

Book of Abstracts  
The 3<sup>rd</sup> World Conference on Media and Mass  
Communication  
MEDCOM 2017

20 - 22 April, 2017

Kuala Lumpur, Malaysia

Committee of the MEDCOM- 2017

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 3<sup>rd</sup> World Conference on Media and Mass Communication  
MEDCOM 2017

Edited by Dr. Tulay Atay-Avsar and Others

ISBN: 978-955-4903-73-9

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

**Hosting Partner:**

Department of Information Processing, Mustafa Kemal University, Turkey

**Academic Partner:**

Gaziantep University, Turkey

**Organized By:**

The International Institute of Knowledge Management (TIIKM)

**MEDCOM 2017 Committee**

DR.TULAYATAY-AVSAR

(Chair, MEDCOM 2017)

*Assistant Professor, Faculty of Communication,  
Department of Journalism Mustafa Kemal  
University (MKU), Turkey*

PROF. TOBY MILLER

(Keynote Speaker, MEDCOM 2017)

*Professor Emeritus, Emeritus Distinguished  
Professor, University of California, Riverside  
Director of the Institute for Media and Creative  
Industries, Loughborough University London*

PROF. KENNETH CHI HO KIM

(Session Chair, MEDCOM 2017)

*Hanyang University, South Korea*

PROF. HEBATALLA EL SEMARY

(Session Chair, MEDCOM 2017)

*Cairo University, Egypt*

PROF. ANDREA VOLTERRAIN

(Session Chair, MEDCOM 2017)

*University of Rome Tor Vergata, Italy*

DR. PAYEL CHAKRABARTI

(Session Chair, MEDCOM 2017)

*Indian Institute of Technology, India*

MR. ISANKA. P. GAMAGE

(Conference Convener, MEDCOM 2017)

*The International Institute of Knowledge  
Management*

MR. OSHADEE WITHANAWASAM

(Conference Publication Chair, MEDCOM 2017)

*The International Institute of Knowledge  
Management*

MS. GAYUMI DE COSTA

(Conference Coordinator, MEDCOM 2017)

*The International Institute of Knowledge  
Management*

### **Editor in Chief**

Dr. Tulay Atay-Avsar, *Assistant Professor, Faculty of Communication, Department of Journalism Mustafa Kemal University (MKU), Turkey*

*The editor in chief or the scientific committee are not responsible for the content of any abstract.*

### **Scientific Committee – MEDCOM 2017**

Prof. Dr. Uma Bhushan, *K J Somaiya Institute of Management Studies & Research, India*

Asst. Prof. Christopher J. Fenner, *University of West Florida, USA*

Prof. Dr. Vural Özdemir, *Faculty of Communication, Gaziantep University, Turkey*

Asst. Prof. Tülay Atay-Avşar, *Department of Journalism, Faculty of Communication, Mustafa Kemal University, Turkey*

Dr. Abdul Latiff Ahmad, *The National University of Malaysia, Malaysia*

Assoc. Prof. Gökhan Gökğöz, *Department of Journalism, Faculty of Communication, Gaziantep University, Turkey*

Assoc. Prof. Normah Mustaffa, *The National University of Malaysia, Malaysia*

Asst. Prof. Bayram Oğuz Aydın, *Department of Public Relations, Faculty of Communication, Gaziantep University, Turkey*

Asst. Prof. Fuat Ustakara, *Department of Public Relations and Publicity, Faculty of Communication, Gaziantep University, Turkey*

Asst. Prof. Mesut Yücebaş, *Department of Advertising, Faculty of Communication, Gaziantep University, Turkey*

Dr. Yao-Nan Lien, *National Chengchi University, Taiwan*

Dr. Sajjad Ahmad Paracha, *The Islamia University of Bahawalpur Pakistan, Pakistan*

Mr. Hakan Kılıç (Ph.D.), *Department of Public Relations, Faculty of Communication, Gaziantep University, Turkey*

Ms. Aynur Sarısakaloğlu (Ph.D.), *Department of Journalism, Faculty of Communication, Gaziantep University, Turkey*

Dr. Ling-Yuan- Lin, *Master's Program in Digital Content and Technologies (DCT), National Chengchi University, Taiwan*

Dr. Roland B. Tolentino, *University of the Philippines Film Institute, Philippine*

Dr. Paz H. Diaz, *Asian Institute of Journalism and Communication, Philippine*

Asst. Prof. Davide Benvenuti, *Nanyang Technological University, Singapore*

Prof. Jeanne Prinsloo, *Rhodes University, South Africa*

Asst. Prof. Elliott Lewis, *State University of New York, USA*

Dr. Paul Keith Mears, *American University in the Emirates, United Arab Emirates*

Dr. Siti Ezaleila Binti Mustafa, *Department of Media Studies, Faculty of Arts and Social Sciences, University of Malaya, Malaysia*

Dr. Mohd Azul Mohamad Salleh, *The National University of Malaysia, Malaysia*

Assoc. Prof. Jamaluddin Aziz, *The National University of Malaysia, Malaysia*

Dr. Marios Panagiotis Efthymiopoulos, *American University in the Emirates, United Arab Emirates*

Dr. Roehl L. Jamon, *University of the Philippines Film Institute, Philippine*

Dr. Muhammad Shahzad, *The Islamia University of Bahawalpur Pakistan, Pakistan*

Dr. Anna Claydon, *University of Leicester, UK*

Prof. Vamsee Juluri, *University of San Francisco, USA*

Assoc. Prof. Dr. Rosli Mohammed, *Universiti Utara Malaysia, Malaysia*

Dr. Abdullah Sumrahadi, *Universiti Utara Malaysia, Malaysia*

Asst. Prof. Sabyasachi Dasgupta, *Symbiosis International University, India*

Dr. Olivia da Costa Fialho, *Utrecht University, Netherlands*

## **MESSAGE FROM THE HOSTING PARTNER, MEDCOM 2017**

I, personally, as the Rector of Mustafa Kemal University (MKU), am pleased to deliver a message to the 3<sup>rd</sup> World Conference on Media and Mass Communication – MEDCOM 2017 organised by The International Institute of Knowledge Management (TIKM) and Gaziantep University as an academic partner. MKU is having the greatest honour to be the Hosting Partner of MEDCOM 2017, Kuala Lumpur, Malaysia. Mustafa Kemal University is recognised as one of Turkey’s most respected research-oriented universities. As situated between the Middle East and Europe, MKU aims at a high standard of education and cultural dialogue by collaborating internationally. With the theme “Information, Persuasion, Relationships, and Power: The Many Functions of Media”, MEDCOM 2017 would indeed be a great opportunity for academics, scholars, researchers and practitioners to share new knowledge and practices in the dynamic discipline of communication and media. On behalf of our esteemed institution, I would like to welcome all the delegates and participants to this conference and hope you all will have a pleasant experience at MEDCOM 2017. Also, I would like to congratulate all, those who made this event possible, for their commitment and excellent courage in organising this conference. I sincerely wish the chair, organising committee and the respected researchers a successful MEDCOM 2017.

**Prof Dr Hasan KAYA**

The Rector

Mustafa Kemal University

Antakya, Hatay, Turkey

## MESSAGE FROM THE CONFERENCE CHAIR, MEDCOM 2017



Warm Welcome to MEDCOM 2017!

I am having the privilege to be chairing the **3<sup>rd</sup> World Conference on Media and Mass Communication (MEDCOM 2017)** to be held from between 20<sup>th</sup> and 22<sup>nd</sup> of April, 2017 in Kuala Lumpur, Malaysia organized by **The International Institute of Knowledge Management (TIKM)** under the theme of “*Information, Persuasion, Relationships, Power: The Many Functions of Media.*”

The Media and Mass Communication Conference is organised for the 3<sup>rd</sup> time this year, the previous editions were being held in Beijing, China and Bangkok, in Thailand respectively. On behalf of the **TIKM** and the academic partners (**Gaziantep University and Mustafa Kemal University, Turkey**) of the 3<sup>rd</sup> World Conference on Media and Mass Communication, I would like to take every opportunity to welcome all of you who made us possible to realise this fruitful academic event.

At the heart of the **MEDCOM 2017** annual conference is the work of sections and working groups which provide the opportunity to present papers in a wide range of areas of study in media and communication, and to meet scholars from around the world with overlapping research interests.

The main goal of the 3<sup>rd</sup> World conference on Media and Mass Communication is to provide a multinational platform where the latest trends in communication and media can be presented and discussed in a friendly environment with the aim to learn from each other. Prospective presenters are encouraged to submit abstracts and posters that offer new research or theoretical contributions.

The 2<sup>nd</sup> World Conference on Media and Mass Communication 2016 was successfully held in Thailand with more than 200 participants from more than 30 countries worldwide last year. I would like to congratulate the team of TIIKM to putting up such an excellent organisation and hope that we will also be offering all of you an unforgettable and well-organized conference in Kuala Lumpur, Malaysia.

Therefore, ladies and gentlemen, I would like to thank you all for coming to Malaysia to attend MEDCOM 2017, which will consist of keynote session with renowned speakers in the field of Media and Mass Communication, academic papers, sessions, oral presentations, poster presentations, roundtable discussions and also a post-conference tour.

I would like to emphasise that we as scholars and the other stakeholders of the sector should regularly unite to discuss the Media's future. We should not forget that media is one of the essential tools of democratic societies. If we want to achieve to live in a peaceful world, each of us must enable that media should function accordingly. The complexity of media as a subject hopefully will attract scholars' and researchers' attention from all over the world.

The keynote forum will be represented by **Toby Miller**, Emeritus Distinguished Professor, the University of California, Riverside and Director of the Institute for Media and Creative Industries, Loughborough University London.

The **MEDCOM 2017** will witness the participation of scholars, government officials, professionals, industry experts, PhD candidates, undergraduate students and all stakeholders in the fields of Media and Mass Communication.

The Conference will be comprised of an inauguration ceremony, technical sessions, a publication workshop, a networking dinner with a cultural show and an awarding ceremony to mark the close of the conference recognising the best overall presentations.

For more information please visit the conference website <http://mediaconference.co/>.

I hope that this conference will be an opportunity to all of us to quench our thirst on getting knowledge and also get the opportunity for international networking and meeting each other. I dearly hope to see you in MEDCOM 2018, Bangkok, Thailand on 5-7 of April 2018.

Thank you for your participation and please do enjoy your time at MEDCOM 2017.

**Tülây Atay-Avşar, PhD**  
Conference Chair  
MEDCOM 2017

<b>Oral Presentations</b>
---------------------------

<b>Film Studies &amp; Journalism</b>
--------------------------------------

01. Suburban Spaces in US-American Independent Cinema – An Analysis <i>S Weidner</i>	03
02. Girl - Wolf Relationships in Film Adaptations of Little Red Riding Hood <i>P Charoenbutra and C.A Lindqvist</i>	04
03. Peace Journalism in Times of the Syrian Civil War <i>A Sarisakaloğlu</i>	05
04. Relationship between Knowledge and Experience of Working Journalists <i>S Yamna</i>	06
05. Framing 'War on Terror' Analyzing the Editorials of Leading English Newspapers of Pakistan <i>A Iqbal and Q.S Farooq</i>	07
06. Environmental Journalism in Indonesia: An Investigation into its Urgency, Quality, and Practice <i>F Andayani</i>	08
07. Data Journalist, A Hope for Indonesia's Quality Journalism in the Digital Era? <i>P Utami</i>	09
08. Selling Conflict: Conventional Media Representation and Reporting of Violence in Assam <i>P Chakrabarti and D Chakrabarti</i>	10
09. Movement Reporting? Narrativity, Practice and Publics in Social Media Journalism <i>L.L Yuk-Ming</i>	11

## Communication, Culture & Democracy

10. PPhubbing Behavior and Relationship Satisfaction: A Quantitative Analysis from Turkey 12  
*E Cizmeci*
11. Exploring and Experiencing the State of Euphoria 13  
*Z Shafaq*
12. The Past, Present and Future of Hallyu 14  
*K.C.H Kim*
13. Better Regulatory Tools in Protecting Children from Harmful TV Content in the Age of Media Convergence: Lessons from Thailand 15  
*C Oranop and P Ramasoota*
14. To Study Contemporary Communication Pattern in Jaunsar Bawar 16  
*J Basera*
15. The Impact of Virtual Communities on Cultural Transformation 17  
*S Saleem and W Ayaz*
16. From Perception to Change : A Model for the Prevention of Communication 18  
*V Andrea*
17. Views of Cultures Jamming Actors in Relation to Meme as Critical Public Pedagogy 19  
*P Triputra*

## Political Communication & Media

18. Politics and Democratic Legitimacy as Represented in Egyptian Journals: A Comparative Study between the First Transitional Phase and the Second Transitional Phase 20  
*W Hamed*
19. Arab Media: Between Building and Destructing Nationalism 21  
*K.M Al Khalifa*

20. Literasi. Co Cooperative Media Advocacy and Grass Root Activism	22
<i>E Maryani and J Adiprasetio</i>	
21. How Orientalism Shaped Turkish Politics and its Influence on the Media: 1923-2000	23
<i>A Dağdelen and T Atay-Avşar</i>	
22. Between States and Non-States: The Media and Extremist Narratives and Counter Narratives	25
<i>J Hardy</i>	
23. Exploring and Rethinking the Reasons for Spread of “Fake News” on Facebook during 2016 US Presidential Election	26
<i>P Zhao</i>	

