

Book of Abstracts  
2<sup>nd</sup> World Conference on Media and Mass  
Communication (MEDCOM) – 2016

21<sup>st</sup> – 22<sup>nd</sup> April 2016

Bangkok, Thailand

Committee of the MEDCOM - 2016

The International Institute of Knowledge Management (TIKM)

Tel: +94(0) 11 3132827

[info@tiikm.com](mailto:info@tiikm.com)

## **Disclaimer**

The responsibility for opinions expressed, in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the MEDCOM or TIIKM of the opinions so expressed in them

Official website of the conference

[www.mediaconference.co](http://www.mediaconference.co)

Book of Abstracts of the 2<sup>nd</sup> World Conference on Media and Mass Communication,  
2016

Edited by Dilan Rathnayake and Others

ISBN: 978-955-4903-52-4

Copyright @ TIIKM

All rights are reserved according to the code of intellectual property act of Sri Lanka,  
2003

Published by The International Institute of Knowledge Management (TIIKM)

Tel: +94(0) 11 3132827

Fax: +94(0) 11 2835571

**Hosted By:**

School of Communication, University of Northern Colorado, USA

**Organized by:**

The International Institute of Knowledge Management (TIKM)

**MEDCOM 2016 Committee**

PROF. THOMAS G. ENDRES

(Conference chair, MEDCOM 2016)

*Director, School of Communication, Professor of Communication Studies, University of Northern Colorado, Greeley, USA.*

ASSOC. PROF. DALE EDWARDS

(Session Chair, MEDCOM 2016)

*Associate Professor of Journalism and Mass Communication, University of Northern Colorado, Greeley, Colorado.*

DR. MAI AL KHAJA

(Session Chair, MEDCOM 2016)

*Department of Mass Communication, UAE University, United Arab Emirates*

PROF. HEBATALLA EL SEMARY

(Session Chair, MEDCOM 2016)

*Director of the Women and Media Research Centre, Cairo University, Egypt*

DR. CHRISTOPHER J. FENNER

(Session Chair, MEDCOM 2016)

*Director of Forensics, University of West Florida, Pensacola, FL, United States of America*

DR. QAIS M. R. AL-TAMIMI

(Session Chair, MEDCOM 2016)

*Department of Mass Communication, College of Humanities and Social Sciences, UAE University*

MR. ISANKA. P. GAMAGE

(Conference Program Chair, MEDCOM 2016)

*The International Institute of Knowledge Management*

MR. OSHADEE WITHANAWASAM

(Conference Publication Chair, MEDCOM 2016)

*The International Institute of Knowledge Management*

MR. DUMINDA SAMPATH

(Conference Coordinator, MEDCOM 2016)

*The International Institute of Knowledge  
Management*

MR. ALEXANDER ARUN FRANCIS

(Conference Coordinator, MEDCOM 2016)

*The International Institute of Knowledge  
Management*

### **Editorial Board- MEDCOM - 2016**

#### **Editor in Chief**

Prof. Thomas G. Endres, *Conference Chair - MEDCOM 2016, Director, School of Communication, Professor of Communication Studies, University of Northern Colorado, Greeley, USA*

#### **Editorial Board**

Mr. D. T. Rathnayake, *Faculty of Management studies and Commerce, University of Sri Jayewardenepura, Sri Lanka*

*The Editorial Board is not responsible for the content of any research paper.*

### **Scientific Committee - MEDCOM - 2016**

Cheryl Pawlowski, *Professor of Communication Studies, University of Northern Colorado, USA*

Dale L. Edwards, *Associate Professor of Journalism & Mass Communications, University of Northern Colorado, USA*

Bernard J. Armada, *Professor of Communication and Journalism, University of St. Thomas, St. Paul, MN, USA*

Daniel Cronn-Mills, *Professor of Communication Studies, Minnesota State University, Mankato, MN, USA*

David Palmer, *Professor of Communication Studies, University of Northern Colorado, USA*

Jarae Fulton, *Lecturer of Communication Studies, University of Northern Colorado, USA*

Lin Allen, *Lecturer of Communication Studies, University of Northern Colorado, USA*

Lynn Klyde-Silverstein, *Associate Professor of Journalism & Mass Communications, University of Northern Colorado, USA*

Dr. Surbhi Dahiya, *Indian Institute of Mass Communication, Aruna Asaf Ali Marg JNU New Campus, India*

Prof. (Dr.) Manish Verma, *School of Communication, Amity University, India*

**MESSAGE FROM PROFESSOR THOMAS ENDRES- CONFERENCE CHAIR  
MEDCOM 2016**



On behalf of the School of Communication at the University of Northern Colorado (USA), it is my pleasure to join with our wonderful TIIKM colleagues and invite you to the 2nd World Conference on Media and Mass Communication (MEDCOM 2016). One exciting feature of MEDCOM is that media educators and practitioners have the chance to share interdisciplinary ideas with colleagues attending the simultaneous International Conference on Education (ICEDU).

This year's MEDCOM theme – “Technology: Its Impact on Media and the Way we Communicate” – opens the door to many lively presentations and discussions on critical communicative, relational, pedagogical, and of course, technological issues facing us today. Technology in media serves to both unite us together in a world grown increasingly small, and divide us as we use and abuse the technology to alter and bias mediated messages. It is our responsibility as media scholars to investigate these ideas. Please review the list of potential tracks offered on the conference site and know that your research and your perspective is welcomed and valued.

We look forward to an enjoyable and educational gathering in Bangkok. TIIKM staff are working hard to provide us the best in professional accommodations and leisure opportunities. Bangkok leaders tell us that the city, with its many brilliant temples and palaces, looks as if it were designed by angels. Come see for yourself!

**Prof. Thomas G. Endres**

Director,  
School of Communication,  
University of Northern Colorado,  
Greeley,  
USA.

<b>ORAL PRESENTATIONS</b>
---------------------------

<b>MEDIA CONCEPTS, THEORIES AND METHODS</b>
---

- |  |   |
|--|---|
| 01. Should there be a Balance between “Ratings” and “Felt-Needs” Concerns and Perception of Quality in Media Broadcasting?                     | 3 |
| <i>A. Haluk YÜKSEL</i>   |   |
| 02. Persuasive Communication Approaches Used by Insurgents in Thailand’s Southern Border Provinces in the Views of Opinion Leaders in the Area | 4 |
| <i>Sakiroh Yaena Benharoon</i>   |   |
| 03. The Whole Story  | 5 |
| <i>James Archie Hughes</i>   |   |
| 04. The Communication Strategy of the Indonesian Council of Ulama (MUI) in Conflict Resolution of Ahmadiyya in Tasikmalaya                     | 6 |
| <i>Nadia Wasta Utami</i>   |   |
| 05. A Case Study on the Voluntary Cybersex Worker and Victims of Child Pornography   | 7 |
| <i>Camille Nadine T. Magsalin</i>  |   |
| 06. The Role of Modern Communication Technology in the Invention of the Geo – Body of Sundanese  | 8 |
| <i>Holy Rafika Dhona</i>   |   |

<b>JOURNALISM AND THE NEWS</b>
--------------------------------

- |  |   |
|--|---|
| 07. Journalism in the Information Age: A Gift or a Curse - A Case Study of Freedom of the Press in Indonesia | 9 |
| <i>Hadi Martono Haryanto</i>   |   |

08. Online News and Public Sphere for Collective Sense-making during Bangkok Ratchaprasong Bombing	10
<i>Sakulsri Srisaracam</i>	
09. Framing Super Typhoon Haiyan by Philippine and International Online News	11
<i>Aletheia G. Canubas</i>	
10. Implementation of Media Convergence in Dealing with Cyber Journalism Development in Indonesia	12
<i>Sri Mustika</i>	
11. 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	13
<i>Miguel Victor T. Durian</i>	
12. The Demography and Current Work Conditions of Cameroonian Professional Journalists	14
<i>Ngangum Peter Tiako</i>	
13. The Implementation of Curation Journalism in Indonesia: A Case Study at Kompas.Com	15
<i>Dandi Supriadi</i>	
14. What Media Can Teach: Multisensory Activities in Academic Writing Classes	16
<i>Jim Zvi</i>	

## **MEDIA'S ROLE IN PUBLIC RELATIONS AND MARKETING**

15. The Argonaut or the Nautilus: Branding Challenges at a Midsize Regional University	17
<i>Christopher J. Fenner</i>	
16. Becoming a Multi-Platform Marketing Medium: Research on Digital Transformation Strategy of Radio Industry in Digital Age	18
<i>Zhang XiaoFei</i>	

17. Integrated Marketing Communication of Creative Cities in Indonesia (Study in Bandung and Yogyakarta)	19
<i>Mutia Dewi</i>	
18. The Awareness toward Existence of “Digital TV coupon” via Advertising and Public Relations Media of People in Chiang Mai, Thailand	20
<i>Suphanit Chansong</i>	
19. Spanning the Gaps: Exploring the Connection between Public Relations Curriculum and Entry-Level Positions	21
<i>Christopher J. Fenner</i>	
20. Forevermore: Local Television Soap Opera as a Platform for Promoting Local Tourism	22
<i>Jean Marini Advincula</i>	
21. Lucky Me! A Textual Analysis	23
<i>Eunice Ano-os</i>	
22. Advertising Influence in Promoting Brand Heritage for Tourism: A study of Calabar Carnival, Nigeria	24
<i>Kehinde Oyesomi</i>	

## MEDIA AND YOUTH

23. Negotiations on Children’s Use of New Media Technologies within Thai Family Context	25
<i>Sunida Siwapathomchai</i>	
24. Media Usage among Romania Teenagers: Sources of Information on the European Union	26
<i>Oana Ludmila Popescu</i>	
25. An Experimental Study on the Effects of Media on Body-Image and Self-Esteem of Young Indian Adults	27
<i>Prachi Chavda</i>	
26. Demographic Factors Influencing United Arab Emirates University Students’ Use of and Attitudes Toward Social Network Services at Ohio University; Field Research	28
<i>Qais M. R. Al-Tamimi</i>	



27. Sinner or the Saint?: Understanding the Spiritual Metamorphosis in the Filipino Catholic Teens as Dominican Churchgoers	29
<i>Julius Cesar R. Pascual</i>	
28. Malaysian Students' Awareness of Risks Involved in Social Networking: A Comparative Study	30
<i>Siew Ming Thang</i>	
29. Television-Viewing Habits, Amount of Exposure, and Program Preferences of Children in Public and Private Schools of the Philippines	31
<i>Josa Marie L. Salazar</i>	

## INSIGHTS INTO WORLD ISSUES

30. Promoting Tuberculosis Health Literacy Through TV Infomercial	32
<i>Marc Agon Pacoma</i>	
31. Role of Radio in Enhancing Good Governance and Democratic Stability in Nigeria	33
<i>Bashir Abdullahi Lawal</i>	
32. Not Gold, Guns, and Goons: Facebook as Platform of a Science Political Party in the Philippines	34
<i>Serlie Barroga-Jamias</i>	
33. Twitter As a Tool for the Mobilisation of the #Bringbackourgirls# Campaign among Youths	35
<i>Oyesomi Kehinde</i>	
34. 'Silence No More': Using Information and Communication Technology (ICT) and Social Media for Gender Activism in India	36
<i>Dey Adrija</i>	
35. Going Under: SeaWorld and the Lingering Blackfish Crisis	37
<i>Christopher J. Fenner</i>	

36. The Challenges of Government Public Relations and Abuse of Power in Indonesia 38

*Suwandi Sumartias*

37. Redefining the Hijab in Malaysian Media 39

*Nurzihan Hassim*

## STUDIES INVOLVING SOCIAL MEDIA

38. Social Media and Freedom of Expression 40

*Sunil K. Gaikwad*

39. Social Media: An Emerging Tool of Teaching and Learning 41

*Pirshant Kumar*

40. A Critical Analysis of Social Networking Sites Users of Rural India 42

*Neha Bhushan*

41. Comparing The Performance of Destinations' Official Twitter Accounts (The Case of Four Major Tourist Destination Countries in Southeast Asia Region) 43

*Imam Syafganti*

42. Social Media in Everyday-Life Information Seeking: Usage and Usefulness among International Students 44

*Siti Ezaleila Mustafa*

43. The Relationship between Personality Traits and Active versus Inactive Facebook Usage among Female University Students in Egypt 45

*Shaimaa Zoelfakar Zoghaib*

44. Emerging Trends in Communication 46

*Deepika Verma*

45. Facebook as a Communication Tool among Selected Filipino Teenagers from Rural and Urban Areas 47

*Mariel Jade Monteagudo*

## INSIGHTS INTO SOCIAL ISSUES

46. The Strategies of Mental Health Communication Programmes Responded to Mass Violence Crisis in Southern Thailand 48  
*Aruneewan Buaniaw*
47. Local Satellite Channels and Its Role in Social and Cultural Development in U.A.E Society 49  
*Dr. Fawzia Al Ali*
48. Domestic Violence in Gulf Drama and Its Impact on Emirati Females' Relationship with their Families 50  
*Hebatalla El Semary*
49. Mass Media Exposure and Safe Motherhood Awareness among Female Residents in Ota Township 51  
*Angie Osarieme Igbino*
50. When Culture Stops Laughter: Juxtaposing Humour Codes in Korean and Nigerian Television Drama: An Interpersonal Communication Approach 52  
*Okeke Job Izuchukwu*
51. Impact of Adult Content Consumption: A Psychological Study of Indian Men and Women 53  
*Shivani Shah*
52. New Media and HIV/AIDS Reduction among Married Women in Nigeria 54  
*Angie Osarieme Igbino*

