 – 14.30	<p><b>Online News and Public Sphere for Collective Sense-Making during Bangkok Ratchaprasong Bombing</b></p> <p>Miss. Sakulsri Srisaracam (<i>Faculty of Communication Arts, Panyapiwat Institute of Management, Thailand</i>)</p>
14.30 – 14.45	<p><b>Framing Super Typhoon Haiyan by Philippine and International Online News</b></p> <p>Ms. Aletheia G. Canubas (<i>College of Development Communication, University of the Philippines Los Banos, Philippines</i>)</p>
14.45 – 15.00	<p><b>Implementation of Media Convergence in Dealing with Cyber Journalism Development in Indonesia</b></p> <p>Ms. Sri Mustika (<i>Universitas Muhammadiyah Prof. Dr. HAMKA, Indonesia</i>)</p>
15.00 – 15.15	<p><b>Agenda-Setting Theory of Social Media: Use of Facebook Pages of Online News Services and the Perceived Importance of Social Issues among Undergraduate Students in a State University in the Philippines</b></p> <p>Dr. Serlie B. Jamias (<i>University of the Philippines Los Banos, Philippines</i>)</p>

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15.15 – 15.30	<b>The Demography and Current Work Conditions of Cameroonian Professional Journalists</b> Mr. Ngangum Peter Tiako ( <i>Department of Information &amp; Communications Sciences, Universite Libre de Bruxelles, Belgium</i> )
15.30 – 15.45	<b>The Implementation of Curation Journalism in Indonesia: A Case Study at KOMPAS.COM</b> Mr. Dandi Supriadi ( <i>Universitas Padjadjaran, Indonesia</i> )
15.45 – 16.00	<b>What Media Can Teach: Multisensory Activities in Academic Writing Classes</b> Jim Zvi ( <i>Hong Kong Polytechnic University, Hong Kong S.A.R</i> )
16.00 – 16.15	<b>Storytelling in the Age of Data: Students’ Attitudes and Readiness towards Data Journalism</b> Dr. Roselyn DU ( <i>Hong Kong Baptist University, Hong Kong</i> )
16.15 – 16.30	<b>Evening Refreshment</b>

### TECHNICAL SESSION 03: MEDIA’S ROLE IN PUBLIC RELATIONS AND MARKETING

Thursday, 21<sup>st</sup> April 2014 | 16.30 to 18.30

16.30 – 16.45	<b>The Argonaut or the Nautilus: Branding Challenges at a Midsize Regional University</b> Dr. Christopher J. Fenner ( <i>Communication Department, University of West Florida, Pensacola, FL, United States of America</i> )
16.45 – 17.00	<b>Becoming a Multi-Platform Marketing Medium: Research on Digital Transformation Strategy of Radio Industry in Digital Age</b> Dr. Zhang XiaoFei ( <i>Beijing People's Radio Station, China</i> )
17.00 – 17.15	<b>Integrated Marketing Communication of Creative Cities in Indonesia (Study in Bandung and Yogyakarta)</b> Ms. Mutia Dewi ( <i>Department of Communications, Universitas Islam Indonesia, Indonesia</i> )
17.15 – 17.30	<b>The Awareness toward Existence of “Digital TV Coupon” via Advertising and Public Relations Media of People in Chiang Mai, Thailand</b> Ms. Suphanit Chansong ( <i>Faculty of Management Sciences, Chiang Mai Rajabhat University, Thailand</i> )
17.30 – 17.45	<b>Spanning the Gaps: Exploring the Connection between Public Relations Curriculum and Entry - Level Positions</b> Dr. Christopher J. Fenner ( <i>Communication Department, University of West Florida, Pensacola, FL, United States of America</i> )
17.45 – 18.00	<b>Forevermore: Local Television Soap Opera as a Platform for Promoting Local Tourism</b> Ms. Jean Marini Advincula ( <i>Lyceum of the Philippines University, Philippines</i> )
18.00 – 18.15	<b>Lucky Me! A Textual Analysis</b> Ms. Ma. Anna Corina Kagaoan ( <i>Lyceum of the Philippines University, Philippines</i> )
18.15 – 18.30	<b>Advertising Influence in Promoting Brand Heritage for Tourism: A study of Calabar Carnival, Nigeria</b> Dr. Kehinde Oyesomi ( <i>Covenant University, Nigeria</i> )

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### TECHNICAL SESSION 04: MEDIA AND YOUTH