### **Advertising, Communication Technology & Digital Media**

24. Research Summary of Emirati Universities Students' Perspectives and Usages for Using Smart Tablets in the Educational Process	27
<i>F Al-Ali</i>	
25. Global Media Consumption and Advertising with Global Signs	28
<i>S Kim</i>	
26. Consumer Attitudes toward Celebrity Advertising: Analysis through Balance Theory	29
<i>H Arimoto, E Miura, S Watanabe, and T Chiba</i>	
27. Why is Digital Media a Catalyst for Crystallizing Mass Movements across the Globe? A Study of the Jallikattu uprising in Tamil Nadu	30
<i>P Mishra</i>	

### **Social Media**

28. Social Media Communications Strategies among Taoist Organizations in China: The Role of Weibo as a Communication Platform for Taoist Temples	31
<i>Z Xinyu and R Pablo</i>	

29. Making of Humanitarian Crises Decisions through Knowledge Management in Context Social Media by Local Relief Organizations in Yemen	32
<i>A Salmen and M bin Ahmed</i>	
30. From ‘Shoot’ to ‘Likes’; A Game-changing Process in Social Media Prosumer Photography	33
<i>K.M Hashim</i>	
31. Citizen Journalism: A Discourse Analysis of Facebook as Platform of Interaction and Information Dissemination in the Philippines	34
<i>N.D.D Angon</i>	
32. Social Media: Way for Isolation or Way to Stay Connected	35
<i>M Biswas</i>	
33. Bharani Audience Depend on Online Newspaper Accounts on Social Networks as a Source of News	36
<i>R Amin</i>	
34. The Impact of Social Media on Public Relationship: A Deep Research on the Use of Social Media Since the U.S. Election on November 9 <sup>th</sup> , 2016	37
<i>L Siyue</i>	
35. Negotiating Self Expression: Uses and Gratifications of Social Media in the UAE	38
<i>C Sherman and D Arthur</i>	
36. Moving Research Beyond Disciplinary Silos: A Systematic Comparison of Facebook Literature in Communication and Psychological Research	39
<i>C.J Fenner</i>	
37. Integrating the Print, Online and Social Network: News Convergence at Mmegi Newsroom in Botswana	40
<i>W.O Lesitaokana</i>	

## Asian Perspectives on Communication

38. Netizens in the Indonesian Democracy: A study of Indonesians Presidential Election 2014 41  
*M.Y Madrah and Mubarok*
39. The Development of Animation in Taiwan in the Last Decade 42  
*Y.J Chang*
40. The Importance of Cyber Crime Law in Indonesia 43  
*N.V Pati*
41. Social Media and Sectarian Violence in Pakistan: Roles and Responsibilities 44  
*S Sarwar and T Kamboh*
42. Provocation Language on Facebook of Fans Football Clubs in Indonesia (Study of Virtual Communication Ethnography of Facebook of Biggest Fanatic Club Members in Bandung and Jakarta) 45  
*A Bajari*
43. Social Stigma about ‘Media Studies’ Students (Women) in Bangladesh 46  
*K.N Mira*
44. The Harassment and Violence against Female Journalists in Pakistan 47  
*I Iqbal*
45. Impact of Newspapers on Public Opinion about Sectarianism in Pakistan 48  
*H.A Maan*
46. Forensic Communication of Political Messages in the Jakarta’s Governor Election 2017 49  
*I Hamad and L.Y Arnakim*

## Mass Communication, Corporate Identity, Branding & Industry

47. The Corporate Image of Private Higher Education Provider among Students 50  
*T Chellvan*
48. How dominant are the Big Three News Agencies? – A Study of Emerging Trends in International News Flow 51  
*A Rafeeq and S Jiang*
49. Young Entrepreneurial Ideas of Bite-Sized and Apt Online Entertainment Content: A Study on Indian Web Series and New Age Branding 52  
*S.D Nade*
50. Impact and Attitude of Krishi Community Radio Drama Format Programms for the Dissemination of Information on Improved Crop Technologies 53  
*S Devendrappa and K.V Basavakumar*

## Media Education, Alternative Media, Risk, Stigma, Environment & Health Communication

51. Developing Methods of Forensic Communication 54  
*I Hamad*
52. Dire Predictions: How Public Health Advocacy Drove Media Reports Regarding the 2014-2015 Ebola Epidemic 55  
*S.E Swanberg*
53. Evolving Media Education: The UniSIM Way 56  
*B.C.H Lee*
54. Indonesia's Community Radios in Disaster Information Management System: Risk Reduction, Resilience and Preparedness 57  
*I.A Yusuf*
55. Memories of Violence among Arab Media Users 58  
*H EL Semary*

56. Media Exposure to Environmental Health Messages among Communities in Kendari Municipality Southeast Sulawesi Province, Indonesia 59

*L.M Syahartijan*

### Poster Presentations

57. The Existence of Glass Ceiling in Private University, Riau Indonesia, Were They Being Obstructed? 63

*S Tessa and W Happy*

58. Hedonic Consumers' Shopping Process in Social Media Platforms 64

*S Kim and Z.A Li*

59. The Advent of the K-Pop Wave: How Digital Ethnography Can be Used to Examine the Consumption of K-Pop Via Social Media among Vietnamese Young Adults 65

*K Le*

60. The Influence of Social Media on State Education Policies: Turkey as a Case Study 66

*T Atay-Avşar, V Eren and S Cereci*

61. Investigating the Value of Modern Malay Poetry (Puisi) in Short Film 67

*F.B Mohamad*

### Virtual Presentations

62. Major Legal Issues and Role of Legal Professionals in Media and Entertainment Industry of India 71

*G.R Pragna and A Ashok*

63. Contingent Interactivity – Sedition Laws in the Age of Social Media 72

*S Sinha*

64. Freedom of Expression in Social Media – The Double-Edged Sword	73
<i>R.A Muthulakshmi</i>	
65. Science, Politics and Media in an Archaeological Site: The Iruña-Veleia Affaire	74
<i>M Larrañaga</i>	
66. “Information, Persuasion, Relationships, and Power: The Many Functions of Media”: The Many Functions of Media and Human Rights Reporting	75
<i>S Pandey</i>	
67. Marketing in the Age of Internet: A Semiotic Study of Online Advertisement in India	76
<i>U Saxena</i>	
68. Authentication-Circulation of Information on Globalized New Media	77
<i>S Bhattacharya and K Hasan</i>	
69. Impact of Participatory Community Communication on HIV Preventive Behaviours among IDUs: A Study of Lucknow & Kanpur	78
<i>A Mirza and C Mahadev</i>	
70. 50 Days - The Impact of India's Demonetization through Print Media: An Analysis	79
<i>S.M Johri and K Hasan</i>	
71. Story Systems: "Weaving together Collective Identity through Stories"	80
<i>M Potter</i>	
72. The Youth Response towards Social Marketing Campaign of “Indonesia Plastic Bag Diet Movement”	81
<i>R Saputra and R.A. Rizki</i>	
73. Exploring the Convergence of Media Industry and the Reform of Government Regulation	82
<i>Z Li</i>	

74. All Eyes on Me: Who is Really Leading the Influential Show in Online Brand Communities?	83
---	----

*I Galvis and J Tyrrell*



# ORAL PRESENTATIONS



**3<sup>rd</sup> World Conference on Media & Mass Communication 2017**

[01]

**SUBURBAN SPACES IN US-AMERICAN INDEPENDENT CINEMA – AN  
ANALYSIS**

S Weidner

*University of Applied Arts Vienna, Austria*

***ABSTRACT***

In the last two decades US-American Independent Cinema has been faced with numerous metamorphoses. With regard to style, content, film aesthetics and themes a large array is offered. And as a consequence of the increasing influence of the world wide web and absolutely new ways of production opportunities alter the indie-film scene fundamentally.

While in the 90s many independent film were situated in urban spaces -for instance films of Jim Jarmusch, Abel Ferrara or Quentin Tarantino- there is a tendency from the 2000s years on to go to rural america. Jeff Nichols, Debra Granik or Matthew Porterfield can be named. Suburbia the symbol of the American Dream and in particular of an emerging prosperity after the Second World War is an essential theme with some independent directors; among them indie icons Todd Solondz and Todd Haynes. Based on selected films of both of them the paper explores the formal and aesthetic structures (narrative, drama, montage, lightning, sound, color) of the pictures and how suburbia, its people, and its "perfect" families are shown and unmasked in all facets. Films are: "Happiness" (1998), "Life During Wartime" (2009) and "Far From Heaven" (2002).

**Keywords:** US-American Independent Cinema, Suburbia, Film-History, American Dream, Film-Analysis, Family structures

[02]

## **GIRL - WOLF RELATIONSHIPS IN FILM ADAPTATIONS OF LITTLE RED RIDING HOOD**

P Charoenbutra and C.A Lindqvist

*Faculty of Liberal Arts, Ubon Ratchathani University, Thailand*

### ***ABSTRACT***

Many folk and fairy tales were retold in new media form. Little Red Riding Hood, a story of the girl and her opponent male, the wolf, has gained popularity from viewers as it was often selected to be reinterpreted and reproduced in film adaptations. Once the tale was remade, audience could expect to see whether film directors would present a new perspective on the girl and the wolf. In this paper, the authors investigate the different relationships between the girl and the wolf as portrayed in film adaptations of Little Red Riding Hood. The analysis was based on five film adaptations: *The Company of Wolves* (1984), *Freeway* (1996), *Red: Werewolf Hunter* (2010), *Red Riding Hood* (2011), and *Into the Woods* (2014). The results of this study indicated that the films depicted the girl and the wolf in different relationships including kinship, lovers, and opponents. Among these portrayals, we could see role change in the main characters, especially the interpretations of the girl through cinematic techniques which underlined how the young girl strived from stereotypical role of the victim to an unconventional young girl recognizing her power to negotiate with and rebel against the threatening male.

**Keywords:** Girl, Wolf, Little Red Riding Hood, Film, Relationships

[03]

## PEACE JOURNALISM IN TIMES OF THE SYRIAN CIVIL WAR

A Sarisakaloğlu

*Faculty of Communication, Department of Journalism, Gaziantep University, Turkey*

*Faculty of Cultural & Social Sciences, Paris Lodron University of Salzburg, Austria*

### **ABSTRACT**

The news media have a tremendous influence on the way people in a society think and a great responsibility to report the facts in an unbiased manner, especially when reporting on conflicts. According to the Norwegian peace and conflict researcher Johan Galtung (2006), today's news media reporting on conflicts tends to be more war-oriented rather than peace-oriented. He states that news coverage seems to promote perceptions of conflicts that have a tendency to be war fueling. To prevent overvalued bias towards violence in the news coverage, Galtung (2006) has developed the concept of 'peace journalism'. Whilst war journalism implies different forms of clashes, the main objective of peace journalism is to protect world peace by preventing and avoiding these conflicts as much as possible. Journalists play an important role in encouraging peace, since they can decide about what to report, and how to report it. Thus, they can emphasize the news coverage to be framed in favor of conflict or peace. Within this theoretical framework, this paper engages in a qualitative content analysis the prevalence of peace journalism in the discourse of five international newspapers on the topic of Syrian civil war. To identify characteristics of peace journalism, peace-oriented reports are juxtaposed with war-oriented reports in order to find out visible or invisible news items.

Galtung, Johan (2006). Peace Journalism as an Ethical Challenge. *Global Media Journal: Mediterranean Edition* 1(2).

**Keywords:** Peace Journalism, News Coverage, Newspaper, Content Analysis, Syrian Civil War

[04]

**RELATIONSHIP BETWEEN KNOWLEDGE AND EXPERIENCE OF WORKING  
JOURNALISTS**

S Yamna

*Government College University Faisalabad, Pakistan*

***ABSTRACT***

In this research article, the relationship between the knowledge and experience of working journalists has been told and research has been made on it since the start when the field of journalism came and now it's condition in the present era. Data regarding the research purpose was collected from the sample which was taken from different working journalists from different channels. The salary, number of news items being produced in a day, terms of employment, kind of beat on which the journalists, addition of their own views and thoughts in the news reports they make and is experience or knowledge more important, all these things are asked from them and their opinion in the form of questionnaire that was give to them to be filled and tests are applied on them in order to get satisfied and reliable results.

**Keywords:** Working Journalists, Journalist's Experience, Field Journalists

[05]

**FRAMING 'WAR ON TERROR' ANALYZING THE EDITORIALS OF LEADING  
ENGLISH NEWSPAPERS OF PAKISTAN**

A Iqbal<sup>1</sup> and Q.S Farooq<sup>2</sup>

<sup>1</sup> *Department of Mass Communication, Government College University, Faisalabad, Pakistan*

<sup>2</sup> *Research fellow, at Faisalabad, Pakistan*

**ABSTRACT**

In the aftermath of September 11 Osama Bin Laden has considered the master mind of 9/11 attacks and Al-Qaida & Taliban has declared as a strong outside enemy. In the dusk of Nine Eleven Global War against Terrorism has been launched by the United States and its allies to counter terrorism and extremism all over the globe. Mediated treatment of this un-ended decade long war gives rise to the questions that how media frame events in specific dimensions and how media prioritize issues to serve national interests/agendas. Pakistan due to its geo strategic position attained the status of front line state and Pakistani media go hand in hand with mainstream media in the campaign of War against Terrorism. This study aims to investigate as how the Pakistani media particularly English newspapers frame War on Terror in its editorials toeing its foreign policy objectives and its relations with international community. In this study researcher tried to explore how the episodic framing is used to frame terrorist acts in the context of War against Terrorism and how the thematic frames are being used to add theme language and tone to design the story. The focus of this study is, on the significant year of 2011 because the most wanted person Osama bin Laden has gunned down in Abbotabad. The editorials of two leading Pakistani English newspapers Dawn and The News were the focus of this study from 1<sup>st</sup> January 2011 to 31<sup>st</sup> December 2011 in which total 702 editorials published in Dawn and The News as 350 and 352 respectively.