## MEDIA PLATFORM AND GENRE STUDIES

53. Development of Television Programs for the Elderly 55  
*Jaruwan Nitipaiboon*
54. Indian National Cinema: Inclusion of Dalits 56  
*Manaswinee Mahanta*

55. Cultural Value, Belief, Behaviour and Myth in Thai Country Music	57
<i>Robert Alexander Burnett</i>	
56. New and Social Disintermediation: The “Democratization” of Music through New and Social Media	58
<i>David Purcell</i>	
57. Production and Analysis in Online Digital Concert	59
<i>Yu-Han Lai</i>	
58. Gay Issues in Philippine Independent and Mainstream Gay-themed Films	60
<i>Orville B. Tatcho</i>	
59. Making Arrangements for an Attention Economy: A Case Study of Contemporary A Cappella Group Pentatonix’s Arrangement of “Happy”	61
<i>Irvin Wan</i>	

## VIRTUAL PRESENTATIONS

60. Role of Internet in Socio Cultural Adaptation among International Students: A Study in Germany	65
<i>Shubha Hanasoge</i>	
61. Changing Prospects of Advertising and Public Relations in Gcc Countries: A Study with Omani Industrial Market	66
<i>Sangeeta Tripathi</i>	
62. The Facebook Pages of Philippine Presidential Candidates 2016: Discourse on Network Society’s Political Voice and Legitimacy	67
<i>Cecilia Fe L Sta Maria-Abalos</i>	



# ORAL PRESENTATIONS



[1]

**SHOULD THERE BE A BALANCE BETWEEN “RATINGS” AND “FELT-NEEDS”  
CONCERNS AND PERCEPTION OF QUALITY IN MEDIA BROADCASTING?**

Yüksel, A. H

*Department of Communication Design and Management, Communication Sciences Faculty,  
Anadolu University, Turkey*

**ABSTRACT**

I worked as a producer director for TV Department of Open Education Faculty of Anadolu University-TURKEY for long time and I made about 400 TV programmes mainly educative but also documentaries, sit-coms etc. and I am a professor in Communication Sciences Faculty of the same university. Being in two different sides of the matter gives me the chance of discussing the problem of quality of broadcasting by both my theoretical knowledge and practical experiences. While producing educational programmes quality criteria for them is obvious: To be educative as much as possible. But producing other sorts quality fact was not as obvious as educative programmes. This made the problem of quality in broadcasting always our main discussion point. The idea of rewarding quality was proposed, as an approach to replace the setting of standards. The integrity of those who make programmes was thought to be a significant factor in their quality. Training should incorporate more emphasis on the purpose of broadcasting: it was felt that currently training is too technical. In addition to this “rating” and “felt-needs” are other determining facts somehow an “enemy” of quality in broadcasting.

This paper aims to share the thoughts and some discussion results collected over many years about perception of quality crosswise with facts “rating” and “felt-needs” in broadcasting. An overview shows us that surprisingly the problems and criteria is not changed meaningfully although technology is improving in broadcasting day by day.

Keywords: Quality, rating, felt-needs, broadcasting.



[2]

**PERSUASIVE COMMUNICATION APPROACHES USED BY INSURGENTS IN  
THAILAND'S SOUTHERN BORDER PROVINCES IN THE VIEWS OF OPINION  
LEADERS IN THE AREA**

Benharoon, S.Y

*Prince of Songkla University, Thailand*

**ABSTRACT**

This study is to examine the persuasive communication patterns used to recruit children, youths and people by insurgents in Thailand's southern border provinces in the views of opinion leaders in the area, and to investigate persuasive methods and psychological operations used by the insurgents. In-depth interviews were conducted with 15 key informants including academic experts, religious and community leaders, religious teachers, local politicians and youths who have seen and experienced insurgency movements. The data collecting instruments are the moderated scheduled interviews. The findings reveal that the insurgents recruit children and youths through Islamic kindergarten, pondok institutes and Islamic private schools. It is important to emphasize that only a small number of educational institution was used by the insurgents as channel to conduct psychological operations. The insurgents also recruit local people in community mosques during the sermon of Friday prayer to instill the idea of separatism. In addition, the insurgents visited villages, with the help of their networks, to give a talk or discuss with local people about the historical background of the former Sultanate of Patani, Melayu-Muslim ethnic identity and Islamic principles. The insurgents have reached children, young adults and people through persuasive communication. The process of persuasion involves interpersonal media to teach the historical background of the Sultanate of Patani, Melayu-Muslim identity and relating these to Islamic principles. Here, the interpersonal media refer to disguised religious teachers to persuade target groups to support the insurgency movements. They emphasize face to face communication and spoken words. This is the effective and the most powerful communication.

Keywords: Persuasive communication, insurgency movements, Thailand's south, southern border provinces, opinion leaders.

[3]

## THE WHOLE STORY

Hughes, J.A

*Webster University Thailand*

### **ABSTRACT**

Storytelling has never gone out of style—how could it? Telling stories is what we do when we aren't busy living—but it seems to be experiencing a new vogue. What is a story anyway? Any narrative we happen to string out of incidents and events? Do anecdotes count as stories? How about parables and parodies? Let's say a story includes any or all of these as well as other forms of narrative that, by themselves, don't amount to actual stories. Novelist John Gardner said as much in dismissing fashionably experimental writing as bad art and calling for "moral fiction." Gardner didn't mean moralistic—he considered heavy-handed parables just as lightweight as shaggy-dog tales and slick metafiction—but something similar to Flannery O'Connor's idea of a story as irreducible to simple plot summary or lazy lesson. Today academics, accountants, and all who want to communicate more effectively are climbing aboard the storytelling train. Meanwhile young fictioneers, hybrid-headed from birth, tell stories using an ever-blurring mix of media. Yet old questions arise—not just from Gardner's ghost but in the minds of all who care about storytelling. Is this a good story? Is it a "real" story, or just a sendup, a screed, a slice-of-life? We don't need new maxims, but we can always use more skillful storytelling, especially if it's true that story is a kind of lingua franca and maybe our best hope for something like an Esperanto.

Keywords: Story, storytelling, fiction, moral fiction, John Gardner, narrative.

[4]

**THE COMMUNICATION STRATEGY OF THE INDONESIAN COUNCIL OF  
ULAMA (MUI) IN CONFLICT RESOLUTION OF AHMADIYYA IN  
TASIKMALAYA**

Utami, N.W

*Islamic University of Indonesia***ABSTRACT**

Conflict of Ahmadiyya occurred in various regions in Indonesia. Most ended tragically as it did in Kuningan with clashes that resulted in deaths and in Lombok with expulsion from the Ahmadiyyas housing. In contrast to other conflict areas, Tasikmalaya, as the second largest base of Ahmadiyya in Indonesia managed to reduce the conflict successfully. The achievement cannot be separated from the role of The Indonesian Council of Ulama (MUI) in Tasikmalaya. MUI is a forum that brings together Muslim scholars and leaders to unite the movement and steps of Muslims by guiding and nurturing the Muslims throughout Indonesia. This paper aims to elaborate the communication strategy of MUI Tasikmalaya in an attempt to reduce conflict between Ahmadiyya and non-Ahmadiyya that occurred in the period 2012-2014. Researchers used descriptive qualitative method and has successfully collected data through interviews and direct observation at the time of the conflict. From this research, it is known that the communication strategies of MUI begin by studying the characteristics of the target audience and the conflict area, then using a third party and educational institutions as a medium of communication as well as building continuous communication with the citizens of non-Ahmadiyya which finally give good implications for the safety and peacefulness in Tasikmalaya.

Keywords: Communication strategy, conflict, Ahmadiyya, MUI.

[5]

## **A CASE STUDY ON THE VOLUNTARY CYBERSEX WORKER AND VICTIMS OF CHILD PORNOGRAPHY**

Magsalin, C.N.T

*De La Salle University – Manila, Philippines*

### ***ABSTRACT***

This paper investigates the circumstances that facilitated the recruitment involvement of both voluntary and victims of cybersex and child pornography. This paper also attempts to find out whether the provisions of RA 10175 ‘Cybercrime Prevention Act of 2012 and other related laws can prevent such things from recurring. The researchers used generic qualitative research methodology using interviews to collect data. The participants of this case study here as follows, a voluntary cybersex worker in Sta. Mesa, victims of child pornography in Olongapo and NBI officer.

The rapid growth of information communication technologies paved the way for technological advancement and at the same time became a venue for criminals to extend the reach of their exploitations (Moise 38). This suggests that offense committed in a cyberspace allows “offenders to commit cybercrimes in a much shorter period of time than in the offline space” (Moise 39).

In the Philippines, the Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 10175, also known as the Cybercrime Prevention Act of 2012 was signed in August 15, 2015 after the enactment of law in 2012. The IRR was signed by Justice Secretary Leila De Lima, Department of Science and Technology Secretary Mario Montejo, and, on behalf of Interior and Local Government Secretary Mar Roxas, DILG Undersecretary Edwin Enrile. The formulation of the IRR began in February 2014 after the Supreme Court (SC) upheld the constitutionality of RA 10175, and after a series of consultations with different stakeholders involved (“Implementing Rules and Regulations of Republic Act No. 10175”).

Keywords: Cybercrime, cybersex, Philippines, child exploitation.

[6]

**THE ROLE OF MODERN COMMUNICATION TECHNOLOGY IN THE  
INVENTION OF THE GEO – BODY OF SUNDANESE**

Dhona, H.R

*Department of Communication, Islamic University of Indonesia****ABSTRACT***

This paper discusses how modern communication technology that was introduced by colonial powers to the Sundanese, transformed the Sundanese mode of spatiality from Mandala to colonial modern spatiality. Sundanese is the second largest ethnic in Indonesia after Javanese. According to the modern account, the Sundanese is native to western part of Java Island whereas the Javanese is native to middle and to eastern part of the island. Many scholars in the field of Sundanese study argued that Sundanese identity, as opposed to the Javanese identity, had been already formed in the pre-colonial Java. I challenge this notion by arguing that the Sundanese identity was formed after the Sundanese encountered modern knowledge of spatiality. Using Foucauldian genealogical analysis, I examine Sundanese newspapers in 1910s as well as colonial writings such as Raffles' History of Java. I argue that the transformation of spatiality from Mandala to colonial modern spatiality formed a new identity of Sundanese, a geo-body of Sundanese, which can also be seen as the birth of the Sundanese as a distinguished ethnic category different from Javanese in the early 20th century. This modern spatiality introduced by colonial powers and was mediated by modern form of communication technology.

Keywords: Colonialism, ethnicity, communication technology, geo-body of Sundanese.

[7]

**JOURNALISM IN THE INFORMATION AGE: A GIFT OR A CURSE A CASE  
STUDY OF FREEDOM OF THE PRESS IN INDONESIA**

Haryanto, H.M

*Sebelas Maret University, Sala, Indonesia*

**ABSTRACT**

There is no doubt that Mass Media (journalism) have great impact on social life. The impact could be negative or positive. In the hand of good people mass media can be used to mobilized people toward constructive activities. In the contrary, in the hand of bad people, it can encourage destructive social movement. The application of information technology and communication can amplify both negative and positive social impact of mass media (journalism). This reality challenges the author to do analysis to weight the positive impact of mass media (journalism) against its negative impact in relation to freedom of the press implementation in Indonesia.

A content analysis of private television news program was conducted to collect empirical evidences. Two issues were chosen as the sample of the study i.e the case of Freeport gratification and the dispute between Basuki Tjahaya Purnama (Governor of Jakarta) and Haji Lulung (the chair of Jakarta Municipality Parliament). These disputes were considerably big issues nationally and got greater attention among Indonesia television stations. The dispute was also broadcasted in several days, colorizing most of news program in any kinds of broadcasting forms. Four private television stations (TVOne; Metro TV, SCTV, and Kompas TV) are chosen as the sample of media. They are really blowing up the issues. The dispute colorizes Television news program in almost 7 days, either in the form of hard news and/or any other form of news programs i.e. dialog, debate etc. About 43 news programs related to the dispute are identified.

The research reveals that the media successfully provoked public to get involved in the dispute. Through framing strategy the media are able to influence public opinion. Moreover, the media are able to stream the public's judgment toward who is right or wrong, who is guilty or innocence. The impact is amplified by the use of social media leading to the emerge of public protest.

The author comes to a big conclusion that through its broadcasting, Indonesia televisions contribute the raise of political chaos lately. In the process of democratization, especially in developing countries, media (freedom of the press) could be a gift if the media are managed wisely. But, in the same time, media might take a destructive role.

Keyword: Media studies, media impact, Indonesia private television program, journalism ethics, freedom of the press, framing.