Friday, 22<sup>nd</sup> April 2016 | 08.00 to 09.45

08.00 – 08.15	<b>Negotiations on Childrens’ Use of New Media Technologies within Thai Family Context</b> Ms. Sunida Siwapathomchai ( <i>Department of Social Sciences, Loughborough University, United Kingdom</i> )
08.15 – 08.30	<b>Media Usage among Romania Teenagers: Sources of Information on the European Union</b> Ms. Oana Ludmila Popescu ( <i>Faculty of Communication and Public Relations, National University of Political Studies and Public Administration, Romania</i> )
08.30 – 08.45	<b>An Experimental Study on the Effects of Media on Body-Image and Self-Esteem of Young Indian Adults</b> Ms. Prachi Chavda ( <i>School of Liberal Studies, Pandit Deendayal Petroleum University, India</i> )
08.45 – 09.00	<b>Demographic Factors Influencing United Arab Emirates University Students’ Use of and Attitudes toward Social Network Services at Ohio University; Field Research</b> Mr. Qais M. R. Al-Tamimi ( <i>Department of Mass Communication, UAE University, Abu Dhabi, United Arab Emirates</i> )
09.00 – 09.15	<b>Sinner or the Saint?: Understanding the Spiritual Metamorphosis in the Filipino Catholic Teens as Dominican Churchgoers</b> Assoc. Prof. Julius Cesar R. Pascual ( <i>University of the East, University of the Philippines</i> )
09.15 – 09.30	<b>Malaysian Students' Awareness of Risks Involved in Social Networking: A Comparative Study</b> Prof. Siew Ming Thang ( <i>School of Language Studies &amp; Linguistics, The National University of Malaysia, Malaysia</i> )
09.30 – 09.45	<b>Television-Viewing Habits, Amount of Exposure, and Program Preferences of Children in Public and Private Schools of the Philippines</b> Ms. Josa Marie L. Salazar ( <i>National Council for Children’s Television, Philippines</i> )
09.45 – 10.00	<b>Morning Refreshment</b>

### TECHNICAL SESSION 05: INSIGHTS INTO WORLD ISSUES

Friday, 22<sup>nd</sup> April 2016 | 10.00 – 12.00

10.00 – 10.15	<b>Promoting Tuberculosis Health Literacy through TV Infomercial</b> Mr. Marc Agon Pacoma ( <i>Department of Communication, Adamson University, Philippines</i> )
10.15 – 10.30	<b>Role of Radio in Enhancing Good Governance and Democratic Stability in Nigeria</b> Mr. Bashir Abdullahi Lawal ( <i>Hassan Usman Katsina Polytechnic, Katsina State, Nigeria</i> )
10.30 – 10.45	<b>Not Gold, Guns, and Goons: Facebook as Platform of a Science Political Party in the Philippines</b> Ms. Kristine Araguas ( <i>Office of Public Relations, University of the Philippines Los Banos, Philippines</i> )

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10.45 – 11.00	<b>Twitter as a Tool for the Mobilisation of the #Bringbackourgirls# Campaign among Youths</b> Dr. Oyesomi Kehinde ( <i>Covenant University, Ota, Nigeria</i> )
11.00 – 11.15	<b>‘Silence No More’: Using Information and Communication Technology (ICT) and Social Media for Gender Activism in India</b> Ms. Dey Adrija ( <i>Department of Social Sciences, University of Hull, United Kingdom</i> )
11.15 – 11.30	<b>Going under: Seaworld and the Lingering Blackfish Crisis</b> Dr. Christopher J. Fenner ( <i>Communication Department, University of West Florida, Pensacola, FL, United States of America</i> )
11.30 – 11.45	<b>The Challenges of Government Public Relations and Abuse of Power in Indonesia</b> Dr. Suwandi Sumartias ( <i>Padjadjaran University, Indonesia</i> )
11.45 – 12.00	<b>Redefining the Hijab in Malaysian Media</b> Ms. Nurzihan Hassim ( <i>School of Communication, Malaysia</i> )
12.00 – 12.45	<b>Networking Lunch</b>

### TECHNICAL SESSION 06: STUDIES INVOLVING SOCIAL MEDIA

Friday, 22<sup>nd</sup> April 2016 | 12.45 to 14.45

12.45 – 13.00	<b>Social Media and Freedom of Expression</b> Mr. Sunil K. Gaikwad ( <i>All India Radio, Jalgaon [Maharashtra], India</i> )
13.00 – 13.15	<b>Social Media: An Emerging Tool of Teaching and Learning</b> Dr. Pirshant Kumar ( <i>Department of Journalism and Mass Communication, C.C.S. University, India</i> )
13.15 – 13.30	<b>A Critical Analysis of Social Networking Sites Users of Rural India</b> Asst. Prof. Neha Bhushan ( <i>Faculty of Journalism and Mass Communication, Shri Ramswaroop Memorial University, India</i> )
13.30 – 13.45	<b>Comparing the Performance of Destinations’ Official Twitter Accounts (The Case of Four Major Tourist Destination Countries in Southeast Asia Region)</b> Mr. Imam Syafiganti ( <i>Faculty of Management Sciences, Chiang Mai Rajabhat University, Thailand</i> )
13.45 – 14.00	<b>Social Media in Everyday-Life Information Seeking: Usage and Usefulness among International Students</b> Dr. Siti Ezaleila Mustafa ( <i>University of Malaya, Malaysia</i> )
14.00 – 14.15	<b>The Relationship between Personality Traits and Active versus Inactive Facebook Usage among Female University Students in Egypt</b> Prof. Shaima'a Z. Zoghaib ( <i>Faculty of Mass Communication, Cairo University, Egypt</i> )
14.15 – 14.30	<b>Emerging Trends in Communication</b> Ms. Deepika Verma ( <i>Department of Journalism and Mass Communication, C.C.S. University, India</i> )