**Keywords:** War on Terror, Framing, Editorials, Dawn, The News, Taliban and Osama Bin Laden

[06]

**ENVIRONMENTAL JOURNALISM IN INDONESIA: AN INVESTIGATION INTO  
ITS URGENCY, QUALITY, AND PRACTICE**

F Andayani

*Universitas Pertamina, Indonesia***ABSTRACT**

Indonesia is a country with countless natural based disasters and environmental issues. Regardless of the numerous natural disasters and environmental problems that have occurred, environmental issues rarely become a significant topic of discussion in the Indonesian media. Thus, a qualitative research approach was used to explore the norm and experience that the journalist hold when practicing their job. In-depth interviews are conducted with environmental journalists from mainstream national media from various platforms, which have high ratings and extensive coverage within the industry. Theory of Structuration and ecological anthropology were use to make sense the data. From the study, the reseacher concluded that it is the journalist who holds the most responsibility with regards to the development of environmental journalism. However, journalists in Indonesia had a tendency to be 'Jakarta-Centric' or Jakarta-Minded; hence they frequently write on the subject of issues which are trending in Jakarta, the capital city of Indonesia, that most likely concerns on economic and political issues. Moreover, the Indonesian media only release environmental news when it gains prominence. It also tend to focus on catastrophic events rather than on lingering environmental concerns and their relation to the wider context. Meanwhile, sociological factors are involved in how the journalist constructs a judgment concerning environmental issues, for instance organisational routine or social interaction and structure that they have experienced. An additional important factor is the anthropological aspect, such as the journalist's cultural background and ecological attachment that could influence how the journalist perceives the urgency of environmental news.

**Keywords:** Journalist, Environmental, Journalism, Ecological, Anthropology, Structuration

[07]

**DATA JOURNALIST, A HOPE FOR INDONESIA'S QUALITY JOURNALISM IN  
THE DIGITAL ERA?**

P Utami

*Monash University, Australia*

***ABSTRACT***

The declining of quality journalism as well as the information overload in the era of big data have provoked the occurrence of data journalism. In short, data journalism is journalism done based on vast and diverse data. It produces data-driven – rather than statement-driven – news reports. Data journalism aims to bring back the quality journalism and help people translate big data by creating in-depth, meaningful and contextual narratives. This paper will uncover the data journalism practice in Indonesia, by elaborating the professional practice of data journalism in two online news sites, Katadata and Visual Interaktif Kompas (VIK). Interview to both sites' key persons as well as Indonesian data journalism academician was executed to figure out the development of data journalism in a unique context of Indonesia. This paper also discusses the data journalists' challenges and chances in improving the quality of online journalism in the future. Based on the interview and observation to the current practice of online journalism in Indonesia as well as a reflection on the news sites' content, it is visible that quality content can have a place in the middle of – as well as promote betterment in – “speedy but shallow” culture in Indonesian online media industry.

**Keywords:** Big Data, Data Journalism, Online Journalism Industry

[08]

**SELLING CONFLICT: CONVENTIONAL MEDIA REPRESENTATION AND  
REPORTING OF VIOLENCE IN ASSAM**P Chakrabarti <sup>1</sup> and D Chakrabarti <sup>2</sup>*<sup>1</sup>Department of Humanities and Social Sciences, IITG, India**<sup>2</sup>Department of Design, IITG, India***ABSTRACT**

Media with the potential to widen horizons, focus attention and raise aspirations in society many a times pose conflicts with the responsibility in representation, regarding professional ethics and propriety while communicating and representing the facts which may be seen as “symbolic manipulations”. Being ‘agents of social change’, media effectiveness and appropriateness of conventional representation of violence in reference to Assam, a typical context of multi-cultural heterogenic society in India, requires to be articulated. An exploratory inquiry into the procedures and criteria of news production; strategies employed to make relevant judgments about information collection, production, projection and presentation formats; and also various aspects related to violence representation was conducted with 112 respondents from media fraternity and media consumers. Apparently news about violence, mostly uncensored information, has become a priority in media communication, especially in reference to Northeast India, where stories in long existing media trends, have been projecting and propagating the region, hardly with affirmation. Referred to as the “paradise in peril”, irrespective of its cultural and ethnic conglomeration it has been projected and gradually perceived as a place of unrest and conflict. Commodification of news is evident in homogeneous media products. Two strong driving forces of media production, deciding upon content and representation are primarily media commercialisation and dominant ideology. The study focuses on media reporting of violence and patterned presentation in regard to professional competence and media functionality. The paper highlights the relevance and applicability of conflict journalism in various media representations by drawing upon certain examples of Northeast India.

**Keywords:** Violence Representation, Media Commercialisation, Conflict Reporting, Northeast India

[09]

**MOVEMENT REPORTING? NARRATIVITY, PRACTICE AND PUBLICS IN  
SOCIAL MEDIA JOURNALISM**

L.L Yuk-Ming

*Department of Cultural Studies, Lingnan University, Hong Kong*

**ABSTRACT**

The rise of social movements in Hong Kong has witnessed the rise of citizen journalists using social media platforms as their news sites. This paper examines the modes of strategic use of these websites (such as on Facebook, Twitter and Instagram) as ‘alternative’ and ‘movement’ news by focusing on the narrativity and practices of ‘movement journalism’ on these sites. It asks: i) what are the rationales behind the use of social media as news sites, and how would that impact on the news agenda setting? ii) How do these journalists manipulate/ negotiate with the algorithmic possibilities as well as confines of these media to report about the social movements? Iii) How would they also impact on the narrative and curatorial practices of social media journalism, when these journalists are having also to negotiate the spatiality of movements? Engaging in concepts such as ‘participation’, ‘publics’ and ‘affective mobilization’, the paper will draw findings from ethnographic textual analysis of selected models of social media news sites, as well as interviews with the citizen journalists, who are often social activists. Eventually, the paper hopes to shed light on the impact of social media affordances and assemblages on the narrativity of ‘movement journalism’, as well as the dynamics and challenges that could incur on the practices of citizen journalism, when it could overlap with movement participation, and when sociality collapses with strategic news coverage.

**Keywords:** Citizen Journalism, Social Movements, Social Media, Participation

[10]

**PPHUBBING BEHAVIOR AND RELATIONSHIP SATISFACTION: A  
QUANTITATIVE ANALYSIS FROM TURKEY**

E Cizmeci

*Termal Community College, University of Yalova, Turkey*

***ABSTRACT***

As a new media technology which surrounded our daily lives of people from all ages, smartphones have a significant place in intimate relationships of couples as well. Especially, many studies claim that when smartphones are used as a pphubbing behavior (used when in the company of the partner), this may cause conflicts among partners and lead to a decrease in relationship satisfaction. To understand the case in Turkey, this study includes a survey of 500 sample size, with two different scales of Pphubbing behavior and relationship satisfaction. Results reveal that participants generally think that their partner's phubbing behavior is not very high, and they are generally satisfied with their relationships. Moreover, it is found that pphubbing behavior differ in terms of sex and education, whereas being married or not, and duration of the relationship do not make a difference in pphubbing behavior. Also, satisfaction with the relationship differs in terms of sex, age, education, and duration of the relationship, whereas being married or not does not seem to have a significant impact on relationship satisfaction. Interestingly, results show that pphubbing behavior has a little but positive impact on relationship satisfaction.

**Keywords:** Youth, Smartphones, Pphubbing Behavior, Relationship Satisfaction

[11]

## EXPLORING AND EXPERIENCING THE STATE OF EUPHORIA

Z Shafaq

*Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Pakistan*

### **ABSTRACT**

The pursuit of happiness and internal bliss among humans is undergoing a paradigm shift inclined more towards individuality which demands in depth qualitative exploration. Humans engage in activities of interest to attain pleasure and sooth the senses. Many religious Saints, Sufis, scholars, mediators, expressionists and bystanders, practitioners and critics have invested their whole life in exploring inner self to attain peace and personal gratification. They have also transmitted their personal experience to others. The study aims to explore the human practices to achieve a state of euphoria and its impact on mind and body in space. The research links the relationship of the affiliated emotions with physical arousal of pleasure and body movements. It was observed and experienced through yoga, dance, meditation classes and events. Leading the research, the project focuses on demonstrating the plasticity of mind in the form of a film through the technique of video feedback. The echoes of visuals created, narrate the concept of the journey of the unconscious mind to search for the state of bliss. The visualization of the film is in abstract representing the characteristics of German expressionism cinema. The narration in the background is acquainted with personal thoughts, aspirations and emotions that are cultivated in a world of imagination and dreams transferring into a state of bliss and fulfillment. The study explores new method of delivering the personal experience of emotions. A prototype of the 3D space is developed suggesting the execution of the film to be displayed on the multiple screens to create a mystic illusion, allowing the audience to immerse in the experience. The study elaborates the beauty of expression in relation to inner exploration with a desire to achieve a state of perfect euphoria.

**Keywords:** Euphoria, Video-Feedback, Experiences, Dreams, State, Peace

[12]

## THE PAST, PRESENT AND FUTURE OF HALLYU

K.C.H Kim

*Hanyang University, South Korea*

### **ABSTRACT**

In 2016, the Korean drama, “The Descendants of the Sun” reached 38.8% rating in Korea. In China, it was streamed simultaneously on iQIYI and recorded over 2.7 billion views. This drama is a good example of Hallyu, a phenomenon which have been around for 20 years. Many say that Hallyu started when a Korean family drama, “What is Love all about?” aired in CCTV in 1997. In 2003, a drama based on a love story, “Winter Sonata” brought Yonsama (Lead Male Actor’s nickname) syndrome in Japan and a historical period drama, “Dae Jang Geum” reached over 86% viewership rating in Iran. Recently, there have been a few restrictions and regulations set against Korean dramas in some countries and the industry is strongly challenged for continued growth. In this article, the success factors of Korean dramas will be reviewed and future of Korean dramas will be examined. The success factors will be derived from analyzing a number of successful Korean dramas and the future challenges will be examined considering legal and environmental issues in a number of countries which heavily import the dramas. The result of the article will not only bring meaningful insights to Korean drama industry, but also to global media and entertainment industry.

**Keywords:** Hallyu, Korean Drama, Media, Success Factors, Pop Culture

[13]

**BETTER REGULATORY TOOLS IN PROTECTING CHILDREN FROM  
HARMFUL TV CONTENT IN THE AGE OF MEDIA CONVERGENCE: LESSONS  
FROM THAILAND**

C Oranop<sup>1</sup> and P Ramasoota<sup>2</sup>

*<sup>1</sup>Faculty of Communication Arts, Dhurakij Pandit University, Thailand*

*<sup>2</sup>Faculty of Communication Arts, Chulalongkorn University, Thailand*

**ABSTRACT**

Since young digital natives enjoy audiovisual content anywhere anytime, Thai media regulators are grappling with harmful TV content coming over different media platforms. The study was to find out which types of harmful content Thai media regulators and TV operators saw as a threat to the development of children, and to develop a plausible regulatory model to handle such content against the backdrop of media convergence. The methods used in this study were document analysis, focus group discussions, and in-depth interviews with three stakeholder groups in Thailand's media circle, namely broadcasting regulators, representatives from civil society and academics, and current TV providers.

The study showed that violence, sex and nudity, and coarse language were prioritized by Thai TV providers and media regulator in classifying TV content, whereas humiliation and discrimination content did not get much attention. Both informative and restrictive regulatory tools in protecting minors against harmful TV content had their strength in terms of encouraging stakeholder participation, together with some limitations i.e. lack of a standardized rating system, broadcasting time restriction non-applicable to TV-like services, and parents or guardians not knowing nor using such tools as a guide in supervising children and young people.

Thus, the study proposed key recommendations for 'better regulation' in protecting minors against harmful TV content under convergence in Thailand, which were: 1) keeping a balance between informative and restrictive regulatory tools while supporting media literacy and positive content production, 2) developing a community of practice among related parties and 3) promoting a more comprehensive policy based on a multi-stakeholder approach.

**Keywords:** Protection of Minors; Broadcasting Content Regulation; Media Convergence; Harmful Content; Content Classification

[14]

**TO STUDY CONTEMPORARY COMMUNICATION PATTERN IN JAUN SAR  
BAWAR**

J Basera

*Mewar University, India***ABSTRACT**

Jaunsar-Bawar comprises two regions, inhabited by the two predominant tribes: 'Jaunsar', the lower half, while the snow-clad upper region is called 'Bawar', which includes, the 'Kharamba peak' geographically adjacent, they are not very different from each other. The Bawar lies in the upper regions of the area. They are a unique tribal community because they have remained cut off from the external world for centuries, leading to the retention of their unique culture and traditions, which have attracted historians, anthropologist and studies in Ethno-Pharmacology to this region for over a century.

The research may be specified according to geographical extension, professional filed and in time. Regarding geographical extension the research will carry out in the Jaunsar Bawar of Uttarakhand. An attempt will made to examine socio-economic characteristics of tribal groups in Jaunsar Bawar attitude towards the relationship between the upper caste and lower caste.

A survey of the Jaunsari communication pattern was undertaken to investigate the relationship between the upper and lower caste community in the area and also the current developments taking place among both the caste. The goals of the survey are as follows:-

The demographic and socio-economic profile of the selected tribal population.

The social structure in Jaunsar-Bavar.

The nature of relationship and communication pattern between the lower castes, Koltas and upper castes in Jaunsar-Bawar.