[8]

**ONLINE NEWS AND PUBLIC SPHERE FOR COLLECTIVE SENSE-MAKING  
DURING BANGKOK RATCHAPRASONG BOMBING**

Srisaracam, S

*Panyapiwat Institute of Management*

**ABSTRACT**

Immediately following the Bangkok Ratchaprasong Bombing incident in 2015, twitter and web forum 'Pantip' were used by people to communicate and exchange and seek information to make sense of senseless situation that happening. Within public sphere during critical period of the crisis, media organization's twitter account and online news are main sources of information. The purpose of this study is to understand the relationship between online news coverage and public sphere in social media contributing to collective sense-making over time during a violent crisis. This case study based on content analysis of twitter, web forum "Pantip" and 5 online news websites during 9 days after the bomb blast at Ratchaprasong intersection in Bangkok to understand relationship across platforms. The results of this study show that online news and social media public sphere can play a vital role in collective sense-making during crisis and the emotional pattern change is influenced by news coverage. The analysis of patterns of news coverage and online public sphere found that journalists play important roles as information seeker and fact distributor, while online public sphere used to gather information, discuss about reasons behind bomb attack, and crowd source to find the suspect. If news coverage can provide needed information, confusion and panic decrease. News coverage based on emotional frame is also responsible for public emotional control of hate and anger. Thus, the study expands suggestion on model of participatory process between collective online community and journalists during crisis to contribute to effective sense-making process during crises.

Keywords: Journalism, social media, public sphere, violent, crisis communication.

[9]

## FRAMING SUPER TYPHOON HAIYAN BY PHILIPPINE AND INTERNATIONAL ONLINE NEWS

Canubas, A.G<sup>1</sup> & Barroga-Jamias, S<sup>2</sup>

<sup>1</sup> *College of Development Communication,*

<sup>2</sup> *University of the Philippines Los Banos, Philippines*

### **ABSTRACT**

A qualitative study, using Framing Theory, surfaced the frames used in the reportage of two local online news (Bulatlat.com and Interaksyon.com) and two international online news (BBC.co.uk and CNN.com) about Typhoon Haiyan, the ‘deadliest natural disaster’ that hit the Philippines in 2013 killing more than 6,000 people. A total of 654 articles were analyzed for one year to cover three phases of the typhoon (pre-, during, and post-landfall). Results showed that local stories used the frames of ‘government response’, ‘rehabilitation and “building back better”, ‘lessons learned from Yolanda’, and ‘survivors or victims’. On the other hand, international news site framed their stories under ‘government response’, ‘providing aid’, ‘impact of Yolanda’, and ‘resilient and surviving’. The ‘warning’ frame used in the pre-landfall phase was a necessary frame in that specific timeline. However, the general tone of the articles in this frame was that ‘everything is ok,’ which proved fatal when Typhoon Haiyan made landfall. The ‘government’s response to the disaster’ was the primary focus of the coverage from all phases and by both local and international news sites. Local media highlighted the complexities of the shortcomings of the government in its response to the various aspects of disaster relief and at various time frames. Reports tried to make sense of the devastation by looking at who was to blame, or what could have been done, and what must be done next. In the end, it is still the local media that must sustain report age throughout the post-disaster rehabilitation.

Keywords: Framing, online journalism, disaster reporting, local vs. international media, environmental communication, risk reporting.



[10]

## IMPLEMENTATION OF MEDIA CONVERGENCE IN DEALING WITH CYBER JOURNALISM DEVELOPMENT IN INDONESIA

Mustika, S

*Universitas Muhammadiyah Prof. Dr. HAMKA*

### **ABSTRACT**

At the end of 2015 there were many of the press industries in Indonesia announced the closing of their print media. The declining of people's reading interest and the growth of the cyber media reader forced press management to implement media convergence in order not to fall behind. By media convergence the look of the information becomes better because it can be displayed not only in the form of text and images, but also documents formatted sound quality equivalent radio and television web-based streaming. The nature is also hypertext and hyperlinks, so that could explain the information more widely.

This paper examines the implementation of media convergence performed by *Bisnis Indonesia* daily newspaper and *Tempo* weekly magazine, two famous print media in Jakarta in dealing with the cyber-journalism development in Indonesia. The researcher used cultural adaptation theory that describes along process of adjustment to be "comfortable" when in a new environment. Data was collected through in-depth interviews, observation, and documentation. The writer interviewed a number of informants who are in charge in these two print media, conducted observations, and examined a number of documents. These data were analyzed qualitatively.

The researcher found that these two print media has already anticipated the development of cyber media in advanced by preparing their reporters to be multitasking (can compose various news format), can use many working devices with various operating system, such as Android and Windows Mobile or multiplatform and work for various media such as newspaper, news portal, radio broadcasting/television or multichannel.

Keywords: Media convergence, cyber journalism, multitasking, multichannel, multi-platform.

[11]

**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**

Durian, M.V.T<sup>1</sup> & Barroga-Jamias, S<sup>2</sup>

<sup>1</sup> *College of Development Communication*

<sup>2</sup> *University of the Philippines Los Banos, Philippines*

***ABSTRACT***

This longitudinal study determined the influence of the agenda of the Facebook pages of four online Philippine news media on the agenda of a panel of youth – 420 students, aged 16-24, years studying at the College of Development Communication, University of the Philippines Los Baños. To establish causality, the study employed a two-wave cross-lagged panel correlation research design to determine the causal relationships between the agenda of the online news media and the agenda of the students from February and March 2014. Results showed that the majority (almost 70%) used Rappler, first online news network established in the Philippines in 2011, compared to the online news provided by three major newspapers. A content analysis revealed that the top five prominent media issues were corruption, international relations, policy and governance, economy, and natural disasters. On the other hand, the top five issues salient to the students included corruption, education, natural disasters, economy, and poverty. There seemed to be more issues of concern among the students than covered by the Facebook pages of the four online media. The second wave panel correlation suggested that the Philippine news organizations could exert agenda-setting influence to their publics.

Keywords: Cross-lagged panel correlation technique (CLPC), political awareness of youth, political communication, development issues.

[12]

## THE DEMOGRAPHY AND CURRENT WORK CONDITIONS OF CAMEROONIAN PROFESSIONAL JOURNALISTS

Tiako, N.P

*Universite Libre de Bruxelles, Department of Information & Communications Sciences,  
Campus du Solbosch*

### **ABSTRACT**

Drawing on a national survey of 400 journalists, this study examines the demography and current working conditions of Cameroonian professional journalists. Results of the survey indicated that there has been a dramatic increase in journalists' educational level. Journalism is fast becoming a young person's job. News organizations are recruiting young graduates from the mushrooming number of students enrolling in journalism courses. However, a number of constraints are adversely affecting the context under which journalists operate. Most journalists, particularly in the private media, operate in dire economic conditions, resulting from low salaries, absence of health insurance and social security benefits. For this reason, requesting or being offered money and other material benefits to cover specific news is a widespread malpractice. Corruption thrives in this environment. For many media organizations and journalists, corruption is a means to survive. The difficult working conditions for journalists also mean that a commitment to professionalism and ethical journalism is not a priority for most journalists. This study argues that within this context, not only is the credibility of the profession damaged, there is the collapse of independent, accurate and objective journalism. The role of the media as a public watchdog, and investigative journalism are seriously undermined.

Keywords: Cameroon, journalists, demographic profile, work conditions, journalist Survey.

[13]

**THE IMPLEMENTATION OF CURATION JOURNALISM IN INDONESIA: A  
CASE STUDY AT KOMPAS.COM**

Supriadi, D

*Universitas Padjadjaran, Indonesia*

***ABSTRACT***

The advance of technology in mass media industry has led to a blurred relationship between journalists and audiences. Arguably, the power of newsmaker has been moved from the journalists to the public (Witschge, 2012). Based on this argument, this paper brings a qualitative study of “curation journalism”, a practice that has the potential to engage wider audiences’ participation by curating a variety of information from dispersed sources – in this case: social media (Guerrini, 2013; Knight, 2013). Whereas the involvement of public’s postings on social media can be witnessed on world news networks’ reports nowadays, this study was particularly focused on the practice in Indonesia. As one of the top 10 of the social media users, Indonesia has been following this trend. However, it seemed that Indonesian online media have organized certain model of curation, which in some ways differs from what international news networks usually do. As one of the efforts to understand this situation, a case study was conducted at Kompas.com, which might represent the condition of Indonesian online media. According to the observations and interviews at the newsroom, it was envisaged that the dissimilarities might be resulted by how Indonesian people regard the freedom of speech. The objectivity of media and the credibility of news sources have become issues as well to bring the uniqueness of curation journalism in Indonesia.

Keywords: Online journalism, curation journalism, social media, Indonesia, Kompas.com.

[14]

**WHAT MEDIA CAN TEACH: MULTISENSORY ACTIVITIES IN ACADEMIC  
WRITING CLASSES**

Zvi, J

*Hong Kong Polytechnic University*

***ABSTRACT***

Writing classes are often thought to be “dry” and uncondusive to multisensory activities; however, this presentation aims to alter this view. Drawing upon his experience in teaching young adults in noncredit ESL as well as 1 & 2<sup>nd</sup> year students at international universities in Asia, the presenter has experimented with visual and aural activities in academic writing. This presentation reviews research on the benefits of multisensory teaching, followed by examples of visual and aural activities. The presenter will briefly share what he has created and explained how they were used in academic environments. The audience will view material samples and will also participate in some activities from a media-based, mixed-skills (speaking, listening & writing) unit.

[15]

**THE ARGONAUT OR THE NAUTILUS: BRANDING CHALLENGES AT A  
MIDSIZE REGIONAL UNIVERSITY**

Fenner, C.J

*University of West Florida*

***ABSTRACT***

As competition in higher education for students continues to grow, the implementation of traditional marketing, advertising and public relations strategies has likewise increased. Unlike consumer product campaigns, universities have to balance complex needs of multiple stakeholders in defining their brand. Successful branding implementation requires defining how a university wishes to be recognized; what its core values are and what it wants to be known for. As a midsize regional institution, the University of West Florida faces several hurdles in developing a strong, recognizable brand identity. This paper explores the branding challenges faced by a young institution in a state with multiple high profile universities. Focus group data from alumni, students and faculty provides insight into the varying perspectives of key stakeholders on issues relating to image management and institutional identity. Findings suggest that faculty in particular may view the branding process in general with skepticism, the widely divergent perceptions of stakeholders makes creating a singular brand particularly difficult, and further clarification of the function of branding in higher education is needed. The article discusses stakeholder perspectives, highlights the difficulties such institutions face in brand development, and presents additional implications for higher education.

Keywords: Branding, higher education, Florida, image management.

[16]

**BECOMING A MULTI-PLATFORM MARKETING MEDIUM: RESEARCH ON  
DIGITAL TRANSFORMATION STRATEGY OF RADIO INDUSTRY IN DIGITAL  
AGE**

XiaoFei, Z

*Beijing People's Radio Station***ABSTRACT**

Global radio industry is presently facing the impact of internet technology development. The practitioners of radio are challenged by how to improve the user connectivity and media influence and the marketing value of radio. This paper studies the development practices of radio in the internet age in China, England, America, Australia, etc, especially the digital transformation practice through literature research, survey research, comparative research and other research methods. Through the research, we found the common trend of digital transformation of global radio industry was to build an integrated business model based on multi-platforms of radio, digital, live events, etc. The integrated operation based on multiple platforms is used as principle of production process, distribution method and monetization model to make radio a multi-platform marketing medium and satisfy the changing marketing demands of advertisers. And the improvement of integrated operational mode in radio industry is worth the continued observation and research in the future.

Keywords: Radio industry, digital transformation, multi-platform operation.

[17]

**INTEGRATED MARKETING COMMUNICATION OF CREATIVE CITIES IN  
INDONESIA (STUDY IN BANDUNG AND YOGYAKARTA)**

Dewi, M

*Communication, Universitas Islam Indonesia, Indonesia*

**ABSTRACT**

Coming to the Asean Economic Community (AEC) era comes to be a new challenge for Asian countries. This era not merely becomes the responsibility in economic sector but all systems to support the economic activities either government, cultural, educational and urban sector as the unseparated chain-links, all of which will be addressed to the economic stability of ASEAN countries. Based upon this attraction, this research aims to observe how the cities in Indonesia promote its cities through the application of integrated marketing communication later called as IMC. A number of cities selected in this research were the cities with a positioning as the creative cities. On March 2015, The Institution of Creative Economy of Indonesia Government prepared Bandung and Yogyakarta as the creative cities of Indonesia. Again, in December 2015, Bandung City was awarded as the world's creative city network of UNESCO for the category of design. This research used a qualitative method in the form of descriptive-inductive-explanatory research, by analysing and exploring the phenomenon deeply, becoming the research interest particularly in the analysis of integrated marketing communication. The temporary result of this research showed that Bandung and Yogyakarta have a different pattern in marketing their cities. Prior to focus on the city marketing, Bandung more focuses on the revitalization of city and urban design. Yogyakarta more focuses on culture and handicraft products. One of the results of the research finding showed that the promotion of Yogyakarta City was done by building cooperation with other party to bring the best festivals in Yogyakarta to international network.

Keywords: Creative city, integrated marketing communication, Indonesia.