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14.30 – 14.45	<b>Facebook as a Communication Tool among Selected Filipino Teenagers from Rural and Urban Areas</b> Ms. Mariel Jade Monteagudo ( <i>Lyceum of the Philippines University, Philippines</i> )
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### TECHNICAL SESSION 07: INSIGHTS INTO SOCIAL ISSUES

Friday, 22<sup>nd</sup> April 2016 | 14.45 to 16.45

14.45 – 15.00	<b>The Strategies of Mental Health Communication Programmes Responded to Mass Violence Crisis in Southern Thailand</b> Dr. Aruneewan Buaniaw ( <i>School of Communication, Journalism, and Marketing, Massey University, New Zealand</i> )
15.00 – 15.15	<b>Local Satellite Channels and its Role in Social and Cultural Development in U.A.E Society</b> Dr. Fawzia Al Ali ( <i>Department of Mass Communication, University of Sharjah, U.A.E.</i> )
15.15 – 15.30	<b>Domestic Violence in Gulf Drama and its Impact on Emirati Females' Relationship with their Families</b> Prof. Hebatalla El Semary & Dr. May Al Khaja ( <i>Faculty of Mass Communication, Radio and TV Department, Cairo University, Egypt</i> )
15.30 – 15.45	<b>Mass Media Exposure and Safe Motherhood Awareness among Female Residents in Ota Township</b> Prof. Angie Osarieme Igbinoba ( <i>Department of Mass Communication, Covenant University, Nigeria</i> )
15.45 – 16.00	<b>When Culture Stops Laughter: Juxtaposing Humour Codes in Korean and Nigerian Television Drama: An Interpersonal Communication Approach</b> Mr. Okeke Job Izuchukwu ( <i>Department of Mass Communication, Faculty of Humanities and Social Sciences, Pukyong National University, Busan South Korea</i> )
16.00 – 16.15	<b>Impact of Adult Content Consumption: A Psychological Study of Indian Men and Women</b> Ms. Shivani Shah ( <i>School of Liberal Studies, Pandit Deendayal Petroleum University, India</i> )
16.15 – 16.30	<b>New Media and HIV/AIDS Reduction among Married Women in Nigeria</b> Prof. Angie Osarieme Igbinoba ( <i>Department of Mass Communication, Covenant University, Nigeria</i> )
16.30 – 16.45	<b>Digital Literacy Enhancement among Rural Women in Luna, Apayao in the Philippines</b> Prof. Augustus Franco B. Jamias ( <i>College of Agriculture, University of the Philippines Los Baños, Laguna, Philippines</i> )
16.45 – 17.00	<b>Evening Refreshment</b>

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### TECHNICAL SESSION 08: MEDIA PLATFORM AND GENRE STUDIES

Friday, 22<sup>nd</sup> April 2016 | 17.00 to 18.30

17.00 – 17.15	<b>Development of Television Programs for the Elderly</b> Ms. Jaruwat Nitipaiboon ( <i>Faculty of Communication Arts, Sukhothai Thammathirat Open University, Thailand</i> )
17.15 – 17.30	<b>Indian National Cinema: Inclusion of Dalits</b> Ms. Manaswinee Mahanta ( <i>Tezpur University, India</i> )
17.30 – 17.45	<b>Cultural Value, Belief, Behaviour and Myth in Thai Country Music</b> Dr. Robert Alexander Burnett ( <i>School of Communications, Webster University, Thailand</i> )
17.45 – 18.00	<b>New and Social Disintermediation: The "Democratization" of Music through New and Social Media."</b> Mr. David Purcell, Esq. ( <i>Berklee College of Music Online, Columbia College Chicago, USA</i> )
18.00 – 18.15	<b>Gay Issues in Philippine Independent and Mainstream Gay-themed Films</b> Mr. Orville B. Tatcho ( <i>Department of Communication, University of the Philippines Baguio, Philippines</i> )
18.15 – 18.30	<b>Making Arrangements for an Attention Economy: A Case Study of Contemporary A Cappella Group Pentatonix's Arrangement of "Happy"</b> Mr. Irvin Wan ( <i>CHIJ St. Theresa's Convent, Singapore</i> )
18.30 – 18.45	<b>Conference Concluding Session</b>
18.45 – 17.00	<b>Awarding Ceremony</b>

### Post Conference Tour

Saturday, 23<sup>rd</sup> April 2016 | 08.30 to 13.30 (Optional)