The present times (legal and political scenario) try to understand the developments taking place among the Koltas and the Upper castes.

What extent bonded labour and untouchability has reduced among the Koltas, and how much they have progressed so far.

**Keywords:** Communication, Social Structure, Development, Jaunsari, Community

[15]

## THE IMPACT OF VIRTUAL COMMUNITIES ON CULTURAL TRANSFORMATION

S Saleem<sup>1</sup> and W Ayaz<sup>2</sup>

<sup>1</sup> *Department of Mass Communication, Forman Christian College, Pakistan*

<sup>2</sup> *Association for Gender Awareness and Human Empowerment, Pakistan*

### **ABSTRACT**

The study was carried out for gauging the impact of virtual communities on cultural transformation of youth in Lahore. The main objectives of the study were to explore and analyze the ongoing cultural transformation due to the existence of virtual communities and also to examine the threats, organic/traditional communities face. In order to achieve these objectives researchers have used triangulation method of research. Data was collected by using quota sampling from two public and two private sector universities, University of the Punjab, University of Education, Forman Christian College, University and Beaconhouse National University. The findings of the study concludes that virtual communities play vital role in transformation of material and non-material culture among youth. Online world is threateningly taking place of traditional world. Family and education is being effected the most due to excessive involvement with social media and online communities. Youth is more likely to get influenced by discourses on virtual world. However, virtual communities seem to have less significance over organic communities in terms of religion related influences. The study also concludes that social media has gone by the level of extreme addiction among youth which damages the patterns of social interactions of youth.

**Keywords:** Virtual Communities, Organic Communities, Cultural Transformation, New Media, Youth

[16]

## FROM PERCEPTION TO CHANGE. A MODEL FOR THE PREVENTION OF COMMUNICATION

V Andrea

*University of Rome Tor Vergata, Italy*

### **ABSTRACT**

The paper presents and discusses a model for the prevention of communication in relation to natural disasters, starting from the experience of the Italian campaign “I do not risk”. The model consists of: a) the four stages of the change of prevention of communication process: 1) perception and relevance: how to sense a theme or a significant problem, 2) knowledge: how to deepen the characteristics of the issue or problem that I consider relevant; 3) incorporation: how do I incorporate the theme in the imaginary; 4) change: how can change behaviors and attitudes; b) the four principles of daily work for the prevention of communication: attend the media, read the public space, to deal with the operators of information, analyze the media landscape of the theme; c) the five dimensions for the prevention of communication strategy: 1) popularity in the messages; 2) use of narratives; 3) ritual in communication actions; 4) colonize the imaginary: imaginary appropriation of the market communication, 5) media education: to build knowledge and awareness among citizens; d) the four phases of the impact assessment of prevention communication objectives, community analysis, measurement of involvement and participation, impact assessment.

**Keywords:** Prevention Communication, Natural Disaster, Change

[17]

**VIEWS OF CULTURES JAMMING ACTORS IN RELATION TO MEME AS  
CRITICAL PUBLIC PEDAGOGY**

P Triputra

*Universitas Indonesia, Indonesia*

***ABSTRACT***

This study is a qualitative research that aims to determine how culture jamming actors of Dewan Kesenian Jakarta looked meme as a form of critical public pedagogy. Memes studied its meaning are political themes memes. The study sought to assess the views of the culture jamming actors of Dewan Kesenian Jakarta with in-depth interviews. The results of the study suggested that Dewan Kesenian Jakarta is a major change from previous cultural products. Culture jamming actions undertake by Dewan Kesenian Jakarta only seeks to criticize the policies of the formal political actors and the government. Culture jamming actors believe that memes can be a critical learning public although still in the realm of cyberspace.

**Keywords:** Meme, Culture Jamming, Resistance, Critical Public Pedagogy

[18]

**POLITICS AND DEMOCRATIC LEGITIMACY AS REPRESENTED IN EGYPTIAN JOURNALS: A COMPARATIVE STUDY BETWEEN THE FIRST TRANSITIONAL PHASE AND THE SECOND TRANSITIONAL PHASE**

W Hamed

*Canadian International College (CIC), Egypt*

***ABSTRACT***

The relationship between politics complicated efforts to develop a constitutional and legal framework for the post-revolution Egyptian state and the constitution change in two phases between 2012,2014

During different stages of the transitional phase, this led to results that are dangerously misaligned with the principles of democracy and citizenship. During the period between 2012 and 2014 , several constitutional and legal results emerged. New laws on the exercise of political rights, election procedures , Freedom of the press through Act 70 ,71,72 and political parties did not stipulate a ban on the use of religion for political, electoral, or partisan purposes.

the impact of traditional national mass media and journalism on framing this political change has been less addressed. In this panel , we investigate the role of Egyptian journalists in shaping Egypt's complex and fast-moving political transition

The results show positive effects for new social media on support for democracy, but little or no effect for literary genres.

It is furthermore concluded that for democracy to succeed in an Egyptian context, antagonistic political conflicts need to be transformed into agonistic ones both at the level of political culture and media culture.

[19]

**ARAB MEDIA: BETWEEN BUILDING AND DESTRUCTING NATIONALISM**

K.M Al Khalifa

*Department of Mass Communications, Tourism & Fine Arts, College of Arts , University of Bahrain, Bahrain*

**ABSTRACT**

Media plays a vital role in raising the sense of nationalism and in reducing or escalating sectarian divide in the Middle East. Thus, in order to understand the sectarian conflict in the 'Gulf region', the "Sunni vs. Shia" or "Saudi vs. Iran", this paper will study the factors that widen the gap between the two sects. New emerging media channels and outlets are parts of this rising phenomenon, whether religious or news outlets. Daily scenes of killings in Syria, Yemen, and Iraq show how media sectarianism can play a vital role in destroying nation's unity and stability. Regional media outlets such as Hezbollah's Al-Manar television satellite channel and Saudi-owned Al-Arabiya television news channel and Al-Sharq Al-Awsat newspaper play major roles in the sectarian struggle.

This study will explore these ongoing obstacles so it can help bringing peace and harmony between people of different sects in one country or between countries of different sects. We hope that through this paper, Arab states can realise the importance of putting more monitoring on the channels that spread hatred, and the need for putting serious control on the licensing matters.

**Keywords:** Media, Nationalism, Sectarianism, Licensing, Terrorism, Social Divide

[20]

## LITERASI.CO COOPERATIVE MEDIA ADVOCACY AND GRASS ROOT ACTIVISM

E Maryani and J Adiprasetio

*Universitas Padjadjaran, Indonesia*

### **ABSTRACT**

The increasing Internet usage in Indonesia is marked with specialized practices that encourage the emergence of alternative media which stress on giving choices or even rejecting the power of mainstream mass media. Most of alternative media are ideologist and fight for revolution in various groups and contexts. *Literasi.co* is one of many alternative media which struggles as a loudhailer for marginalized grass root activist' voices in various discourses in society. This research uses a case study method, which will reveal *Literasi.co*'s effort to establish itself as a cooperative media advocacy and which is also independent that it allows to advocate specific issues often marginalized in mainstream mass media's agenda. The data collection techniques used are interviews, observation, descriptive content analysis, and literature studies. The result of this research shows that *Literasi.co* uses mutual management model based on solidarity and democracy. *Literasi.co* excels in making editorial work which linked with the spirit of social grass root activism. Several issues published by *Literasi.co* expand from agrarian issues, city planning, culture, even literature, which offer diversity in from society to society as an alternative discourse. However, there is a challenge in editorial practice inside *Literasi.co*, which is the capacity in maintaining quantity and consistency in publishing articles as media advocacy.

**Keywords :** Media, Advocacy, Grass Root, Activism, Literasi.Co

[21]

## HOW ORIENTALISM SHAPED TURKISH POLITICS AND ITS INFLUENCE ON THE MEDIA: 1923-2000

A Dağdelen<sup>1</sup> and T Atay-Avşar<sup>2</sup>

<sup>1</sup> *Department of Public Administration and Politics, Faculty of Economics and Management,  
Mustafa Kemal University, Turkey*

<sup>2</sup> *Department of Journalism, Faculty of Communication, Mustafa Kemal University, Turkey*

### **ABSTRACT**

Modernisation is a phenomenon dating back to the 17<sup>th</sup> century which swiftly began to influence the whole world. It is the summation of many developments and reforms which took place in the West. In Europe, developments that lead to modernism were fed by local and internal events, and they weren't met with any societal opposition. Modernism progressed in line with internal developments in society. For this reason, it was strengthened and progressed even further with societal support. The modernisation era, considered an era of social change, is a global phenomenon, but it's also a historical phenomenon dating back to the 14<sup>th</sup> and 15<sup>th</sup> centuries, that is, the Renaissance and the Reformation. The quick development of capitalism also increased the speed of development of this historical phenomenon. When considered from a historical perspective, modernisation not only increases the speed of development, but is also regarded as a social development strategy by non-Western (Eastern) societies, whilst in Europe it is considered a global process occurring at a particular space and time. Nevertheless, modernisation has not emerged as a social process in non-Western societies, since these societies lack the internal and local dynamics which would bring it about as a social and/or natural process. For this reason, modernisation in non-Western societies has developed as a policy that is hoist upon society by its leaders and intelligentsia, and defended by them. It could be said that this is how modernisation movements developed in Turkey. The modernisation movements during the early years of the Turkish Republic, which could be considered a continuation of the First Reform Period (*Tanzimat*) of the Ottoman Empire, follow the example of other non-Western modernisation movements. This particular type of modernisation has its roots in orientalism, particularly the type of modernism based on the paradigm of self-orientalism.

Despite being defended as an independent branch of social science which observes the East, Orientalism is in fact how the West perceives the East. The main feature of this perception is the paradigm of the West as superior. The idea that cultural, political, etc. values created by Western societies are superior both from the perspective of the East and the West, and the desire to transform the East in light of these superior values has lead to a particular philosophy known as Westernisation. The defense of this philosophy by figures of

enlightenment in the East, and the operation of Westernisation movements in the East by said figures, has been called self-orientalism. But this process has been fraught with difficulties in the Turkish Republic, like in many other Eastern societies. First of all, modernisation and Westernisation movements were not embraced by factions of society devoted to Eastern and/or traditional values; this led to the emergence of a split society in which one part defends Eastern values and the other Western. This dichotomous society made it more difficult to implement the main ideas of modernisation, such as political structures, democracy, and freedom. This effect also holds true for the function or management of all structures of the modern political system. The operation or management of media, which is an essential institution of the modern political structure, cannot be thought to be immune to this effect. This study aims to explore political inclinations in Turkey as influenced by modernism and orientalism between 1923-2000, and how these inclinations affected media as a whole.

**Keywords:** Modernisation, Orientalism, Self-Orientalism, Politics, Media, Turkish Republic

[22]

**BETWEEN STATES AND NON-STATES: THE MEDIA AND EXTREMIST  
NARRATIVES AND COUNTER NARRATIVES**

J Hardy

*Charles Sturt University, Australia*

***ABSTRACT***

The media is often a medium for political contest and a platform to set or challenge the public agenda. In recent years, the media has also become a battleground for the narratives used by violent extremist organizations to generate awareness of their causes and counternarratives used by governments to oppose extremist propaganda. This study examines the emerging function of the media as an information broker, pinioned between states and non-state actors, and how that function affects the media as an institution. The study first examines the use of seemingly innocuous subversive symbols in media releases made by extremist organizations to highlight new skills in the subtle manipulation of media outlets. The study then examines the use of counternarrative slogans used by government officials in press releases which insert highly politicized content into the media. The study then explores the implications of the media as a potential arbiter of narrative and counternarrative content and how that function might influence or alter the relationship between the media and society.

**Keywords:** Narrative, Violent Extremism, Symbolism, Agenda-Setting, Propaganda

[23]

**EXPLORING AND RETHINKING THE REASONS FOR SPREAD OF “FAKE NEWS” ON FACEBOOK DURING 2016 US PRESIDENTIAL ELECTION**

P Zhao

*Communication University of China, China***ABSTRACT**

American mainstream media attributed the outcome of the 2016 US Presidential Election to the spread of “fake news” on Facebook. Previous studies tended to focus on satirical fake news which highlights inconsistencies in political rhetoric and satirizes the norms governing typical news media through ironic inversions of the day’s news. However, less attention is placed on the type of fake news diffused in the 2016 Election, which was due to economic motivations or electoral reasons.

This study examines six reasons why this type of fake news was disseminated on Facebook during the 2016 campaign: (1) the freedom of speech that protects citizens’ right to political discourse; (2) social media empowers ordinary people; (3) fake news is confusing and sensational; (4) economic profits such as benefits derived from page visits or likes, (5) difficulty of internet censorship; (6) special political ecology of the 2016 election, where voters were surrounded by candidates’ scandals and exhibited high levels of distrust towards the candidates.

Implications of this research call for a reconceptualization of the relationship between fake news and social media. First, social media has become an “echo chamber” that strengthens people’s existing biases and inclinations. This problematizes the conventional wisdom that social media increases variety in opinion and viewpoints. Second, and as a result, professional journalists have a responsibility to utilize more flexible approaches to counterbalance the effect of fake news.