[18]

**THE AWARENESS TOWARD EXISTENCE OF “DIGITAL TV COUPON” VIA  
ADVERTISING AND PUBLIC RELATIONS MEDIA OF PEOPLE IN CHIANG MAI,  
THAILAND**

Chansong, S

*Chiang Mai Rajabhat University*

***ABSTRACT***

This research aimed 1) to evaluate an understanding of the availability and usage of “Digital TV coupon” through advertising and public relations media of people in Chiang Mai and 2) to evaluate problems and develop solutions with the use of “Digital TV coupon” through advertising and public relations media of people in Chiang Mai. The sample consisted of 400 household hosts, who were directly provided/given coupon from the Office to The National Broadcasting and Telecommunications Commission (hereafter: NBTC) (), and who live in the city of Chiang Mai. The questionnaires were administered to collect data that, in turn, were analyzed using frequency and percentage. The research concluded that the scores of the understanding towards the availability and usage of “Digital TV coupon” of people who live in Chiang Mai is higher than the overall average score, which is also higher than the level of statistical significance .01. It is showed that more than half of the sample group understood the availability and usage of “Digital TV coupon” through advertising and public relations media, mostly via television, newspaper, and NBTC Facebook page. However, as these types of media/medium are rather about new technology, the rest of the participants suggested that the NBTC should be encouraging people to have a greater understanding via alternative medium, such as Digital TV manual.

Keywords: Awareness, digital TV, coupon, advertising, public relation.

[19]

**SPANNING THE GAPS: EXPLORING THE CONNECTION BETWEEN PUBLIC  
RELATIONS CURRICULUM AND ENTRY-LEVEL POSITIONS**

Fenner, C.J

*University of West Florida*

***ABSTRACT***

This study seeks to determine the degree of alignment between undergraduate public relations education and the hiring needs of agency public relations practitioners. Curriculum standards espoused by the Commission on Public Relations Education in Public Relations Education for the 21st Century--A Port of Entry (1999) and The Professional Bond – Public Relations Education and the Practice (2006) were used to develop knowledge, skill, and personality trait coding categories for a content analysis of entry-level public relations agency job postings. Content analysis data is measured against the Port of Entry (Commission, 1999) and The Professional Bond (2006) curriculum standards to explore the areas of greatest and least demand in entry-level public relations positions in relation to education. The data revealed that particular personality traits and characteristics tend to play a significant role in the hiring decisions of public relations practitioners while other key skills tend to merit few mentions in job postings. Suggestions are provided for strengthening current undergraduate public relations curricula, addressing areas of concern, and improving the communication of key strengths in job postings.

Keywords: Public relations education.

[20]

**FOREVERMORE: LOCAL TELEVISION SOAP OPERA AS A PLATFORM FOR  
PROMOTING LOCAL TOURISM**Advincula, J.M<sup>1</sup>, Diaz, A<sup>2</sup>, Tenorio, N<sup>3</sup> & Muya, G<sup>4</sup>*<sup>1, 2, 3, 4</sup> Lyceum of the Philippines-Laguna***ABSTRACT**

Television-induced tourism is a phenomenon in which the viewers of certain soap opera are encouraged to visit the filming location. This study aims to find out the perceived effectiveness of the soap opera forevermore as a platform for promoting local tourism. The researchers conducted a survey among 100 respondents from the tourists who visited the filming location of Forevermore in Sitio Pungayan, Tuba Benguet, and Philippines. The questionnaire was formulated based on Push and Pull Theory of Motivation by Macionist (2004). An interview with the Tourism Officer from the municipality of Tuba Benguet was also conducted to verify and support the results of the survey. The researchers found out that the local television soap operas can be a platform for promoting local tourism by using the place as a filming location and showing the beauty of it. The researchers also found out that age is not a motivational factor in visiting the filming location of Forevermore. Most visitors are mainly female who watch the soap opera. The researchers also found out that there is a significant relationship between motivation and perceived effectiveness of La Presa as a tourist spot used during the filming of Forevermore.

Keywords: Soap opera, forevermore, motivation, longevity, perception.

[21]

## LUCKY ME! A TEXTUAL ANALYSIS

Ano-os, E<sup>1</sup>, Mayor, M.A<sup>2</sup>, Kagaoan, M.A.C<sup>3</sup> & Muya, G<sup>4</sup>

*<sup>1,2,3,4</sup> Lyceum of the Philippines, Laguna*

### **ABSTRACT**

A textual analysis of the 2014 Lucky Me's TV commercial "The Most Disturbing Dinner" for the brand's Kainang Pamilya Mahalaga (importance of eating together) advocacy was done to find out how the image of a Filipino family was portrayed, with the guidance of Barthes' Semiotics theory, and Glaser and Strauss' Grounded theory. One-on-one interviews were conducted with nine participants consisting of three fathers, three mothers, and three children, to validate the representation of the image of a Filipino family from the commercial to the real life. The commercial represented the father as a powerless leader, a primary provider, and a moderate nurturant. The mother was portrayed as a house manager, an affectionate overseer, and a silent mediator. The child, on the other hand, was depicted as a receptive child, an aloof dependant, and a stubborn subordinate. Meanwhile, the participants' image of the father includes provider of needs, foundation of home, problem solver and the powerful one. The mother's image is that of a caregiver, a conversation starter, and the most approachable. The participants' image of the child, on the other hand, includes lazy & stubborn, source of stress, but also the source of parents' happiness. This research argues that the image of a Filipino family as portrayed in the Lucky Me commercial is a heightened version of an actual Filipino family to give emphasis on the brand's advocacy, which is to persuade the Filipino people to dine and talk together with their family in a more positive atmosphere.

Keywords: Textual analysis, TV commercial, Filipino family, role, semiotics.

[22]

**ADVERTISING INFLUENCE IN PROMOTING BRAND HERITAGE FOR  
TOURISM: A STUDY OF CALABAR CARNIVAL, NIGERIA**

Oyesomi, K<sup>1</sup>, Akpan, S<sup>2</sup>, & Solarin, A<sup>3</sup>

<sup>1,2</sup>*Department of Mass Communication, Covenant University, Nigeria*

<sup>3</sup>*Department of Psychology, Covenant University, Nigeria*

**ABSTRACT**

In Nigeria, tourism is one of the untapped resources that can generate significant revenue for the nation. However, states such as Cross River have organized tourist activities to promote the cultural traditions and heritage of the Nigerian people. It is therefore imperative to leverage the power of advertising in promoting tourism. Therefore, this study set out to examine the advertising influence in promoting brand heritage for tourism. The study made use of the Calabar Carnival as an example; The study, therefore, attempted to investigate how advertising has contributed to the choice of Calabar for tourist relaxations as well as assess the extent to which the Calabar carnival has promoted the culture of tourism in Nigeria. The study was anchored on the hierarchy of effects model. Furthermore five research questions were raised and answered in this study. The study made use of the survey design and the instruments for data collection were questionnaire and interview. The population for the study were tourists present at the 2014 Calabar carnival which had a sample size of 347. The findings of the study showed advertising have indeed contributed to the choice of Calabar for tourist relaxation. The study went further in discovering that 98% of the respondents felt the Calabar carnival had a positive effect on tourism in Nigeria. The findings further revealed that the medium respondents viewed such adverts through were mostly the television. Hence the study concluded on the note that advertising the Calabar carnival is impactful as it provides enlightenment, generates interest and promotes relaxation experiences.

Keywords: Advertising, Calabar carnival, brand heritage, tourism.

[23]

## NEGOTIATIONS ON CHILDRENS' USE OF NEW MEDIA TECHNOLOGIES WITHIN THAI FAMILY CONTEXT

Siwapathomchai, S

*Loughborough University*

### ***ABSTRACT***

This research aims to examine negotiation between parent's authority and children's autonomy in using New Media Technologies (NMTs) in the context of Thai families. Looking at the family from the child's point of view can give us insight into children's thoughts about family relationships and about how power is negotiated between adults and children. Thus, this research employs a child-centred perspective based on a rights-based approach to children and young people's experience.

To provide a more complete picture of new media impact on child-parent negotiation, this research involves both parents and children. A mixed methodology with both qualitative and quantitative methods is employed. This includes survey, focus groups, and interviews. Based on my preliminary study, Thai parents impose some forms of control over the nature and duration of their children's new media use due to their concerns about excessive use of new media. The family's prioritization of the child's education is one of the key influences on their children's new media control. There are several key variables which affects parent-child interaction such as family background, differences and gap between parents' and children's knowledge and parenting style. Additionally, intra-family communication pattern is an explanation in the gap found in parental perceptions and practices in regulating children's use of new media.

Keyword: New media, technology, communication, children, family, parents, Thailand.

[24]

## **MEDIA USAGE AMONG ROMANIA TEENAGERS: SOURCES OF INFORMATION ON THE EUROPEAN UNION**

Popescu, O.L

*National University of Political Studies and Public Administration*

### ***ABSTRACT***

In the past few years the European Union has experienced an unprecedented crisis and, in a high-tech world where everything is mediated, its future seems to depend on its ability to establish an efficient two-way communication link with the next generation of Europeans. The fact that today's teenagers are coming of age at a time when the EU is facing one of its most severe crisis is not without consequences since adolescence is considered a decisive period for the developing of a (supra) national identity. Starting from the premise that the media are “agents of European consciousness” (Shore, 2000) and play an essential role in disseminating information on the European Union, the present paper looks at the role of both traditional and new media in the Europeanization of national public spheres and the construction of a European identity. Afterwards, the study attempts to establish patterns of media usage among Romanian teenagers with a focus on the media channels used in order to obtain information on the European Union. The research method employed is a quantitative one, pupils from the 11th and 12th- grade being the subjects of a survey conducted in six Romanian high schools. The results show if European issues stir the interest of Romanian teenagers, if regular users of internet and social networks also resort to these media in order to get information on the EU and if they search for this type of information at all.

Keywords: European Union, national media, Europeanization of national public spheres, social media, Romanian teenagers.

[25]

**AN EXPERIMENTAL STUDY ON THE EFFECTS OF MEDIA ON BODY-IMAGE  
AND SELF-ESTEEM OF YOUNG INDIAN ADULTS**

Chavda, P

*School of Liberal Studies, Pandit Deendayal Petroleum University*

**ABSTRACT**

Mass media is the most powerful way to spread images that represent sociocultural ideals. One of the most influential ideals spread by the media is society's ideal of beauty and attractiveness. And as the influence of media increases, the pressure to adhere to these ideals becomes greater. We are unaware about how much we are exposed to advertising. It is able to subliminally filter through ideas about how identities are constructed within society. These unrealistic and idealized images play a significant role in facilitating self-comparisons among young adults, resulting in an upward shift of individual's personal image expectations. Body image is a person's perception of the aesthetics or sexual attractiveness. Self-esteem reflects a person's overall subjective emotional evaluation of his or her own worth. Present study was conducted to find the impact of television advertisements as a form of media on body image and self-esteem of 60 Indian girls and boys from the age group of 17 to 25. Experiment was carried in a manner that samples were divided into two groups. First group, an experimental group was exposed to selected set of television advertisements. Second group, a controlled group weren't exposed to such advertisements. Afterwards, survey was conducted using two questionnaire related to body image and self-esteem. Analysis was done by comparing these two group's outcomes. Results explain the negative impact of these advertisements on body image and self-esteem of young adults. This study will have implications for parents, educators and counselors to promote positive body-image and the development of healthy and successful young adults.

Keywords: Body-image, self-esteem, media, television advertisements, ideal images, subliminal, India, young adults.



[26]

**DEMOGRAPHIC FACTORS INFLUENCING UNITED ARAB EMIRATES  
UNIVERSITY STUDENTS' USE OF AND ATTITUDES TOWARD SOCIAL  
NETWORK SERVICES AT OHIO UNIVERSITY; FIELD RESEARCH**

Al-Tamimi, Q.M.R

*Department of Mass Communication, College of Humanities and Social Sciences, UAE  
University, Al-Ain, Abu Dhabi, United Arab Emirates*

**ABSTRACT**

Communications technologies offer inroad into political and social development. Since mid-nineties, these technologies have proliferated around the world. Both public and private enterprises have utilized such technologies over years. It was found that media technologies have been widely used by academia especially students. Thus, this particular study will investigate students' use of and attitudes toward social media services besides demographic factors that influence their use of such technologies. These demographic characteristics include age, monthly income, and educational level which previous studies found it very influential demographic factors determine student's use of and attitudes toward their utilization behavior. These social technologies include facebook, youtube, skype, twitter and myspace.

Additionally, the study will use a quantitative research paradigm that depends on numbers, categories, and statistics widely. Furthermore, the study will also utilize a survey-questionnaire as a tool for data collection. Descriptive statistics such as frequency and correlations will be used to determine the contribution of independent variables on the overall results.

Results will be tabulated and explained in a scientific fasion.

[27]

## **SINNER OR SAINT?: UNDERSTANDING THE SPIRITUAL METAMORPHOSIS IN THE FILIPINO CATHOLIC TEENS AS DOMINICAN CHURCHGOERS**

Pascual, J.C.R

*Manila, Philippines*

### ***ABSTRACT***

This article ascertains how the social ambiguities concerning the characteristics of religious changes among the youth are shaped and influenced by the forms of public sphere among Catholic believers. Anchored on critical theory, this articulates the perception and evaluation of an idea by comparing it with current behavior to demystify how attitudes are expressed, judged, and modified.

There have been two field notes, two focused group discussions, and three narratives used to explore (1) the nature and content of images and/or changes among the participants as disclosed in their faith and practice; (2) the socially constructed branding on the Filipino youth whether desirable or otherwise as a form of religious lifestyle; and (3) the discernment of these spiritual metamorphoses to contemporary Filipino society such as the family, school, and church.

Results indicate that they have been typically outgoing, immature, and less devoted; however, they are sentient of certain social aporia, ambivalence, or branding on their religiosity lifestyle. Teenagers are stubborn in preserving established religious practices and customs; however, they are challenged by both traditionalism and the unfamiliar/precarious. Different patterns have emerged during the data construction which indicate that these youngsters are arbitrary and unpredictable with their cultural activities. These will continue to occur as social development proceed in the context of new communication environment.

**Keywords:** Branding, Dominican churchgoers, public sphere, religious lifestyle, spiritual metamorphosis.

[28]

**MALAYSIAN STUDENTS' AWARENESS OF RISKS INVOLVED IN SOCIAL NETWORKING: A COMPARATIVE STUDY**Thang, S.M<sup>1</sup>, Taha, A<sup>2</sup>, Noor, N.M<sup>3</sup> & Ng, L.S<sup>4</sup>*<sup>1,2,3,4</sup> The National University of Malaysia***ABSTRACT**

Social networking (SN) has been described as a part of the daily life of teenagers nowadays. In Malaysia there has been a growing concern regarding the pervasiveness of SN and its undesirable effects on Malaysian students. Some of the privacy concerns that are particularly worrying include inadvertent disclosure of personal information, damaged reputation due to rumors and gossip, unwanted contact, stalking and harassment or cyberbullying, use of personal data by third-parties, and hacking and identity theft. This paper intends to investigate the seriousness of the risks involved in SN among Malaysian Secondary school students. This includes looking into the extent of exposure to risks, awareness of risks involved and steps undertaken to protect against risks. Previous studies were conducted mainly on Malaysian university students. This means that the findings of this study will provide better understanding of the influence of this prevalent phenomenon on Malaysian teenagers. A questionnaire survey was used to collect data from students from four types of Secondary schools from the Klang Valley and Selangor that is an urban school, a sub-urban school, a rural school and lastly an elite school. The students comprised boys and girls from Secondary two and Secondary four. Inferential and descriptive statistics were used to analyse the data and implications were drawn from the findings.

Keywords: Social networking, risks, teenagers, harassment, cyberbullying.

[29]

**TELEVISION-VIEWING HABITS, AMOUNT OF EXPOSURE, AND PROGRAM PREFERENCES OF CHILDREN IN PUBLIC AND PRIVATE SCHOOLS OF THE PHILIPPINES**

Salazar, J.M.L

*National Council for Children's Television, Philippines*

***ABSTRACT***

The National Council for Children's Television conducted a study about (1) television-viewing habits; (2) amount of exposure to television; and (3) program preferences of Filipino children. A total of 4,395 children from 209 primary and secondary education institutions all over the Philippines were surveyed. About half (51.80%) watch television during the 5pm–10pm time-slot, considered as prime time of Philippine television. Majority of children prefer watching television series, adult-oriented television shows like sitcoms/gag shows, drama, news, and foreign television series dubbed in Filipino.

Children watch close to three (3) and six (6) hours of television on weekdays and weekends, respectively. Television is appealing because many may have access to one television unit (48.70%), but a significant number has access to more than one unit at home (48.60%). Cable connection in almost half of the households affects why they prefer television watching; meaning they have more channels and programs to choose from. Many said they like to watch television because of several reasons: to (1) gather information for their academic requirements or learn new and interesting things, (2) tune in to the programs which they have developed a liking for, and (3) serve as their pass-time activity. This study found that majority (92%) watch with their parents present most of the time but a significant number said they watch television without any supervision (7.70%). The study suggests that the presence of parents during television-viewing does not always mean proper guidance on how to understand such programs that parents are generally subscribed to.

Keywords: Children, television, media, media exposure.

[30]

**PROMOTING TUBERCULOSIS HEALTH LITERACY THROUGH TV  
INFOMERCIAL**

Pacoma, M.A<sup>1</sup>, Ayson, A.U<sup>2</sup> & Zaporteza, J.S<sup>3</sup>

*<sup>1, 2, 3</sup> Adamson University*

***ABSTRACT***

Health is one of the most confronting issues among Filipinos today, majority knew its importance but some paid less or no effort at all which is very evident among health choices (food, sleep, lifestyle and exercise etc.) and oftentimes only think of it in times of sickness, injuries or disabilities (Villaverde, Vergeire & De los Santos, 2012). One of these is tuberculosis, the top slaughterer among the working class Filipinos continued to plague a large segment of the Philippine population (National Objectives for Health Philippines, 2010). The Department of Health, United States Agency for International Development (USAID) and with the creative assistance of Campaigns and Grey (an advertising agency) developed “TB ay Tuldukan” to raise awareness and uplift tuberculosis literacy among Filipinos (Campaigns and Grey Philippines, 2014). The study employed a quantitative approach in its research design and used a survey questionnaire to obtain information on respondents’ knowledge, awareness and attitudes regarding tuberculosis, its promotion and prevention. The respondents cited that the infomercial increased their awareness about the disease; gave instructions on how to cure tuberculosis; encouraged everyone to be more cautious in tuberculosis prevention. Watching the infomercial paved the way for public information and awareness on how to control and totally eliminate the case of tuberculosis. As the television commercial explicitly explained the measures one must undergo if one has tuberculosis, viewers were made aware of the steps to consider, places and people to go to for consultation, and the medication that one must undergo to completely be cured from tuberculosis.

Keywords: Public service announcement, health literacy, tuberculosis, advertisement, infomercial.

[31]

## **ROLE OF RADIO IN ENHANCING GOOD GOVERNANCE AND DEMOCRATIC STABILITY IN NIGERIA**

Lawal, B.A

*Department of Mass Communication, Hassan Usman Katsina Polytechnic, Nigeria*

### **ABSTRACT**

The Radio is often referred to as the fourth branch of government because of the power they wield and the oversight function they exercise. The Radio play a key role in democratic governance has been recognized since the late 17th century, and remains a fundamental principle of modern day democratic theory and practices. The Radio is the bastion of a Free State especially in traditional democratic societies, which are frequently punctuated by protracted military rule. The Radio can be a powerful force for change in both developed and developing countries. In developing countries, it can have an important role in advancing a pro-poor development agenda, as well as supporting economic growth and Democratic stability. Where it is able to effectively fulfill the roles of watchdog, gatekeeper and agenda-setter, it can improve governance by raising citizen awareness of social issues, enabling citizens to hold their governments to account, curbing corruption, and creating a civic forum for debate. It can also amplify the voice of marginalized and excluded groups and can enhance unity among the people. The Radio serves as “locomotive” for social engineering and shapes public opinion, but they are in turn influenced and manipulated by different interest groups in society. The Radio can promote democratic stability by among other things, educating voters; protecting humans’ rights, promoting tolerance among various social groups, and ensuring that government are transparent and accountable. This paper examines Radio in enhancing good governance and Democratic stability in Nigeria. The paper also provides an overview on the role Radio can play towards a successful democracy. Due to its nature, the Radio can reach the remotest areas within seconds. Therefore, this paper will look at the Radio as a catalyst towards enhancing good governance and Democratic stability in Nigeria.

Keywords: Nigeria, democratic stability, radio, good governance.

[32]

**NOT GOLD, GUNS, AND GOONS: FACEBOOK AS PLATFORM OF A SCIENCE  
POLITICAL PARTY IN THE PHILIPPINES**

Araguas, K.E<sup>1</sup> & Barroga-Jamias, S<sup>2</sup>

<sup>1</sup> *College of Development Communication*

<sup>2</sup> *University of the Philippines Los Banos, Philippines*

**ABSTRACT**

This research studied how the AGHAM political party, composed of scientists and academics, that had no national political affiliation and funds necessary in national elections in the Philippines, used Facebook as a platform to launch its second bid for Congress in 2013. The researchers joined the AGHAM Facebook group and gathered information from key informant interviews. They also content analyzed 645 postings in the AGHAM Facebook Like Page by both the AGHAM officials and its online followers from March 17, 2010, the time the page was created, until December 29, 2012, just before the election. The study was guided by the Uses and Gratification Theory of Katz, Blumler and Gurevitch (1974) and Kim's (2000) hierarchy of needs in online communities. Contrary to expectations, only a few of the AGHAM's online followers used the Facebook to really find out relevant events and conditions in society (information) (8%). Rather, they used it more to fill in time (entertainment) (16%); for social empathy (integration) (12%); for emotional release (entertainment) (10%); for self-esteem (10%); for conversation and social interaction (integration) (8.37%); and for self-actualization (8%). The loss of the AGHAM party during the May 10, 2013 elections indicate that the Facebook was meeting personal and individual needs rather than meeting collective needs. Meeting AGHAM's follower's offline such as for dinner in the capital helped solidify its virtual supporters more. (225 words)

Keywords: Minority political party, science and technology sector representation, election.

[33]

**TWITTER AS A TOOL FOR THE MOBILISATION OF THE  
#BRINGBACKOURGIRLS# CAMPAIGN AMONG YOUTHS**

Oyesomi,K<sup>1</sup>, Amodu,L<sup>2</sup>, Igbinoba,A<sup>3</sup> & Ahmadu,F<sup>4</sup>

*<sup>1,2,3,4</sup> Covenant University, Ota, Nigeria*

***ABSTRACT***

This study examined the role twitter has played in mobilising youths to join the #bringbackourgirls# campaign. It sought to examine the extent to which social media as opposed to traditional media sets agenda for the society and mobilizes people to join a cause using the #bringbackourgirls# campaign as study. Questionnaire was used as instrument of data collection. The population for this survey were University of Lagos students. A sample size of 500 respondents was drawn from the population out of which 473 responded effectively to the questions. The finding revealed that 90% of the respondents have a twitter account and they access them regularly. About 70% of the respondents stated that social media were their main sources of information on the campaign. Furthermore, 57% believed that twitter is an effective tool for sourcing information and mobilisation. Also, the study revealed that 68% of respondents believe that social media have become more accessible than mainstream media. Therefore, it was recommended that great attention should be paid to social media and efforts should also be made to institute a form of regulatory framework for social media as unscrupulous elements can use the platform to mobilize people to cause disorderliness in the nation.

Keywords: Bringbackourgirls campaign, mobilisation, social media, Twitter.



[34]

**SILENCE NO MORE': USING INFORMATION AND COMMUNICATION  
TECHNOLOGY (ICT) AND SOCIAL MEDIA FOR GENDER ACTIVISM IN INDIA**

Dey, A

*University of Hull***ABSTRACT**

The field of research undertaken is to explore the impact of information and communication technologies (ICTs) and social media in gender activism in India. Socio-political activism has been crucial in shaping the contemporary structure of Indian society. However, only recently, people have started using ICTs and social media as an alternative platform for activism in India. One of the most extensive use of digital technologies was witnessed in the nationwide protests in India post the Delhi Nirbhaya rape case on December 16<sup>th</sup>, 2012. Even though activism in the cyberspace is an area that has been well researched, mainstreaming gender in the theoretical discourses of digital activism is an area that need to be developed further. Hence, the main aim of this research is to explore and evaluate the impact of the use of ICTs and social media by civil society actors, activists and organisations specifically for gender activism in India. In order to answer the main research question and to understand the role of ICTs in social movements, the cyberconflict framework put forward by Karatzogianni (2006) has been considered. This research is significant because it extends the cyberconflict framework by mainstreaming gender in the theoretical discourses making the framework more inclusive. This study also addresses the gap in research of gender based digital activism by helping future researchers and activists to understand the changing nature of activism with the help of digital technologies, especially in the Indian context. In order to conduct this research a multi-methodological approach has been considered, which includes netnographic approach to obtain online data followed by qualitative interviewing which were conducted both online and in-person in India.

Keywords: Cyberconflict theory, gender activism, social media, information and communication technologies, gender activism in India.

[35]

## **GOING UNDER: SEAWORLD AND THE LINGERING BLACKFISH CRISIS**

Fenner, C.J

*University of West Florida*

### ***ABSTRACT***

The death of SeaWorld Entertainment orca trainer, Dawn Brancheau, on September 10, 2010 served as the catalyst for a public relations crisis that continues to impact the organization. This unfortunate incident would serve as the foundation for a renewed scrutiny of the park and its management of orca whales. Brancheau's death led directly to the development and release of Gabriela Cowperthwaite's 2013 documentary, *Blackfish*, which has played a key role in prolonging the public relations crisis with a campaign utilizing traditional and social media.

This paper argues that SeaWorld Entertainment continues to be hampered by a lingering public relations crisis resulting in continued fiscal losses, lowered park attendance, governmental action, and an inability to recognize shifts in stakeholder perceptions of animal welfare. This study uses a qualitative case study method applying the characteristics of Devries & Fitzpatrick's (2006) definition of a lingering crisis to a timeline of events following the aftermath of the death of Dawn Brancheau. Open and axial coding of publicly available data is used to develop emerging themes in print and social media coverage of SeaWorld Entertainment. Crisis communication materials available on the SeaWorld Entertainment website are used to provide a direct assessment of crisis management responses targeting key stakeholders.