**Keywords:** Fake News, Facebook, Reasons, Rethink

[24]

**RESEARCH SUMMARY OF EMIRATI UNIVERSITIES STUDENTS'  
PERSPECTIVES AND USAGES FOR USING SMART TABLETS IN THE  
EDUCATIONAL PROCESS**

F Al-Ali

*Faculty of Communication , Sharjah University, UAE*

***ABSTRACT***

The research topic is summarized in the importance of studying the uses of smart tablets in the educational process. It attempts to observe the attitudes and perspectives of users due to the importance of smart tablets in the educational process, getting introduced to the type of smart tablets used by students in the educational process, defining students' perspectives towards using smart tablets in the educational process, defining the extent of benefit gained by students as a result of using smart tablets in developing the skills of education and learning, defining students' attitudes towards using smart tablets in the educational process and defining students' perspectives towards the disadvantages of using smart tablets in the educational process.

This study is considered as one of the descriptive studies, which aim at collecting data relevant to the usage of university students – sample of study – for the smart tablets and their attitudes towards using them in the educational process, as well as studying some variables related to usage; such as gender, social status, educational stage etc. This study depends on the survey approach as being considered an organized scientific effort that is used for obtaining information or descriptions on the phenomenon, subject matter.

The study concluded that the sample of study agreed on the necessity of enabling Arab universities to encourage students to use more techniques in classrooms, and teaching curricula by using smart tablets since this will help in developing the communicational skills of university students. Moreover, they agreed on teaching most of the media curricula through social media.

[25]

**GLOBAL MEDIA CONSUMPTION AND ADVERTISING WITH GLOBAL SIGNS**

S Kim

*The Chinese University of Hong Kong, Hong Kong***ABSTRACT**

This study attempts to investigate the theoretical flow regarding the impact of global media on global signs in ads in the Chinese context. Specifically, this paper examines how global media consumption influences two facets of globalization – global mindset and attitudes toward global consumption culture. The study gauges how these two factors affect Chinese consumers' attitudes toward ads with global signs (i.e., foreign model and foreign language) consequently influence the advertised brands. To test the proposed model, a web-based survey was administered via one of the largest online survey platforms in Beijing, China and a total of 994 responses were analyzed. Findings indicate that global media consumption is a robust predictor of a global mindset whereas it has no positive relationship with attitudes toward global consumption culture. The study results show that global media exposure rather indirectly influences attitudes toward global consumption culture by affecting global mindset. Data further demonstrate that global mindset and attitudes toward global consumption culture affect attitudes toward ads with global signs. Also, it is found that attitudes toward ads with global signs are positively related to the advertised brands. The study, in practice, gives valuable insights for not only international marketers trying to market global brands in China but also national advertisers trying to use global signs for national brands that may enhance a global look and feel.

**Keywords:** Global Media, Globalization, Global Mindset, Global Sign, Advertising, China

[26]

## CONSUMER ATTITUDES TOWARD CELEBRITY ADVERTISING: ANALYSIS THROUGH BALANCE THEORY

H Arimoto, E Miura, S Watanabe, and T Chiba

*Kansai University, Japan*

### **ABSTRACT**

Firms often use celebrities as advertising endorsers in Japan because they are attractive or give brilliant performances. However, audience may change his/her attitude toward celebrities in the ad, and thus, that toward the ad when celebrities in the ad are engaged in a scandal or controversial behavior. Heider's balance theory explains the triangle relationship among the ad, celebrities, and audience. On the other hand, audience's attitude toward celebrities is unlikely to change when he/she highly identifies with them. This paper hypothesizes and empirically tests these phenomena. The t-test reveals that (1) in case of high level of identification of audience with celebrities, his/her attitude toward the ad become lower after the celebrities are dismissed and (2) in case of low level of identification of audience with celebrities, his/her attitude toward the ad does not change after the celebrities are dismissed. Subsequently, this study divides celebrities into attractive-based and performance-based those. In describing attitude toward the ad with performance-based celebrities, the balance theory can be extended to the new one that explains the square relationship among the ad, celebrities, audience, and celebrities' performance. The t-test reveals that (3) in case of low level of identification of audience with performance-based celebrities, his/her attitude toward the ad become *lower* after celebrities are dismissed despite the finding of (2). This paper provides a deeper understanding of the phenomena on celebrity advertising and successfully explains the change of audience's attitude associated with a scandal of celebrities in the ad through extending the balance theory.

**Keywords:** Advertising, Celebrity, Endorser, Attitude, Balance Theory, Identification

[27]

**WHY IS DIGITAL MEDIA A CATALYST FOR CRYSTALLIZING MASS  
MOVEMENTS ACROSS THE GLOBE? A STUDY OF THE JALLIKATTU  
UPRISING IN TAMIL NADU**

P Mishra

*Sri Ramswaroop Memorial University, India***ABSTRACT**

The invention of the internet and its two-way communication model, is often considered the greatest discovery after that of the wheel. The latest public uprising in Tamil Nadu for reviving the Jallikattu tradition has once again brought to the fore the power of social media and its ability to shape public opinion. Whether it was the Arab uprising that put paid to the stranglehold of the monarchy or the Jasmine revolution in Tunisia, social media fanned the flames of both these uprising and caused governments to fall. Closer home, the Anna Hazre-led movement for a corruption-free India under the banner of India Against Corruption or the Nirbhaya rape and murder case which led to the government revising rape laws in the county, the power of social media as public opinion maker is easy to see. But how exactly does digital media impact the collective conscience of a community or nation is not easy to map. It is in this backdrop that this research paper will analyze online internet sources in the wake of the latest public outcry in Tamil Nadu over the Supreme Court banning the tradition of jallkattu which glorifies cruelty to animals Within a period of three days, the uprising has taken on the shape of a public movement. With Focus Group Discussions, questionnaires, and in-depth interviews, this paper will qualitatively study the various dimensions to the role of digital media in shaping and changing public discourse.

**Keywords:** Jallikattu, Crystallizing Mass Movements, Digital Media, Public Discourse, Public Opinion

[28]

**SOCIAL MEDIA COMMUNICATIONS STRATEGIES AMONG TAOIST  
ORGANIZATIONS IN CHINA: THE ROLE OF WEIBO AS A COMMUNICATION  
PLATFORM FOR TAOIST TEMPLES**

Z Xinyu and R Pablo

*Bangkok University, Thailand*

***ABSTRACT***

Based on the concepts of ‘online religion’ and ‘religion online’ developed by Helland (2000), this study focuses on how three Taoist temples use the Chinese social media Weibo to both transmit information and interact with their religious followers. By analyzing the content of the articles posted on their Weibo channel during the month celebrating the 2016 Chinese New Year, the study will try to determine two things: Firstly, what kind of information each temple shares with its audience. Secondly, how do Taoist organizations perceive social media as a communication tool? Is it perceived in a similar way than the Christian organizations that been studied before?

**Keywords:** Taoism, Weibo, Social Media, China, Religion

[29]

**MAKING OF HUMANITARIAN CRISES DECISIONS THROUGH KNOWLEDGE  
MANAGEMENT IN CONTEXT SOCIAL MEDIA BY LOCAL RELIEF  
ORGANIZATIONS IN YEMEN**

A Salmen and M bin Ahmed

*Center for Language Studies and Human Development, Department of Mass  
Communication, University Malaysia Kelantan, Malaysia*

***ABSTRACT***

The major challenge that faces relief organizations in humanitarian crises is their ability to make appropriate decisions to respond in a timely manner through the diverse knowledge and information received from the disaster area. This study explored how Yemeni local relief organizations benefited from social media in their response decisions and early intervention through the study of their efforts during the current political armed conflict. The study focuses on the participants' tools in deciding on the right response through knowledge management in the virtual community, particularly through Facebook pages, and their transformation into tangible results in real society. The data was collected by interviewing 15 communication experts of social media, who have worked in the participating organizations in emergency or disaster relief in Yemen. Recorded interviews were transcribed and analyzed qualitatively using the descriptive analysis. Results showed that there was a speed in the accessibility of backgrounds for decision making through social media, as well as accuracy in the nature of the intervention and response during crises. These results indicate the importance of developing the use of social media in the process of public communication during disasters in order to alleviate the problem of delayed response and prevent random relief works.

[30]

**FROM 'SHOOT' TO 'LIKES'; A GAME-CHANGING PROCESS IN SOCIAL  
MEDIA PROSUMER PHOTOGRAPHY**

K. M Hashim

*UCSI University, Malaysia*

***ABSTRACT***

The digital photography conventional workflow is now being gradually displaced by current on-camera and on-smartphone Wi-Fi enabled processes. The days of wired file-transfer, editing, and uploading from the laptop and PC is becoming a thing of the past. Stimulated through innovative technological features such as prosumer cameras that comes with wireless transmission, post-production applications available for smartphone use, and the perpetual connectivity to the internet, they feed the general growing motivation of photos ending up more on social media and websites, rather than in the real world. Shaped by the latest trends in communication and media usage and the universal requirement of being able to share, build, and manage relationships in almost real-time, the prosumer photography community is now given this seamless workflow process by technology providers and manufacturers. This paper documents and illustrates the author's study, workflow process, and output, from the point of shooting the image, wireless transmission to a smartphone, on-phone image editing and captioning, and uploading to social media sites based on the latest available technology. The author engages the use of currently popular features and apps such the Sony Wi-Fi NFC (Near Field Technology), PlayMemories, and Snapseed in this paper.

**Keywords:** Digital-Photography, Wireless, Social-Media

[31]

**CITIZEN JOURNALISM: A DISCOURSE ANALYSIS OF FACEBOOK AS  
PLATFORM OF INTERACTION AND INFORMATION DISSEMINATION IN THE  
PHILIPPINES**

N. D. D Angon

*College of Arts and Communication, University of the Philippines Baguio, Philippines*

***ABSTRACT***

While a lot of people still depend on the traditional print media in getting information, this study aims to delineate how social media, specifically Facebook, function as the platform of interaction and information dissemination in the Philippines. Using discourse analysis, the objective of this paper starts with an interpretation of Facebook's methods and techniques in propagating facts and information and how these influence and persuade the readers. The discussion also intends to study Citizen Journalism with its grounds as one of the factors why the public becomes susceptible and naïve. On the other hand, expressing one's self freely through publishing articles and/or statements is the main circumstance to be emphasized scrupulously. In relation to this, issues on accuracy, credibility, and truthfulness about politics, entertainment, and social issues are elucidated in this study. Overall, freedom comes with responsibility and no matter what medium is accessible, it is indeed everyone's job to discern things properly and accordingly.

**Keywords:** Citizen Journalism, Facebook, Social News Websites, Effectiveness, Credibility, Freedom

[32]

## **SOCIAL MEDIA: WAY FOR ISOLATION OR WAY TO STAY CONNECTED**

M Biswas

*IHS Markit Inc. (Headquarter: London, United Kingdom)*

### ***ABSTRACT***

For the last almost one decade, social media have been the best platform for people to stay connected to each other. Even many people found social media as an easy path to bully people; or isolate themselves from the real world. But we shouldn't forget that, media has some pros and cons, no matter which medium we are following. Since, social media has become popular among the teenagers and youngsters, their reach and horizon has widened gradually. Mobile phones, laptops, computers and internet access made the things easier for all the generations to get contact to social media.

This present research paper is going to deal with various uses of social media; and it will also come up with a constructive conclusion on whether social media is a way for isolation or a way to stay connected to friends and acquaintances. It will also talk about the various aspects of social media and its usage by the regular users. With the advent of social media, people have come closer to each other and are only one click far from the other users. This paper will also be dealing with the aspects of users' social media usage and what their opinion on the social media usage is.

**Keywords:** Social Media, Social Networking Sites, Isolation, Way to Stay Connected

[33]

**BHARANI AUDIENCE DEPEND ON ONLINE NEWSPAPER ACCOUNTS ON  
SOCIAL NETWORKS AS A SOURCE OF NEWS**

R Amin

*Mass Communication & Journalism, Ahlia University , Bahrain and Alazhar University ,  
Egypt*

***ABSTRACT***

With the increased number of social media networks users, printed newspapers have been trying to find a new platform to reach their audience; especially those which are suffering from a decline in the number of readers and raising the production costs of the paper form. For that reason, such newspapers had created official accounts in the social media networks such as Twitter, Facebook and Instagram in order to publish their news titles, pictures and links; this initiative led the public to follow their accounts to seek for the news.

This study is aiming to recognize the depend of the Bahraini public on newspapers' social media accounts as a source of news; as well as identify the level of the credibility of those accounts from the users' perspective.

The method of the study is the survey, and it comprised a random sample which included 200 individuals who completed a questionnaire.

The study is considered as a descriptive study designed to portray the phenomenon of the public's depend on the social networks of the local press as a source of news.

**Keywords:** Online Journalism, Social networks and News Sources

[34]

**THE IMPACT OF SOCIAL MEDIA ON PUBLIC RELATIONSHIP: A DEEP  
RESEARCH ON THE USE OF SOCIAL MEDIA SINCE THE U.S. ELECTION ON  
NOVEMBER 9<sup>th</sup>, 2016**

L Siyue

*Communication University of China, Beijing, China*

***ABSTRACT***

Currently, social media is emerging at every corner of our daily life, which affects not only our personal life, but also the public relationship of the whole country, even the international relations. More exploration has been exerted on the relationship between social media and public relationship. Donald Trump, the new president of the United States, and his team are favor of using social media to present their political situation and strategy, enabling them to influence the public relationship and realize their political purpose. The whole team has been utilizing social media several times, from the election period to the event of deploying Missile Defense System in South Korea. Social media, admittedly, plays an important role of the whole period politically and globally.

In this paper, we firstly compare the function of social media from its history, using several significant events to illustrate the difference and evaluate the importance of social media and public relations. Additionally and more importantly, analyzing several remarkable events during Trump being at the helm of the state, one gains the conclusion of extraordinary effect of social media. This paper has been seeking the importance of social media on public relations and the relevance with them, especially the outcome of American politics since the latest election.