Keywords: Sea world, Blackfish, lingering crisis, social media, public relations crisis.

[36]

## THE CHALLENGES OF GOVERNMENT PUBLIC RELATIONS AND ABUSE OF POWER IN INDONESIA

Sumartias,S

*Department of Public Relations, Faculty of Communication Science  
Padjadjaran University, Indonesia*

### **ABSTRACT**

Era of globalization, democratization and transparency of information has significantly changed the social order, economic, politics and culture in the world, including Indonesia. Indonesia face the fundamental problem and crucial that the massive corruption and nepotism as a form of abuse of power in the government bureaucracy, especially in the executive, legislative and judicial.

Research method used literature study and depth interview at Monash University. The result that currently, the arrested of Akil Mochtar as Chairman of Indonesia's Constitutional Court, October 3, 2013 by the Corruption Eradication Commission (Komisi Pemberantasan Korupsi) for alleged bribery in regional elections in Indonesia, being a massive print media coverage and social media, also in the citizens. Akil Mochtar was previously arrested because of alleged corruption in Central Kalimantan and Lebak regional elections. KPK also named Functional Group Party (Golkar) politician Chairun Nisa and brother of Banten's Governor Tubagus Chairi Wardana.

Indonesia became the almost corrupt of 16 countries in Asia Pacific based on survey Political and Economic Risk Consultancy, Ltd. (2010-2013). Similarly, the practice of dynastic politics in Banten's Governor Ratu Atut, further confirms that corruption and nepotism became acute and habituation misunderstood common sense.

Public relations in government agencies should have a research function and counseled leaders in taking a variety of policies. Unfortunately, the function and the existence of public relations government is helpless, especially in maintaining the organization's image and reputation of a clean government corruption. Public relations officers' even more confused if faces of various demands of citizens to public disclosure in accordance with Act No. 14 of 2008 about Public Information Disclosure.

Keyword: Government public relations, corruption, image, reputation.

[37]

## REDEFINING THE HIJAB IN MALAYSIAN MEDIA

Hassim, N

*Taylor's University*

### **ABSTRACT**

This study explored perceptions on the identity of Malay-Muslim women through representations of veiling or known as “hijab” in Malaysian media. Malays are predominantly Muslim therefore prevalent images of Malay women wearing the hijab are symbolic to Islam as Malaysia’s official religion. While its use was initially to protect female modesty and signify supremacy of the Malay race, the hijab has transcended into capitalism of an emerging, modern Islamic society that provide Malaysian media audiences with misleading ideals. The study aimed to determine: 1) media consumer perceptions on the hijab, 2) factors that influenced their reception of the hijab, and 3) the implications of hijab in Malaysian media. To do so, interviews with media practitioners were examined and selected articles from a Malay online entertainment portal were analysed. The study found that, despite criticisms of how the modern hijab is irrelevant to the discerning Muslim woman, the exposure and dependency of consumers to both traditional and social media were fundamental in the commodification of the hijab that has become embedded to the identity of Malay-Muslims and their popular culture. This study intends to benefit media practitioners on the pivotal role of mass media as a social agent and subsequently the hijab as a determinant of societal structure through the convergence of Islam and Malay-Muslims.

Keywords: Hijab, commodification, culture, media-effects, content analysis.

[38]

**SOCIAL MEDIA AND FREEDOM OF EXPRESSION**

Gaikwad, S.K

*All India Radio, Jalgaon***ABSTRACT**

21<sup>st</sup> century has witnessed a spurt in new technology with social Media being one of the gifts of it. Social media has become the fastest and effective means of communication in the fast growing world where the whole world has literally become a global village. Social media has become very popular among all age groups. It is like a magic wand in the hands of people. If new technology is used properly it can prove blessing but if not it can be a big curse for the human being which may turn out to be big and potential threat for the very existence human being. The same is happening with this social media also with misusing it for destructive rather than for constructive purposes. Right from the child to the old are using and enjoying this social media with little or no knowledge of freedom of expression and reasonable restriction thus creating havoc for the society. Recent some incidence of communal violence and sexual harassment of girls and women have shown the damage that can be caused by misusing this media. India constitution has conferred fundamental rights of freedom of expression but with some reasonable restrictions on it to use any media with care and responsibility for the wellbeing of human, but as far as the use of new media by the people is concerned it becomes ample clear that people are not aware fully about the reasonable restrictions imposed by constitution while using new media. This paper discusses about the need for code of conduct in accordance with the Article 19 of the India constitution I.e. freedom of expression with reasonable restrictions on it.

Keywords: New media, freedom of expression, reasonable restrictions.

[39]

## **SOCIAL MEDIA: AN EMERGING TOOL OF TEACHING AND LEARNING**

Kumar, P

*C.C.S. University, Meerut (India)*

### ***ABSTRACT***

Social Media Tools are an integral and important part of society. Social Media is all about networking, sharing and generating knowledge and all these features are of great value in the context of higher education. Indian universities are also not behind in using this technology and most of the Universities are engaged to make their campus Wi-Fi. Universities have well developed social media strategies and use a suite of social media tools for various purposes including internal and external communications, recruitment, sharing research findings and highlighting student initiatives. Social Media tools have an important place inside the classroom and they can help improve learning environments and increase students' engagement. Social Media is proving itself to be an emerging tool of teaching and learning which provides a platform for teachers and students for sharing and learning. Although some studies revealed that majority of faculty are concerned about their own privacy as well as the privacy of their students. Despite the generally positive impressions about social media use in higher education, it's important to recognize that not every context should be used carelessly. However, if one of the goals of teaching and learning is to support and improve student engagement, one should continue to improve the ways that Social Media tools may help accomplish this goal.

Keywords: Social media tools, higher education, privacy, engagement, technology.

[40]

## A CRITICAL ANALYSIS OF SOCIAL NETWORKING SITES USERS OF RURAL INDIA

Bhushan, N

*Shree Ramswaroop Memorial University/ Institute of Media Studies*

### **ABSTRACT**

Out of the 143 million social media users in the country (as of April 2015), 118 million are from urban areas while 25 million are from rural areas. Social media penetration in rural India has doubled in the past year, compared to urban areas, which witnessed around 35 per cent growth year-on-year, says a report published by IMRB International and Internet and Mobile Association of India (IAMAI). Social media can augment communication and provide forums for rural communities. With the emergence of social networking, one who is digitally literate now has a major voice online. It enabled a new type of journalism that is subjective in nature. Present study is to investigate the awareness of rural youth towards Social Media. This study will be conducted in rural area of district Azamgarh, Uttar Pradesh, India. A sample of 800 male and female college going youth will be randomly selected. A questionnaire will be given to them to find out their awareness and activity on Social Networking Sites. Chi square test will be applied to examine the following experimental hypothesis: H1- Youth of Azamgarh is in line with the National ratio. H2- There is a significant difference between male and female SNS users. Data will be analyzed and results will be interpreted. It is a pilot study which will examine the efficacy of IMRB International and IAMAI reports and help the government to improve the participation of rural youth in this form of communication which has huge potential to enable social change.

Keywords: Chi square test, IAMAI, IMRB International, rural India, social media, social networking sites, youth.

[41]

**COMPARING THE PERFORMANCE OF DESTINATIONS' OFFICIAL TWITTER  
ACCOUNTS (THE CASE OF FOUR MAJOR TOURIST DESTINATION  
COUNTRIES IN SOUTHEAST ASIA REGION)**

Syafganti,I<sup>1,3</sup>, Luthfia, A<sup>2</sup>, Kusumaramdhani, A<sup>3</sup> & Walrave,M<sup>1</sup>

<sup>1</sup>*University of Antwerp*

<sup>2</sup>*Binus University*

<sup>3</sup>*State Polytechnic of Jakarta*

**ABSTRACT**

Most countries in Southeast Asia region maintain official twitter accounts in order to communicate effectively with their markets. Such effort also aimed to promote a variety of events in the destination directly to the tourists. The importance of the official social media in communicating and promoting destination has been proven by previous studies. This current study comparing the record of official twitter accounts of four major tourist destination in the region during January-February 2016. Using a media intelligence software, the results revealed that Malaysia is the first country that utilize twitter as a destination's communication medium, while Singapore, Thailand and Indonesia follow respectively. Although Indonesia is the latest country that adopt twitter, its official account now record the highest number of followers and the share of new followers. The results also indicate that the accounts of Indonesia and Thailand are the most active accounts in terms of tweets and retweets & mentions, compare to others. Moreover, the sentiment analysis discovered that the twitter account of Malaysia is an account that record the highest positive and negative sentiments at the same time. In addition, a series of correlational analysis shown that there are no positive correlations among the number of followers, the number of tweets/retweets & mentions and the number of international arrivals and international receipts. The study conclude that although twitter could plays important role for destination in maintaining effective communication with travelers, it is not able to increase the number of visits and receipt from international tourists.

Keywords: Social media, destination marketing, twitter performance analysis, sentiment analysis, ASEAN.



[42]

**SOCIAL MEDIA IN EVERYDAY-LIFE INFORMATION SEEKING: USAGE AND USEFULNESS AMONG INTERNATIONAL STUDENTS**Mustafa, S.E<sup>1</sup> & Yu, M<sup>2</sup>*<sup>1, 2</sup> University of Malaya, Kuala Lumpur, Malaysia****ABSTRACT***

In recent years, the number of students studying abroad has been increasing rapidly. However, adapting to life in different countries, particularly in Malaysia which is a multi-cultural country, is difficult and students are faced with a variety of challenges. As such, they may need more information for their cultural adaptation or daily life use from diverse channels or sources. By conducting focus group discussion, this study focuses on examining the use of social media and its usefulness in everyday-life information seeking among international students at the University of Malaya. By comparing the top three most important information type for everyday-life use and the SM platforms used for that in focus group, finding shows, the three types of information that were mentioned most frequently in the graduates group are information of home and families, academic and news/current affairs while undergraduate group are news/current affairs, self-improvement and information about friends for socializing. They also think that the information acquired by social media is useful for the fulfilment of their everyday-life needs.

Keywords: Social networking site, online communication, information seeking.

[43]

**THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND ACTIVE VERSUS  
INACTIVE FACEBOOK USAGE AMONG FEMALE UNIVERSITY STUDENTS IN  
EGYPT**

Zoghaib, S.Z

*Cairo University*

***ABSTRACT***

Despite the overwhelming popularity of Facebook use among Egyptian youth including female University students, there is not enough studies about personality traits of users, and to what extent these traits differ among active and inactive users. Drawing on a survey of 326 Egyptian female under-graduate university students, this study compared between the characteristics of active versus inactive facebook users. The personality traits included the Big Five (Openness to experience, conscientiousness, extraversion, agreeableness, neuroticism), narcissism and self-esteem. Participants were required to complete a questionnaire comprising the Big Five Inventory, and the Narcissitic Personality Inventory, in addition to measures of active and inactive use of Facebook, attitudes towards facebook and motivations of its use. The findings showed that self-esteem and attitudes towards facebook were significant predictors of inactive usage, while extraversion and narcissism were significant predictors of active use. Informational use motivations and school year were also significant predictors of active Facebook use. The implications of the findings would be discussed.

Keywords: Facebook usage, big five, narcissism, self-esteem, extroversion.

[44]

**EMERGING TRENDS IN COMMUNICATION**

Verma, D

*C.C.S. University, Meerut, India****ABSTRACT***

It seems pretty obvious that the use of technology in communication has changed the way we communicate. Now our social networks are no more local. Decades ago, we primarily spoke with our neighbors, nearby friends and family members. Now with the advent of technology in the field of communication, the world has converted to McLuhan's 'global village'. Our friends and relatives living in different continents are just a click away from us which means physical boundaries no more matters. We have to just type the message on our device and click on 'send' option. Technology has completely changed the way we communicate and express ourselves to others. More often we share those issues on social media which seems to be impossible in case of off-line communication. The use of technology has also invented many new terms or rather we can say use of technology in communication gave birth to a new language which is often reflected in our messages while using Facebook, Twitter and other applications. The need for fewer sentences has pushed for many short forms that we find ourselves using in daily communication. Emoticons have provided us a substitution of facial expressions. We can express a smile or frown by combination of various characters from keyboards without actually having to write it. Thus we can say that the use of technology in communication has changed the overall process and definition of communication.

Keywords: Social media, global village, off-line communication, device, emoticons.

[45]

**FACEBOOK AS A COMMUNICATION TOOL AMONG SELECTED FILIPINO  
TEENAGERS FROM RURAL AND URBAN AREAS**

Monteagudo, M.J<sup>1</sup>, Ramos, A.K<sup>2</sup>, Tibayan, C<sup>3</sup> & Muya, G<sup>4</sup>

*<sup>1,2,3,4</sup> Lyceum of the Philippines-Laguna*

***ABSTRACT***

The predominance of the use of online social networking sites (SNS) as tool of communication urge the researchers to conduct a study that will identify the perception of its users towards its function. Facebook, being the most popular website in the country, was chosen in this study. This study aims to determine and compare the perceived role of Facebook among users from rural and urban areas. Using quantitative approach, the researchers gathered data among 120 participants, 60 from rural and 60 from urban area, through a survey. Five functions of Facebook bracketed in the questionnaire are: “Bridge of Establishing Relationship,” “Bridge of Sustaining Relationship,” “Promotional Tool,” “Extended Classroom,” and “Outlet of Expression.” The study suggests that rural area users are into connection and updates from classmates and professors while urban area users are more into maintaining relationships. When it comes to expression of one’s self, teenagers from rural are more open disclosing things about themselves and are more satisfied rather than those from urban. The study, however, concludes that the perceived role of Facebook is similar for both rural and urban teenagers.

Keywords: Facebook, rural, urban, communication tool, teenagers.

[46]

## **THE STRATEGIES OF MENTAL HEALTH COMMUNICATION PROGRAMMES RESPONDED TO MASS VIOLENCE CRISIS IN SOUTHERN THAILAND**

Buaniaw, A

*School of Communication, Journalism, and Marketing, Massey University, New Zealand*

### **ABSTRACT**

The three southern border provinces of Thailand: Pattani, Yala and Narathiwat have been the site of a mass violence crisis since 2004, and it is apparent that mental health problems have become a serious issue in this area. In response, the Thai government has set the structure of mental health service delivery and instituted a number of mental health communication programmes responding to the violence. Therefore, this study aims to answer “What are the effective strategies of mental health communication programmes responding to mass violence in southern Thailand from the deliverers’ perspective?” Three methods used for collecting data, which are semi-structured in-depth interviews, participation observation, and document analysis. Seventeen participants were undertaken in this study: twelve interviews at the 12th Mental Health Centre and five interviews with partner groups. Preliminary findings are audience analysis, target-based programmes, audience and media specific, strategic communication and maintain relationship with partner groups.

This research will develop a communication intervention of mental health communication programmes responding to mass violence crisis which will be useful for those in the other areas faced with similar challenges. It also provides a deeper understanding of mental health programmes’ processes and this understanding can be used as a guideline for communication planners in general. The implications of this research also useful for health organizations to create the effective programmes and for the government to target money and resources towards strategies based on evidence.

Keywords: Communication strategies, health communication, mass violence.

[47]

**LOCAL SATELLITE CHANNELS AND ITS ROLE IN SOCIAL AND CULTURAL  
DEVELOPMENT IN U.A.E SOCIETY**

Ali, F. A

*Department of Mass Communication- University of Sharjah- Sharjah, U.A.E.*

***ABSTRACT***

This study aims at identifying the influence of satellite TV programs on social development of UAE youth, and if so, whether this is a positive or negative influence. It analyzes the media ethics of UAE Television and its role in shaping social and cultural changes. Furthermore, a survey-method was used to conduct this study on a sample of 300 students between ages 18-23 from different university levels at University of Sharjah to represent UAE youth. It was found that TV programs that address domestic problems and family roles were most attractive to UAE youth. These programs reflect common social problems the audience can relate to. They convey strong social messages that have a positive influence. They also help reflect UAE culture and heritage and promote family values and traditions. Recommendations include TV broadcasting stations to focus on TV programs that deal more with social issues and to focus on promoting education to youth.

[48]

## DOMESTIC VIOLENCE IN GULF DRAMA AND ITS IMPACT ON EMIRATI FEMALES' RELATIONSHIP WITH THEIR FAMILIES

Semary, H.E<sup>1</sup> & Khaja, M.A<sup>2</sup><sup>1</sup>*Cairo University*<sup>2</sup>*UAE University*

### **ABSTRACT**

This Quasi experimental study examines the impact of violence in Gulf drama on Emirati females' relationship with their families. 200 Emirati university students, who formed the treatment and control groups, were asked to complete a questionnaire that included information related to the exposure and realism of TV violence, identification with the dramatic characters and punishment versus reward of violent characters. The second part of the questionnaire asked students to:

1. Determine the degree of approval or disapproval of the punishment decided by UAE courts regarding a list of 10 domestic violence offences.
2. Determine what type of punishment to be imposed on the offender in a list of 15 incident of domestic violence, five of which are violence exercised by men against women, the other ten are violence incidents exercised by women against either males or females.
3. Identify how realistic a list of family incidents derived from Gulf drama and how will students resolve these types of problems in real life.

The questionnaire was conducted twice, before and after the viewing session of two different episodes of TV series (The treatment group viewed a violent episode of "Living in our hearts" TV series, while the control group watched the non-violent episode of TASH MA TASH TV series).

Findings showed that female subjects were more likely emotionally influenced by TV violence and feel sympathy for female characters if the violent behavior against women is exercised by males rather than females. It was also found that female subjects were more likely to approve punishment of violent behavior if the offender is male rather than a female.

Keywords: Domestic violence, Gulf drama, Emirati females.

[49]

## **MASS MEDIA EXPOSURE AND SAFE MOTHERHOOD AWARENESS AMONG FEMALE RESIDENTS IN OTA TOWNSHIP**

Igbinoba, A.O<sup>1</sup> & Odukoya, J.A<sup>2</sup>

<sup>1, 2</sup> *Covenant University, Nigeria*

### ***ABSTRACT***

Reducing the maternal mortality ratio (MMR) by three quarters between 1990 and 2015 has been the thrust of the Millennium Development Goal (MDG). An estimated 50,000 Nigerian women die annually. The maternal mortality rate in sub-Saharan Africa appears to have been on the increase largely because of inaccessibility to maternal health information and limited awareness of safe motherhood practices. This study is poised at ascertaining the veracity of the above premise and so suggest panacea to the problem, if found real. It thus, seeks to provide plausible answers to questions on: the degree of mass media exposure among Nigerian women, their level of awareness of safe motherhood practices and the significant difference in their attitude towards safe motherhood practices on the basis of mass media usage. The research design and research instrument for the study are survey and the questionnaire, respectively. The sample size of the study comprised 100 female residents of Ota, within 15 to 49 years of age. Majority of the respondents agreed that the mass media influenced their safe motherhood knowledge and attitude. Majority of the sample had high level of awareness of safe motherhood practices and their degree of mass media exposure was above average. It was deduced from the chi-square analysis that mass media usage has a significant influence on the attitude towards safe motherhood practices [SMP]. The study recommends that mass media messages need to take on diversified forms to meet the diversified health needs of Nigerian women in both rural and urban settlements.

Keywords: Female, mass media, maternal health, maternal mortality, residents, safe motherhood.



[50]

**WHEN CULTURE STOPS LAUGHTER: JUXTAPOSING HUMOUR CODES IN  
KOREAN AND NIGERIAN TELEVISION DRAMA: AN INTERPERSONAL  
COMMUNICATION APPROACH**

Izuchukwu, O.J

*Pukyong National University, Busan South Korea***ABSTRACT**

Humour has always been a key element of drama at its earliest periods. From scriptwriters, directors and cast members, humour codes are critically understood and underscored as a key element to a successful drama production. However, it is observed that humour codes are culturally defined. What makes for laughter in one setting may literarily spawn repugnance in another. Korea is an Oriental culture while Nigeria is African. This research aimed to study selected Korean and Nigeria drama sketches and underscore why humour codes in one setting may or not be perceived in the other. Towards this end, eight drama sketches, four each from Korean and Nigerian directors were selected and shown to a select Korean and Nigerian audience. And analysis of the experiment shows that Africans and Koreans do not often mutually perceive the humour codes in the same drama. In the internet age, as video mounts the wings of the internet to crisscross the world, the cultural barriers to humour perceptions is one of the critical areas soap, drama, and television producers must critically analyze while creating content, else the commercial values of such work will be severely hindered.

Keywords: Humour percetion, Interpersonal communication, Confucianism, Cultural barriers, Asia Centrism, Eurocentrism,

[51]

**IMPACT OF ADULT CONTENT CONSUMPTION: A PSYCHOLOGICAL STUDY  
OF INDIAN MEN AND WOMEN**

Shah, S

*School of Liberal Studies, Pandit Deendayal Petroleum University*

**ABSTRACT**

Adult content is a printed or visual material containing the explicit description or display of sexual organs or activity, intended to stimulate sexual excitement. Internet is one of the key medium that makes this content available to consumers. Affordability, accessibility and anonymity of this content increased after advent of Internet. Sex.com is most expensive domain on web. An average Indian views 7.32 pages on visit to adult content site. This statistics is three times higher than global average page visit count. Excessive consumption adversely impacts psychological functioning of people. This has led to some psychological concerns among Indian men and women as it impacts individual's sexual attitudes, sexual aggression, and increasing acceptance of rape myths significantly. Sexual attitudes are a person's beliefs about sexuality shown by a person's behavior based on cultural views and previous sexual experience. Sexual aggression encompasses use or threat of sexual force or restraint carried out with the intent of causing pain or injury to the partner. Rape myths are attitudes and beliefs that are generally false, yet widely held, that serve to justify male sexual violence against women. Present empirical study was carried out to scientifically measure the impact of adult content consumption on sexual attitude, sexual aggression and rape myth acceptance among Indian men and women. An anonymous survey of 40 men and women was conducted using three standardized questionnaires through simple random sampling. Consent form was signed and all ethical guidelines were followed during data collection process. The research results will immensely contribute to: media, psychology, criminology studies by decoding the psychological impact of adult content on Indian men and women.

Keywords: India, adult content, internet, sexual aggression, sexual attitude, rape myths.

[52]

## NEW MEDIA AND HIV/AIDS REDUCTION AMONG MARRIED WOMEN IN NIGERIA

Igbinoba, A.O<sup>1</sup>, Amoo, E.O<sup>2</sup> & Oyesomi, K.O<sup>3</sup>

<sup>1,3</sup>*Department of Mass Communication, Covenant University, Nigeria*

<sup>2</sup>*Demography and Social Statistics, Covenant University, Nigeria*

### **ABSTRACT**

As the waves of access to information on diseases and healthcare is being aided rapidly by the new media, the increasing exposure to sexuality through the same media have made reproductive health issues of public discourse in contemporary times. Over 3.3 million Nigerians are living with HIV in 2010 out of which 1.7 million are women and 360,000 children; the proportion living with AIDS in sub-Saharan Africa has increased tremendously between 2001 and 2009 compared to other advanced regions of the world (UNAIDS, 2010). This study therefore examined the impact of new media on the HIV/AIDS prevalence among married women in Nigeria. Three datasets of NDHS of 1999, 2003 and 2008 were used in conjunction with a primary survey organized among 122 randomly selected married women in a purposively selected local government area from a State in Nigeria to make up for the paucity of information on new media in the NDHS data. Descriptive statistics and multiple regression analysis were employed for data analysis. The result shows that awareness rate of HIV/AIDS or their mode of transmission is above 80 percent. Notwithstanding, multiple sexual partnership is prevalent in the study locations. New media facilities like facebook, skype, etc are negatively and statistically insignificant to awareness about HIV/AIDS (P-value > 5%). The study recommends that all stakeholders-particularly the media industry-take concerted initiatives towards sustainable development of the country such as translating the knowledge of HIV/AIDS into its reduction and/or prevention.

Keywords: Classical media, HIV/AIDS, married women, media industry.

[53]

**DEVELOPMENT OF TELEVISION PROGRAMS FOR THE ELDERLY**

Nitipaiboon, J

*Sukhothai Thammathirat Open University***ABSTRACT**

The objectives of this research were to study 1) the situation of television programs for the elderly on free TV channels; 2) exposure to, demand for and utilization of TV programs for the elderly; and 3) formats of TV programs for the elderly. This research employed mixed methods consisting of 1) qualitative research: 30 key informants were chosen through purposive sampling from among television organization administrators, broadcasting professional experts, broadcasting scholars, experts on the elderly, and TV program sponsors. The data collection tool was an in-depth interview form. Qualitative data were analyzed using descriptive analysis; 2) quantitative research: the sample population was 400 senior citizens, chosen through multi-stage sampling. The data collection tool was a questionnaire. Data were statistically analyzed using percentage, mean, standard deviation, t-test, ANOVA, correlation analysis, and multiple regression analysis. In addition, the research method included the evaluation of TV programs formats for the elderly by a panel of 12 qualified experts. Data were collected using an evaluation form and statistically analyzed through modality. The research findings showed that 1) At present there are few TV programs specifically for the elderly on free TV channels in Thailand, but there are likely to be more in the future because Thailand is approaching an ageing society. 2) Seniors' exposure to TV was related to their demand for broadcasting programs for the elderly at 0.01 significant level. Most correlation values showed a high correlation, except demand for types of TV programs, which had a low correlation value. Conversely, demand for TV programs for the elderly was a predictor of formats of TV programs for the elderly, because 70.56% of the variability in TV program formats came from demand from the elderly while 29.44% came from other factors. The elderly utilized TV programs in 3 major ways: to get news and information, for enjoyment/pleasure or to combat loneliness, and to apply the content in their daily lives. 3) Four formats of TV programs for the elderly could be developed concerning different age groups and careers. A suitable format for the 60-65 age group would be programs spotlighting elderly people who are worthy members of society. For the over-65 age group, an appropriate format would be programs about the achievement of elderly people. This format would also be in demand for the elderly people who was civil servants or state enterprises officers. Elderly people from other careers would be more drawn to the programs format spotlighting elderly people who are worthy members of society.