[35]

## NEGOTIATING SELF EXPRESSION: USES AND GRATIFICATIONS OF SOCIAL MEDIA IN THE UAE

C Sherman<sup>1</sup> and D Arthur<sup>2</sup><sup>1,2</sup> *Zayed University, UAE*

### **ABSTRACT**

While social media research concerning the Arab world has often focused on the potential political power of this media form, little research has focused on how Arabs use social media during their everyday lives. This study focuses on the social media uses and gratifications for citizens of the United Arab Emirates, an Arab country with one of the highest social media penetration rates in the world. The initial stage of research involved a content analysis of the profiles and social media wall posts of 21 Emiratis: 9 men and 12 women. Follow-up interviews then allowed for in-depth elicitation by the participants. Forty-eight different social media accounts were analysed in total: 20 Instagram, 16 Twitter, 11 Facebook and 1 Tumbler account. Over 6.5 hours of interview data were gathered. The social media content served as the basis for thematic coding of four major uses, five major gratifications and three sub-gratifications of identity formation. Daily chatter (i.e. posting what one is currently doing) was the most common of the four major uses for social media with approximately half the users' page content focused on this. Unsurprisingly identity expression was the most common need fulfilled. However, unlike findings from the Western context, where there is a strong bias towards expression of the implicit self (i.e. as a social actor; who they are with), Emiratis were more likely to express their cultural self (i.e. interests, tastes), a practice that may be perceived as a more modest and culturally acceptable form of self-expression.

**Keywords:** Social Media, Uses, Gratifications, Identity, Self, UAE

[36]

**MOVING RESEARCH BEYOND DISCIPLINARY SILOS: A SYSTEMATIC  
COMPARISON OF FACEBOOK LITERATURE IN COMMUNICATION AND  
PSYCHOLOGICAL RESEARCH**

C.J Fenner

*University of West Florida, USA*

***ABSTRACT***

The overwhelming popularity and rapid growth of Facebook has provided a wealth of research opportunities for scholars across disciplines. Within the communication field, Facebook's emergence as the pre-eminent global social media outlet has been explored in a growing body of academic literature. The development over the past 25 years of online academic databases continues to shape and impact the nature of contemporary scholarly research. As these online research resources have evolved, they have become increasingly differentiated and specialized into traditional academic fields. Thus, at a time when researchers have immediate access to massive repositories of scholarly literature, the potential exists for overreliance on databases that fail to incorporate related research outside the discipline. This study employs content analysis methodology to identify recent research trends in communication specific to Facebook in over 400 articles indexed in Ebscohosts' Communication Source database. Results were applied to prior findings by Fenner & Piotrowski (2016) in an analysis of Facebook research trends in the PsychINFO database. Preliminary results show some areas of significant overlap as well as distinct disciplinary research trends with potential application for both fields. This research has implications for both Communication and Psychology scholars as it indicates researchers may be overlooking relevant literature outside their discipline. Additional findings include discussion of Facebook research foci within communication, the need for advances in the scholarship, and directions for future research.

[37]

**INTEGRATING THE PRINT, ONLINE AND SOCIAL NETWORK: NEWS  
CONVERGENCE AT MMEGI NEWSROOM IN BOTSWANA**

W.O Lesitaokana

*The University of Botswana, Media Studies***ABSTRACT**

Using a case study of Mmegi (one of Botswana's oldest and most popular privately owned newspaper), this article investigates the efficacy of integrating the traditional print, online newspaper and social network (Facebook), and contributes to latest debates in journalism studies. The study employed two methods of qualitative research: content analysis and semi-structured interviews. Whereas content analysis involved an analysis of Mmegi products including the Mmegi Facebook page, print and online newspapers; semi-structured interviews were administered to probe editors and journalists regarding their strategies for integrating traditional and new media for news production and dissemination. The findings of this study suggest that although new media were previously expected to influence the decline of traditional media, what continues to emerge in this new age is that the adoption of new media applications in newsrooms helps to significantly advance traditional media. To a large extent, the convergence strategy in newsrooms is not only to increase the scope of news dissemination, but is a business strategy that helps to acquaints news audiences with newsrooms. Therefore, this paper underscores the notion that the influx of digital technologies continues to influence new trends, practices and improved business returns in traditional newsrooms.

**Keywords:** Botswana, Facebook, Journalism, Mmegi, News, Newsroom, Journalism

[38]

**NETIZENS IN THE INDONESIAN DEMOCRACY: A STUDY OF INDONESIANS  
PRESIDENTIAL ELECTION 2014**

M.Y Madrah and Mubarok

*Universitas Islam Sultan Agung, Semarang, Indonesia*

***ABSTRACT***

The efforts to involve netizens in disseminating information about the candidates of president and vice president became a significant strategy of campaign in the Indonesian's president election 2014, especially for the beginners and middle-class voters. It is to confirm that the country with experienced a long period of otoritarianism hes tendency to began the political consciousness by rising awareness in which the community has turned into an active community and full of ideals. The middle class was the appropriate target for political campaign in social media, because of their highly movement in the cyber space. The other reason why the new voter (beginners) also targeted in the social media campaign during the Indonesia's president election because their frequent access to social media.

By using thick description of qualitative methods , the study illustrates how Indonesians netizens play a role in political communication strategy in social media during the periode of campaign. The future of Indonesia democracy should consider the role of netizens in order to develop ideal political communication strategy.

**Keywords:** Political Communication, Netizen, Social Media

[39]

## THE DEVELOPMENT OF ANIMATION IN TAIWAN IN THE LAST DECADE

Y.J Chang

*Department of Graphic Arts and Communications , National Taiwan Normal University,  
Taiwan*

### **ABSTRACT**

This article describes the development and situation of animated films in Taiwan from around 2005 till now, through the observing the trend in the production and market of feature animated films, TV animations, and independent animated films influenced by the commercial and sociocultural conditions. Taiwan used to be one of the major bases for the production of animations that were outsourced from companies in USA and Japan from 1970s to 1990s. From late 1980s, animation production houses in Taiwan lost their advantage because the costs of production increased with the prosperity of economics. Production companies either moved to countries, majorly mainland China, for lower production costs or strived to produce original animated films for local cinematic releases and TV. In the last decade, the investment on the productions of feature length animations shifted from optimistic to conservative and cautious. The TV animation production houses discovered the importance of IP (intellectual property) and turned their emphasis on it instead of the content only. Although the production houses did not develop much content for film and TV successfully in the commercial aspect, animation artists, on the contrary, were often awarded in major animation festivals around the world for the last decade. Also, the production of animated imagery applied for other purposes such as music videos, museum exhibitions, and concerts of singers are prosperous and successful.

**Keywords:** Animated Films, TV, Intellectual Property, Animation History

[40]

## THE IMPORTANCE OF CYBER CRIME LAW IN INDONESIA

N.V Pati

*Faculty of Law, University of Sam Ratulangi, Indonesia*

### **ABSTRACT**

Cyber crime has been threaten to Indonesian citizen due to massive development of technology in Indonesia. The crime in cyberspace must be taken seriously so that it has to be regulated strictly in order to reduce the number of crimes in cyberspace. The Indonesian government realises that the effect of technology has changed rapidly the way of people's life in Indonesia. The importance of cyber crime law in Indonesia is to regulate the use information and technology in cyberspace. Therefore, it needs to be socialised to Indonesian citizen to make them aware of the sanctions and the consequences of breaking cybercrime law. It is also important to make Indonesian citizen to be aware of the existence of cyber crime law. The Indonesian Government through Ministry of Communication and Informatics has set up some key programmes regarding to maintain the Indonesian sovereignty by protecting cyberspace from irresponsible people, unreliable information, and other forms of crime in cyberspace. The President of Indonesia, Mr Jokowi states that there is approximately 132million of Indonesian people actively using Internet in 2016. Furthermore, the development of technology is not only bring good sides to the community, but also bring negative impact tothe people's life. Finally, information which brings troubling and brings conflict to the community, spread hate speech, deliver rude statement that contains defamation and provocation and the use of inappropriate language in cyberspace does not typically reflect the culture and the identity of the people of Indonesia.

**Keywords:** Cyber Crime, Law, Importance, Indonesia

[41]

## **SOCIAL MEDIA AND SECTARIAN VIOLENCE IN PAKISTAN: ROLES AND RESPONSIBILITIES**

S Sarwar<sup>1</sup> and T Kamboh<sup>2</sup>

*<sup>1</sup> Institute of Communication Studies University of the Punjab, Pakistan*

*<sup>2</sup> Department of Communication Studies, University of Management and Technology, Pakistan*

### **ABSTRACT**

This study focuses on the issue of sectarian violence and hate debate on social media in Pakistan, which historically remained vulnerable to sectarian violence due to its socio-religious demographics. Data was collected through mixed method. A survey (n=542) was conducted in six cities i.e. Islamabad, Lahore, Karachi, Peshawar, Quetta, Gilgit through purposive sampling. Interviews of 20 experts were also conducted. The survey data found that around 6.6% people took active part in sectarian discussions and out of them 5.2% exchanged harsh words/abusive language in case of negative comment against their sect. In response to posts or comments against their sect, 33.7% ignored it, 14.2% defended their sect and 12.7% try to calm down the debate. A total 89% said that no government official or law enforcement agency ever contacted them in case of violations made by them on social media. Most of the social media users (21.2%) and a majority of media experts (structured interviews) believed that the government must implement existing laws, while 17.5% said there should be amendments to existing laws, 40% said an awareness campaign should be launched and 24% believed that there was a need to promote interfaith harmony in the country.

**Keywords:** Pakistan, Social Media, Sectarian Violence, Hate Debate, Responsibility

[42]

**PROVOCATION LANGUAGE ON FACEBOOK OF FANS FOOTBALL CLUBS IN  
INDONESIA (STUDY OF VIRTUAL COMMUNICATION ETHNOGRAPHY OF  
FACEBOOK OF BIGGEST FANATIC CLUB MEMBERS IN BANDUNG AND  
JAKARTA)**

A Bajari

*Faculty of Communication Science, Padjadjaran University, Indonesia*

**ABSTRACT**

Violence on Indonesian soccer reappeared on December 2016 in Jakarta. Two policemen died and dozens of supporters were arrested. Various parties mentioned that, the conflict was triggered by provocation fanatic through social media. This episode reinforces the assumption that social media has the power to drive the behavior of social deviation. Symbolic Interaction Theory states that phenomenon will build feelings, when were discussed by the group members. The proposition was predict human behavior which has an imaginary perception of the results of interaction in social media. Then, the perceptions drive behavior to express their feelings. This study aims to explaining the construction of the role of social media in generating in-group feeling caused an issue, and classifying the symbols (representation of in-group or out-group feeling) that encourage violence. The method used is the Virtual Ethnography with the object being analyzed is the biggest social media accounts of two groups Facebook Fans Club in Indonesia. The results showed: (1) Social media has become a expression room of soccer fans, such as; racism, curses, humiliation, and exaltation of moral values of equality or harmony fans. (2) The patterns of the language used in the social media space are intimidation form and exemplification form toward the group. The Pattern of the message marked by the development of an open and endless pattern. (3) The use of memes and photos of reposting after reduced and engineered used to express hatred, humiliation and reconciliation or harmony.

**Keywords:** Provocation, Fanaticism, Symbolic Interaction, Virtual Ethnography, and Communications

[43]

**SOCIAL STIGMA ABOUT 'MEDIA STUDIES' STUDENTS (WOMEN) IN  
BANGLADESH**

K.N Mira

*University of Liberal Arts Bangladesh (ULAB), Bangladesh***ABSTRACT**

In a changed worldwide economic and political circumstance, the situation of Bangladeshi media was likewise changed as reliable with worldwide and territorial media situation. Women have increasingly taken on new roles over the past two decades within Bangladeshi society. But women attribution in media is not all that rich and safe. In Bangladeshi society, working women in media appear to be a story. Now studying in media studies and journalism have turned into a fantastic subject for both men and women. However, families don't acknowledge girls to take a graduation from this field. They think studying in media is not all that prestigious. The individuals who are working in media are for the most part news presenters, models for commercials or actress. Along these lines, guardians think their little girl will turn into an on-screen character soon. Likewise, journalism is known as a masculine occupation in this nation. Media is not safe for women here. Squeeze flexibility in Bangladesh is additionally limited by the lewd behavior of female columnists. As a result of these sorts of debate working lady in media does not get legitimate regard from their general public and in addition their family moreover. In this way, women need to struggle to persuade their family to pursue a graduation degree from Media Studies, mass communication, digital production, public relations and journalism. Additionally, those who are now enlisted in this field need to face negative approach routinely. Bangladeshi society is still stigmatized for women's education in media sectors. The motivation behind this review is to define the reasons why society does not recognize them easily and which sorts of issues they have to face, studying in media studies this is the thing that I need to research about.

**Keyword:** Media, Studies, Women, Bangladesh, Society

[44]

**THE HARASSMENT AND VIOLENCE AGAINST FEMALE JOURNALISTS IN  
PAKISTAN**

I Iqbal

*Government College University Faisalabad, Pakistan*

***ABSTRACT***

The present study is accomplished to investigate the harassment and violence against female journalists in Pakistan. The current research revealed the loopholes of security and protection toward female journalists of Pakistan. The researcher collected data through interviews with female journalists working in media (Print and Electronic). In-depth interviews have been conducted with female journalists working in national media. Finding of this study shows the harassment and violence (physically and psychologically) faced by female journalists in Pakistan during performing their jobs. It also reveals the types of threats they faced during their carrier. This study finds out the number of incidents which happened with them during their job. This research also gives the suggestions to media organization and city administration about what a female journalist wants for her safety and mental peace. The protection from government and journalist bodies toward the female journalists of Pakistan can provide them safety in their profession.