Keywords: Media for the elderly, aging society, senior program, senior entertainment.

[54]

**INDIAN NATIONAL CINEMA: INCLUSION OF DALITS**

Mahanta, M

*Tezpur University***ABSTRACT**

The literature on National Cinema and subaltern existences has critically been observed. Researcher added literary references to define Dalit politics, history and culture, as a subaltern culture that predominantly exist within Indian subcontinent, as a background to this research work. Isolation of Dalits, from mainstream, has always been an evil to the societal structure of the subcontinent. Emergence of mainstream Hindi Film Industry as Indian National Cinema with subaltern references has been reviewed further. Aftermath the researcher explores the dynamics of Dalit Culture especially with mainstream Hindi cinema, often criticized for not being sensitive enough towards social realities unlike its regional counterparts or the parallels. For that, following case study approach, five endeavors from different time period, applause both critically and commercially, have been taken as purposive samples- *Acchut Kanya* (1936), *Acchut* (1940), *Sujata* (1959), *Pakeezah* (1972), *Devdas* (2002), *Aarakshan* (2011). It is observed that unlike the criticism, the integral existence of Dalit has not only appreciated artistically; but also acclaimed these films a cult status from commercial point of view. The overwhelming effect of Hindi film industry, with this inclusion affirms a certain level of dignity and respect to the subaltern culture and history of Dalits at large. Indian National Cinema, although less in number, has a positive note in the portrayal of this subaltern existence and thus extends social acceptance for the abandons. It acts both as a document and a means of inclusion of a subaltern culture within the mainstream.

Keywords: National cinema, subaltern, dalits, inclusion, isolation and mainstream.

[55]

## **CULTURAL VALUE, BELIEF, BEHAVIOUR AND MYTH IN THAI COUNTRY MUSIC**

Burnett, R.A

*Webster University, Thailand*

### **ABSTRACT**

Music is not only an object of entertainment, but it is also a tool used to express and recreate values and belief of communities and subcultures. If we want to study the cultural value, belief, behaviour, and myth of a society, we can study popular music. One of the most popular music genres in Thailand is the Thai country music known as ‘Pleng Lukthung’. This paper will examine the place of Pleng Lukthung in modern Thai society and its transformation from a local, regional cultural form to a national platform that is creating new lines of influence and solidarity that are not bounded by geographically defined spaces. Music comes from particular places, and is distributed elsewhere, so a whole range of issues emerge from how and where music is produced in particular contexts, and the means through which music is disseminated and reconstructed in different circumstances by other people removed from the original productive context. Music in part reflects aspects of socio-political experiences of and in places – in lyrics, in sounds, in performing contexts, and in the ways in which music has been produced and is consumed.

Furthermore, many of our everyday understandings about places - be they particular sites such as concert or festival venues; regions with distinct music traditions, or national media institutions - are mediated through and by engagements with popular music. Concurrently, many everyday associations with places come to be defined by musical expressions, on a number of levels. These myths of place are often reinforced in song texts, or the often highly particular spatial discourse of scenes, take for example the urban territoriality of hip hop or pan-African rhetoric of reggae. The role of music in today’s world is important as a key tool in the process of globalization. People are arguing over the loss of a nation’s cultural identity (uniqueness), the influences of Westernization, and the dominance of cultural imperialism. In opposition, there are now no longer geographical boundaries and there is unlimited access to both local and global music. In the case of Thai country music this bringing together of global and local across boundaries could be seen as beneficial.

The methodology focus group interviews with students at 3 Thai universities, grounded theory, and participant observation.

Keywords: Thailand, country music, values, belief, behaviour, myth.

[56]

**NEW AND SOCIAL DISINTERMEDIATION: THE “DEMOCRATIZATION” OF  
MUSIC THROUGH NEW AND SOCIAL MEDIA**

Purcell, D

*Berklee College of Music Online/Columbia College Chicago***ABSTRACT**

The purpose of this research is to examine how the rise of disintermediation in the digital age is promoting the democratization of the musical arts. Specifically, the digital age has ushered in an age of convergence and facilitation: a breaking down of “traditional” borders and a coming together of regional and international populations on social media platforms; the digital age has also brought about paradigm changes in consumer behavior related to convergence. Myriad personal and professional tasks and responsibilities are now facilitated through a single device (smartphone; tablet; laptop). This paper will examine the rise of disintermediation that is being fostered in this age of convergence. Specifically, the ability for consumers, artists, industry professionals and other stakeholders to engage in musical arts offerings through new and social media platforms and its potential for further democratization. Attention will be given to both cultural and political borders in the context of the availability, proliferation and use of these media channels in connection with this egalitarian shift in production, promotion, marketing, and consumer access. Analysis of past and current standards, practices and specific examples will inform potential for future practices and access to music and entertainment.

Keywords: Music, entertainment, new media, social media, disintermediation, convergence.

[57]

## PRODUCTION AND ANALYSIS IN ONLINE DIGITAL CONCERT

Lai, Y<sup>1</sup> & Chen, S<sup>2</sup>

*<sup>1,2</sup> Department of digital media design, National Yunlin University of Science and Technology*

### **ABSTRACT**

In the network, there are two kinds of types in music performance: the synchronous and the asynchronous broadcasts. The synchronous broadcast needs to be equipped with the stronger software and the hardware, as well as the faster network bandwidth. But on YouTube website, with its network programs and the information bank assistance, it may simplify music sound equipment and let its users easily play their videos on the web.

This research will use "YouTube" network system to broadcast the performance, and analyze the best singing mode with the software and the hardware combination. The research from the basic app of the smartphone to the complex sound post-production creates the feasibility of the concert in the network, and by using the questionnaire survey to compare the differences among the different equipment molds, and the researcher will propose the best non-synchronization on-line performance pattern.

The research results stress on three kinds of different music system molds, and it will apply the questionnaire survey and chart to analyze the information, integrate the analysis by the cost, effect and the listeners' responses to the optimal condition fit, and make the network performance to present more professional and popular.

Keywords: Digital concert, YouTube, music performance, internet, digital music, online concert.



[58]

## GAY ISSUES IN PHILIPPINE INDEPENDENT AND MAINSTREAM GAY- THEMED FILMS

Tatcho, O.B<sup>1</sup> & Barrias, A.S<sup>2</sup><sup>1</sup> *University of the Philippines Baguio*<sup>2</sup> *Philippine Science High School – Ilocos Region Campus*

### **ABSTRACT**

While a lot of film studies look at how gay characters are portrayed or depicted in films, this study aims to contribute to the literature through a survey of gay issues presented in select Philippine gay-themed films. Gay issues in these films include issues of representation, identity, agency, and social structure. Using thematic analysis, the two-fold objective in this paper starts with a survey of various gay issues presented in a mix of indie and mainstream films produced in the Philippines from 1998 to 2013. The discussion aims to shed light on the differing technologies, techniques, and nuances of indie and mainstream films which affect not only what gay issues are presented but also how issues are presented in the movies. Marshall McLuhan said that “the medium is the message”. While mainstream and indie films use the same medium of film, the differences between indie and mainstream films (from their use of technology, mode of production, to their filmmaker’s intentions) can affect what messages are sent, whose voices are heard, which sectors are reached, and which effects (if any) are achieved. Overall, political economy and critical theory inform the study on the missing discourses about gay representation, identity and agency.

Keywords: Gay issues, indie films, mainstream films, political economy, critical theory.

[59]

**MAKING ARRANGEMENTS FOR AN ATTENTION ECONOMY: A CASE STUDY  
OF CONTEMPORARY A CAPPELLA GROUP PENTATONIX'S ARRANGEMENT  
OF "HAPPY"**

Wan, I

*CHIJ St. Theresa's Convent***ABSTRACT**

In this age of limitless information, attention has become the world's most prized commodity in every aspect of our lives. The popular music industry is no exception. As Lefsetz (2012) describes, "We live in an attention economy, your biggest chore is getting people to listen, not to pay for your music." A composite of factors contribute to an artist's success within the attention economy: image, performance style, communication with fans and media, repertoire, and more. In this paper, I aim to examine how the writing of music interplays with success within the attention economy. Given that this relationship is virtually unexplored, I aim to contextualise this study by synthesizing a list of traits that are associated with success within the attention economy according to the existing literature (Goldhaber, 1997; Thompson, 1998; Davenport and Beck, 2001; Lanham, 2006; Fairchild, 2007; Francis, 2011). I will then perform a textual analysis on an arrangement of Pharrell Williams' 'Happy' by the hugely popular contemporary a cappella group Pentatonix. Through this analysis, I hope to show that Pentatonix's arrangement is characterised by four traits – change, 'melodification', intensification, and multiple connections – that are indeed closely aligned with the attention economy, thereby perhaps, explaining the arrangement's success. The paths forward are plenty, including (1) weighing the relative 'attention quotient' of Pentatonix's writing of music against their other co-musical attributes, (2) comparing other popular music artistes' writing of music within the attention economy, and perhaps, eventually (3) theorizing a 'sound of success' for today's attention economy.

Keywords: Attention economy, pentatonix, contemporary a cappella, a cappella, songwriting, arranging, popular music, music.



# **VIRTUAL PRESENTATIONS**



[60]

**ROLE OF INTERNET IN SOCIO CULTURAL ADAPTATION AMONG  
INTERNATIONAL STUDENTS: A STUDY IN GERMANY**

Shubha, H.S<sup>1</sup> & Rani, P<sup>2</sup>

*<sup>1,2</sup> Manipal University, School of Communication, India*

***ABSTRACT***

The forces of globalization have initiated large student mobility between continents. Research reviews indicate that Internet is the most popular medium among the young people. The impact of Internet on human communication and social life has been a focus of study in different parts of the world. For an International student, residing temporarily in another country for the purpose of study, successful socio cultural adaptation makes their academic and nonacademic life in the host country comfortable. Communication being the core of effective inter personal and social adaptation, the purpose of this paper investigates the role of Internet in this adaptation process. From its role in helping to live in a new country to connecting with family and friends to integrating with the academic system, this study will explore the need to use the Internet by the International student. The methodology will include a survey followed by focus group discussion with a sample of International students from different parts of the world, studying at Hochschule Bremen, Germany. The data collection is in progress and the results cannot be outlined now.

Keywords: Internet usage, Sojourners, International students, socio cultural adaptation.

[61]

## CHANGING PROSPECTS OF ADVERTISING AND PUBLIC RELATIONS IN GCC COUNTRIES: A STUDY WITH OMANI INDUSTRIAL MARKET

Tripathi, S

*College of Applied Sciences, Salalah, Sultanate of Oman*

### **ABSTRACT**

Due to growing global competition in business, many significant changes have been noticed in trading practices and tactics. Worldwide stretched out Multi-National Companies are sharing national and international markets now. They are spending millions of dollars on advertising and PR practices to win maximum profit. Because of this, local industries always have a tough fight with MNCs to remain in the market. GCC Countries are not untouched by this changing scenario of business. Their national and local industries have to compete with MNCs. Oman is also witnessing lots of changes and proceeding towards a new bright future continuously under the wonderful leadership of His Majesty Sultan Qaboos Bin Said. The Sultanate is trying to reduce its reliance on oil and gas revenues. The Government is more focusing on diversified economy to overcome financial fluctuation. That's why they have diversified their source of income and invested heavily in agriculture, industries, tourism, fisheries, infrastructure development and other sectors. This is the big reason that Oman economy is not much affected with oil price slump and growing slowly but steadily. The purpose of this study is to explore the status and changing scenario of PR and Advertising in Oman. It will also examine the changing trend hitting the job market and the mindsets of young Omani boys and girls towards PR and Advertising industries. This paper will discover the requirement and availability of skills and training programmes. What are the role models available for young generation and are prospects of PR and Advertising in Oman.

Keywords: PR, advertising, business, skills, training.

[62]

**THE FACEBOOK PAGES OF PHILIPPINE PRESIDENTIAL CANDIDATES 2016:  
DISCOURSE ON NETWORK SOCIETY'S POLITICAL VOICE AND LEGITIMACY**

Maria-Abalos, C.F.L.S

*University of the Philippines Baguio*

***ABSTRACT***

Manuel Castells (2000) has posited that the introduction and rampant use of the net space has currently established a “network society” that has brought about the evolution of social structures, communication flow and meaning that is consequential to the re-shaping of power relations. The “network society,” as located in the net space, is currently being used for varied political agenda in the Philippines and has gained political power for its users in the disbursement of information, raising political opinions and possessing the capacity to unify a political stance. With the coming Presidential election in the Philippines, the net space is once again being utilized to deliver political platforms of the candidates which may influence greatly the turn-out of the election. Given the current trend in the net space, this paper is not exactly about who wins the presidential election, but more so about the net space and the “network society” that focuses on this primary question: How is political opinion being shaped? This paper is a reading of the Facebook pages of Philippine Presidential candidates for 2016. Textual and discourse analyses as methods used to elaborate on: network centre and de-centre, social morphology and personalization of politics. Providing a re-definition of communication, this paper then provides the inextricable links between the network society's identity, power and culture as it exacerbates discussions on political voice and political legitimacy in the net space.

Keywords: Social media, political legitimacy, Facebook, network society, Philippine presidential elections 2016.