**Keywords:** Female Journalists, Safety, Violence, Protection, Incidents

[45]

## **IMPACT OF NEWSPAPERS ON PUBLIC OPINION ABOUT SECTARIANISM IN PAKISTAN**

H.A Maan

*Lahore Garrison University, Pakistan*

### ***ABSTRACT***

This research attempts to study the impact of newspapers on public opinion about sectarianism in Pakistan. The researcher looks at different historical events through which the existence of this problem was studied. The research articles, journals, and books which are used in the literature review also support the research problem.

In Pakistan the canvas of sectarianism is wide and there exist many inter sectarian conflicts. But in this research the word sectarianism only refers to the ongoing conflict between two major sects of Islam; Sunni and Shia. Not just Pakistan but its neighboring Arab nations are also stirred by the backdrop of sectarianism whether it is in the form of ISIS, Houthi Rebels or Saudi-Iran agitation.

Furthermore, these countries are at the verge of intermingling in war state due to the backlash of sectarian conflict, sects' disputes and their socio-eco-political intervention in states matters.

Survey was conducted from newspaper readers to check the role of newspaper content in readers' opinion formulation regarding sectarian issues in Pakistan. Members from major sects of Pakistan along with editorial staffs of newspapers were also the respondents in the survey.

News related to incidents of blasphemy, target killing of religious clerics, attack on worship places and processions were studied with their aftermaths. Whereas the statistically tested results showed newspapers' strong influence in formulating public opinion regarding sectarianism in Pakistan.

[46]

**FORENSIC COMMUNICATION OF POLITICAL MESSAGES IN THE JAKARTA'S  
GOVERNOR ELECTION 2017**

I Hamad<sup>1</sup> and L.Y Arnakim<sup>2</sup>

<sup>1</sup>*Universitas Indonesia, Indonesia*

<sup>2</sup>*University of Malaya, Malaysia*

***ABSTRACT***

Most speech and communication courses focus on the speaking, the transmitting part. On the other hand, forensics is the art or study of formal debate and argumentation. Forensic communication is considered as new skills in expressing the fact that can be used to argue, defense and establish perception against the counter partners in communication. Using analytical discourse as a method of forensic communication, this paper aims at highlighting the meanings and motives of messages conveyed by a Jakarta's governor candidate in his political communication. In order for Basuki Tjahaya Purnama known as Ahok, to win the election as Jakarta governor of 2017-2021, he has been saying controversial statements that lead to diverse reactions, especially from Muslim community in Indonesia. As such, this paper asserts that forensic communication may contribute to enrichment of the information literacy and political communication for an electoral government officer.

**Keywords:** Forensic, Discourse, Analysis, Messages, Politics, Literacy

[47]

## THE CORPORATE IMAGE OF PRIVATE HIGHER EDUCATION PROVIDER AMONG STUDENTS

T Chellvan

*Inti International University, Malaysia*

### **ABSTRACT**

The purpose of this study is to explore the corporate image of Private Higher Education Provider (HEP) among students. The methodology approach implemented for this research paper are both quantitative and qualitative in nature. A total of 367 youth age 18 to 25 were surveyed using questionnaire within a university in Malaysia. The questionnaire was given to the college youths who are of different backgrounds such as gender, age, race and educational background. Upon analysing the survey results, evaluations from a number of literatures were used and conclusions are drawn based on the quantitative analysis of the secondary research data.

Findings indicate that the quality image, appearance image, social image, infrastructure image and programme image have significant relationship the quality education provided by HEPs.

An organization's image can be positive, negative or neutral, varying in effect. A negative experience with a product or a bad advertisement about the organizations can change the previous formed good image and create a negative image. Organisation strive for creating a positive image among its target audience.

Though there have been other researchers done on college students toward the image of their HEPs, this research specific on the relationship whether the glamorous image portrayed by the private HEPs satisfied the students' need and do they serve quality educations. Thus, this research provides an insight into how much students are aware of the balance between image of HEPs and the quality they actually implemented.

**Keywords:** Corporate's image, Private Higher Education, Youths

[48]

**HOW DOMINANT ARE THE BIG THREE NEWS AGENCIES? – A STUDY OF  
EMERGING TRENDS IN INTERNATIONAL NEWS FLOW**

A Rafeeq and S Jiang

*United Arab Emirates University, UAE*

***ABSTRACT***

The rise of international news agencies in the 19<sup>th</sup> century pushed the globalisation process, as news was one of the first media products to be commodified for international trade (Boyd-Barrett & Rantanen, 1998; McQuail, 2005). The demand for international news provided opportunities for news agencies to become wholesalers of news and was dominated by a handful of transnational news agencies such as the Associated Press (AP), Reuters, and Agence France-Presse, AFP (Sreberny-Mohammadi, 1984; Thussu, 2002). Although previous studies have shown that world newspapers depended heavily on international news agencies making the wire services “rather powerful agenda-setters for the press of many nations” ( Sreberny-Mohammadi, 1985, p. 94), this research shows newspapers in various stages of economic development are now less dependent on the traditional wire services than ever before. International coverage by three online newspapers from the United Arab Emirates (*TheNational.ae*), Malaysia (*Nst.com.my*) and New Zealand (*Nzherald.co.nz*) shows that The Big Three news agencies are no longer the dominating news sources for covering the world. Other competing ‘elite’ news services which provide more context-oriented coverage of major global events have been widely used by online newspapers. For covering regional news, the newspapers are relying more on their own staff to provide more relevant content to their audience than using wholesaled news content from international news agencies.

**Keywords:** News Flow, International News, News Agency, Episodic, Thematic

[49]

**YOUNG ENTREPRENEURIAL IDEAS OF BITE-SIZED AND APT ONLINE  
ENTERTAINMENT CONTENT: A STUDY ON INDIAN WEB SERIES AND NEW  
AGE BRANDING**

S.D Nade

*Department of Media and Communication Studies, Savitribai Phule Pune University, India***ABSTRACT**

New age entertainment has caught the Indian youth and their immense pool of talent giving each a platform to showcase their talents. Web series a nascent but definite revolution is brewing in the online space in India which avails youth to employ the online space with different level of young designed ideas. Web series are the online shows which have caught the youth not only by its flavoured content but the bite size makes is more appealing. Since there has always been a void on the dedicated content appealed by the Indian Youth niche programs aired on MTV or Bindaas have not really been able to catch hold the eyeballs longer. Indian Web series are witnessing innovate concepts worked by the youth giving the thriving entrepreneurs a platform to work on. This paper would focus on the content of the Indian Web series which are giving opportunities to the young entrepreneurial ideas blending the realistic stories moving awake from the typical soaps. It also aims to identify with the evolutionary marketing strategies used by the brands to place themselves in the youth culture. This paper attempts to understand how popular brands have not only started partnering for marketing purpose but has become an integral part of the series itself. With more brands partnering with popular web series shows, youth are of the major drivers of bite-sized quirky and relevant content.

**Keywords:** Indian Youth, Web Series, Brands, Entrepreneurs, Bite – Sized Content, Partnering

[50]

**IMPACT AND ATTITUDE OF KRISHI COMMUNITY RADIO DRAMA FORMAT PROGRAMMS FOR THE DISSEMINATION OF INFORMATION ON IMPROVED CROP TECHNOLOGIES**

S Devendrappa and K.V Basavakumar

*University of Agricultural Sciences, Dharwad, Karnataka, India*

**ABSTRACT**

The study was conducted to determine impact of drama format in changing knowledge and attitude of farmers on improved crop technologies. The research design with before and after survey was adopted. Total sample comprised of 250 registered farmers in coverage area radio. The twenty five drama programmes on different crops were broadcasted in series. The results found that the difference in over all mean of pre and post test was highly significant (124.18) with regard to dramatized all the programmes of improved crop technologies. Whereas the programmes broadcasted through Krishi CR, showed that significant difference in gain in knowledge viz. Agricultural equipments, mango and sorghum technologies (22.66),Chili, quality seeds and integrated farming system (22.12), Groundnut, biofertilizer and wheat (19.71), Management of livestock, onion and soil testing (19.49) ,Tomato and soybean (18.66), Paddy, greenmanuring and organic farming (17.76), Maize, cotton, sunflower agroforestry, biopesticides and greenmanuring (17.28). with respect to drumstick and vermiculture (17.07). The attitude change by the influence of drama format programme the majority of respondents were strongly agreed (60%) Krishi CR dramas are useful. Forty percent of respondents were agreed improved crop technologies dramas creates self confidence, help in decision making , gives ideas to change the Practice ,improves the life and livelihood ,increase in input and equipment purchase capacity and helps to change the scientific outlook.

**Keywords:** Drama Programme, Attitude, Krishi CR

[51]

## DEVELOPING METHODS OF FORENSIC COMMUNICATION

I Hamad

*Universitas Indonesia, Indonesia*

### **ABSTRACT**

This article describes how to apply discourse analysis for communication forensic by theoretically and methodologically. The object of the analysis is artifacts of both verbally and nonverbal messages which leaved by someone who communicates to others. By discourse analysis, we can do forensic to find out meaning and motive behind the artifacts. Practically communication forensic is useful for trialing the suspects and measuring relations at the interpersonal, group, organization, social, and international levels. Academically, this topic contributes both of theoretical and methodological of communication research.

**Keywords:** Forensic, Discourse, Analysis, Messages, Theory, Method

[52]

**DIRE PREDICTIONS: HOW PUBLIC HEALTH ADVOCACY DROVE MEDIA  
REPORTS REGARDING THE 2014-2015 EBOLA EPIDEMIC**

S.E Swanberg

*School of Journalism , University of Arizona, USA*

***ABSTRACT***

In March of 2014, the World Health Organization (WHO) announced an outbreak of Ebola in West Africa, an outbreak that became a devastating epidemic. In September of 2014 the Centers for Disease Control and Prevention (CDC) and the WHO each issued press releases predicting a dramatic increase in Ebola cases if effective global interventions were not forthcoming. The CDC press release in particular prioritized and framed epidemiologists' case count predictions in a manner that emphasized a worst case scenario – that by January 20, 2015, there could be 500,000 to 1.4 million cases of Ebola in Liberia and Sierra Leone. The press responded by amplifying the most dire prediction, thus encouraging a robust global response to the epidemic. While media attention did increase public awareness and help mobilize global aid to the stricken countries, the emphasis on a scenario that didn't materialize might lead to a muted public response to future health crises. Public health advocacy, journalism cultural and professional norms, the scientist/journalist knowledge gap as well as media agenda setting and framing influenced media messages regarding the epidemic. This analytical essay discusses media dynamics at play during the 2014-2015 Ebola epidemic as well as ethical considerations relevant to reporting case count predictions during health crises.

**Keywords:** Ebola Epidemic, Media Reports, Press Releases

[53]

## EVOLVING MEDIA EDUCATION: THE UniSIM WAY

B. C. H Lee

*SIM University (UniSIM), Singapore*

### **ABSTRACT**

SIM University (UniSIM), a private university meant for working adults in Singapore, rolled out its single-subject Communication programme in 2008. The programme has been successful in nurturing those who aspire to obtain a degree for better career prospects in areas such as media writing, business communication and media production. However, the media and communication industries have evolved so rapidly that some areas of study will become obsolete in the near future. For example, some topic in *Broadcasting* may seem less relevant in the age of Internet and mobile technology. Surviving and thriving in this new media environment will require adopting new strategies instead of making do with approaches that may have served well previously. Crucially, our media education needs to keep up in order to remain relevant.

In 2015, UniSIM decided to take a leap of faith by revamping its communication programme. The revamp aims to address the emerging market trends and further differentiate UniSIM's Communication programme from other institutions in Singapore. The revamped programme has migrated from a conventional mass communication curriculum to a purpose-driven, industry-relevant syllabus, with focus on strategic communication, new media and industry linkages. This paper documents the key stages in this programme revamp. It further discusses other issues and challenges in providing media education for adult learners in Singapore. One of the key issues is the focus on applied approach instead of the usual academic way.

[54]

**INDONESIA'S COMMUNITY RADIOS IN DISASTER INFORMATION  
MANAGEMENT SYSTEM: RISK REDUCTION, RESILIENCE AND  
PREPAREDNESS**

I. A Yusuf

*Department of Communications, Faculty of Psychology and Socio-Cultural Sciences, Islamic  
University of Indonesia, Indonesia*

**ABSTRACT**

Good management of disaster information through the media is essential in a disaster-prone country. When natural disasters occur, people need media as the main source to find information about the casualties, the damages, the survivors, and the stakeholders' commitment of support. In Indonesia, community radios were the backbone in complying the need of information, especially in remote areas suffered from information blank spots. Community radios are also required to inform the things regarded to rehabilitation and reconstruction programs, such as aid delivery mechanisms, the amount of aid, the locations that have and have not received the aid, as well as other information that can ensure that the aid will be distributed based on priority. Community radio also served as a place for trauma healing, entertainment, education, and aid distribution monitoring. During the post-disaster recovery in Aceh Tsunami Disaster 2004, community radio in Aceh had acted as the media liaison of communication and information between the affected communities with other parties such as NGOs and local governments. This paper examines a best practice of how community radio helps the citizens of Aceh dealing with tsunami, based on field study and experience in supervising Aceh Reconstruction Radio Network (ARRNet) Program in 2007 supported by Japan Social Development Fund (JSDF) and the World Bank. This article also depicts the specificity and potency of community radio stations in Indonesia and substantial factors that determine them. The application of Community Radio-Based Disaster Risk Reduction (CRB-DRR) concept in Indonesia community radio will be delineated as well.

**Keywords:** Indonesia, community radios, Community Radio-Based Disaster Risk Reduction (CRB-DRR), ARRNet

[55]

**MEMORIES OF VIOLENCE AMONG ARAB MEDIA USERS**

HEL Semaary

*Faculty of Mass Communication, Cairo University, Egypt***ABSTRACT**

The primary focus of this paper is on the memory of media images of violent events that took place during the people's childhood and adolescence. The study offers an analysis of three generations' memories of the media events of their childhood, and the global nature of these memories. The basis of the analysis will be transcripts of the focus groups conducted with the three age-cohorts: 70-75 years of age, 40-45 years age, and 15-20 years. Three focus groups (with around eight respondents each), one for each generation, would be held in two different countries: Egypt and United Arab Emirates. Some open-ended questions related to memories of the media events occurring during the childhood periods for the three generations will be included in this study. It is expected that violent events taking place in Egypt and UAE will be recalled much more vividly and with much greater emotional involvement by the younger generation than the middle-aged or elderly generation. Also expected that violent events will be more vividly and more accurately remembered by the Egyptian group than the Emirati group as Egypt is a country that witnessed a lot of violence on the borders with Israel, while UAE is a new country that formed its borders with the treaty signed December 1971. Since that date its relationship with the neighbors has been peaceful, even though its three lakes were invaded by Iran.

**Keywords:** Violence, Memories of Childhood, Factual Television, Egypt, UAE

[56]

**MEDIA EXPOSURE TO ENVIRONMENTAL HEALTH MESSAGES AMONG  
COMMUNITIES IN KENDARI MUNICIPALITY SOUTHEAST SULAWESI  
PROVINCE, INDONESIA**

L.M Syahartijan

*Department of Communication Faculty Social and Political Science, Halu Oleo University,  
Indonesia*

**ABSTRACT**

The study was conducted in two sub districts of Kendari Municipality namely Mandonga and west Kendari. The major objective of the study was to determine the exposure to environmental health messages among the communities in Kendari municipality. Specifically, the study to determine the sources of information used to obtain knowledge of environmental health messages among the people in Kendari district, to determine the frequency and duration of communication used to obtain knowledge of environmental health messages among the people in Kendari district. The differentiation between selected socio-demography variables with the knowledge on environmental health of respondents both sub district in Kendari municipality were also included as the objectives of this study.

The sub district were selected based on their population density. Respondents were personally interview using structure questionnaires. Samples of 99 respondent from the area namely 50 respondents of Mandonga sub district and 49 respondent from west Kendari sub district , which the both sub district exposed mass media, interpersonal communication , group communication in the knowledge on environmental health messages.

The result indicated that most of the respondent in both sub district in Kendari municipality have high level of knowledge in receiving environmental health messages. Status of knowledge which was supposed to be highly influenced by the degree of exposure to the various communication channel used was also proven in this study.

In general, the result of the study showed significant difference with reference to the receiving knowledge of environmental health from mass media , interpersonal communication , and group communication in both sub district. However, the reviving related knowledge of environmental health from television was the most effective way among of sources communication.

This indication might explained the ability of mass media , particularly television , interpersonal communication such as formal leader, group communication such as family members and social – demography particularly income level of the respondents in both sub district could increase knowledge of environmental health of the people in Kendari municipality generally.

**Keywords :** Media, Exposure, Knowledge, Health , Environmental, Communities



# **POSTER PRESENTATIONS**



[57]

**THE EXISTENCE OF GLASS CEILING IN PRIVATE UNIVERSITY, RIAU  
INDONESIA, WERE THEY BEING OBSTRUCTED?**

S Tessa <sup>1</sup> and W Happy <sup>2</sup>

*Islamic University of Riau, Indonesia*

***ABSTRACT***

Glass ceiling is an invisible obstacles in organization which avoiding minority usually women, to reach top management or advance their career. Generally inequity felt by women in Indonesia even they were competent. According to the data there are 92 public univerisities and 3.142 private universities in Indonesia, but there were only 4 women choncellor. This research wanted to see deeper in a particular area that was Pekanbaru city in Riau, Indonesia. Which is there is one woman as a chancellor from 6 universities in this city. Subject took from 4 private universities because there were many than public universities so the data taken will be more valid. From here researcher wanted to see whether the women have been obstructed or not. The result, glass ceiling happened but it because the internal factor of the women themselves instead from others. Their character had tendency to put people came first especially men, beside, seniority status also highly exist in this situation. So, that was why in this research, desire of the women were in modest level even they full fill the requirements to be in that position.

**Keywords:** Glass Ceiling, Private University, Obstacle

[58]

## HEDONIC CONSUMERS' SHOPPING PROCESS IN SOCIAL MEDIA PLATFORMS

S Kim<sup>1</sup> and Z.A Li<sup>2</sup>*<sup>1,2</sup> The Chinese University of Hong Kong, Hong Kong*

### **ABSTRACT**

While numerous researchers have identified factors that help us understand social commerce-shopping behaviors, they have left one type rather understudied—trait-based antecedents. The ways consumer behavior is affected by a personal trait—hedonic shopping tendencies—are thus proposed and tested in the present study. Data were collected in Mainland China, through a web-based survey. To participate in this study, subjects had to meet the following prerequisite: be a WeChat (one of the popular social media platforms in Mainland China) user who had purchased goods from WeChat within the past 12 months. With the analyses of a total of 707 responses, findings indicate that hedonic shopping tendencies is a robust predictor of social support, consumer engagement, and impulse buying. The findings further show that social support and consumer engagement affect social commerce intention and consequently social commerce frequency. Data also demonstrates the positive relationships between social support and consumer engagement, and the positive relationship between impulse buying and social commerce frequency. The study managerially implies that socializing is an important source of shopping enjoyment and that this is critical to a company's succeeding at commercializing social media platforms. In this regard, social network development and maintenance (i.e., quantity and quality of social network) are critical to enhancing social presence and to improve socializing experiences.

**Keywords:** Social Commerce, Hedonic Shopping, Social Support, Consumer Engagement, Impulsive Buying

[59]

**THE ADVENT OF THE K-POP WAVE: HOW DIGITAL ETHNOGRAPHY CAN BE  
USED TO EXAMINE THE CONSUMPTION OF K-POP VIA SOCIAL MEDIA  
AMONG VIETNAMESE YOUNG ADULTS**

K Le

*RMIT University – Melbourne, Australia*

***ABSTRACT***

This paper investigates how digital ethnography, a new and contemporary approach set forth by Pink et al. (2016), can be used to examine the appropriation of the Korean popular music (K-pop) among Vietnamese young adults on social media. Recent literature has identified the rising popularity of the Korean Wave, also known as the Hallyu phenomenon, in Southeast Asia and its influence on the lives of its young adult fans. In addition, the advent of social media has allowed these audiences to become more active in the consumption process, thus, transforming them into pro-consumers (producers and consumers). In the case of Vietnam, there has been an increase in the consumption of K-pop via social media among young adults. Thus, this paper will explore digital K-pop fandom in Vietnam, a growing but under-explored phenomenon. The research question asks how the consumption of K-pop products via social media can have an influence on the everyday lives of Vietnamese young adults, including their behaviours and aspirations? While there are many ways to explore this phenomenon, the paper propose show digital ethnography is potentially and appropriate method to examine how a foreign media culture affects overseas consumers.

**Keywords:** K-Pop, Korean Wave, Vietnamese Media Consumers, Social Media, Digital Ethnography

**Reference:** Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (2016). *Digital Ethnography: Principles and Practice*: SAGE Publications Ltd.

[60]

**THE INFLUENCE OF SOCIAL MEDIA ON STATE EDUCATION POLICIES:  
TURKEY AS A CASE STUDY**

T Atay-Avşar<sup>1</sup>, V Eren<sup>2</sup> and S Cereci<sup>3</sup>

*<sup>1</sup>Mustafa Kemal University (MKU), Faculty of Communication, Department of Journalism,  
Turkey*

*<sup>2</sup> Department of Public Administration, Faculty of Economics and Administrative Sciences,  
Mustafa Kemal University, Turkey*

*<sup>3</sup> Department of Radio & Television and Cinema Faculty of Communication, Mustafa Kemal  
University, Turkey*

**ABSTRACT**

Education and mass media are the most important tools a state relies on to build a sense of nation. For this reason, in almost every epoch and almost every country, education policies and regulations concerning mass communication have been some of the most hotly debated topics. Those in power aim to shape generations to come in accordance with their own politics by influencing education policies; by controlling mass communication outlets, they try to keep track of society's inclinations. Thus administrative measures in education and the regulations or lack thereof on mass media follow a turbulent and variable trajectory. Social media has emerged as a phenomenon that heightens the turbulence and mutability in both these areas. Undoubtedly, today social media is influential in every aspect of daily life, from commerce to education, and from politics to art. People of all ages can express their views by using social media and continue their learning life. But social media cannot be shaped by official ideology as other types of media were traditionally able to be shaped, and it cannot be entirely controlled. This affects the ability of school-aged children to acquire the knowledge and modes of behaviour that formal education channels impose upon them. The aim of this study is to show to what extent the usage of social media amongst school-aged children affects the realisation of goals set out by state education policies.

Within this framework, firstly, the accessibility of social media in Turkey and its present state will be outlined. Then, the current condition of Turkey's school-aged population, the availability of various types of schools, and the progress of education policies, particularly those implemented following the 1980 coup, will be explored. Finally, the effect of social media on the realisation of goals set out by state education policies, both in a global scale and in Turkey, will be analysed. The study aims to contribute to the understanding of how social media effects state, society, and education policies.

**Keywords:** Education Policy, Schooling, School-Aged Children, Social Media

[61]

## INVESTIGATING THE VALUE OF MODERN MALAY POETRY (*PUISI*) IN SHORT FILM

F. B Mohamad

*UCSI Kuala Lumpur, Malaysia*

### **ABSTRACT**

The purpose of this study is to explore the combination of modern Malay poetry (*puisi*) and short film, whether it offers an engaging experience with viewers, and whether it'll change viewers' attitude and motivation towards the old written art form. The concept on the filming of poetry is in a state of complete confusion and misperception. Over many decades, scholars and researchers found it difficult to talk about a specific definition of its characteristics, features, and qualifications. In his influential essay *'The Poetry Film'* published in 1984, William Wees notes that a number of filmmakers have produced a mixture of film and poetry that creates a new language that neither the verbal nor the written text would produce on its own. With the invention of video technology, constantly changing and adjusting depending on the need of society, poetry in short film can open up a whole new perspective with a different view, a fresh outlook, a renew interest, a different language and a different understanding. Film can be a powerful tool that act as a medium of communication, reconstructing and rejuvenating the old form of poetry, becoming the transmission and conveyance source of information. The aim of this study is to identify suitable methods for the research of designing and developing the most effective visual style and visual language that can best compliment modern Malay poetry in short film. The paper illustrates the researchers cum filmmaker point-of-views, the de-constructing of a selected poetry, scriptwriting, sketching and storyboarding, shooting, and the final short film of the chosen poetry.

**Keywords:** Visual Art, Media, Short Film, Poetry, Literature, Design





# **VIRTUAL PRESENTATIONS**



[62]

**MAJOR LEGAL ISSUES AND ROLE OF LEGAL PROFESSIONALS IN MEDIA  
AND ENTERTAINMENT INDUSTRY OF INDIA**

G.R Pragna and A Ashok

*Symbiosis International University, Symbiosis Law School, Hyderabad*

***ABSTRACT***

The Indian Media and Entertainment Industry (M&E) is one of the fastest growing sectors of the economy. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. Legal framework is in the process of improvement and modification in regard to this industry. This particular research paper will have a clear introduction and bifurcation of the industry along with its growth. The researcher would also enlighten the reader along the lines of all the important laws affecting this industry, regulatory agencies overseeing this industry and the tax laws affect this industry. Further on the paper reasons out the legal issues faced by the Media and Entertainment industry such as piracy, Content regulation and lack of empowered regulations, Cross ownership and Taxes treatment. The paper will describe the specific role of legal professionals in this industry. The researcher has wisely used interpretive process, analytical process and identifying process to find the apt content. Positive use of both primary data and secondary data will be referred throughout the course of the research. To conclude with the paper shall end with suggestions and the future outlook in regard to M&E

[63]

**CONTINGENT INTERACTIVITY – SEDITION LAWS IN THE AGE OF SOCIAL  
MEDIA**

S Sinha

*Symbiosis Law School, Pune, India***ABSTRACT**

Sedition, since its inception in times of colonial rule, has undergone severe changes in most Common Law jurisdictions, to account for the democratic need for Free Speech. Implicit in the legislative history of the offence is the difference between various modes of communication through which seditious intention is expressed – the distinction between spoken word and written publications lies in the value accorded to the purportedly seditious material. While evidence for written matter lies in the content of the publication itself, convictions for seditious speeches are awarded based on the context of delivery. The reason for this distinction is predicated on the nature of the forms of communication, which have undergone stark changes over the past few decades. In light of these changes, specifically the introduction of social media, this paper seeks to analyze the need to revise the parameters of conviction in instances of written publications on social networking forums. Social media, by providing an instantaneous mode of communication, has transformed the nature of publications – what was once a deliberate, thought out publication, has now become largely reactionary, and interactive. The paper delves into secondary research on the theory of contingent interactivity, which characterizes verbal communications, to demonstrate changes in the nature of online interactions and publications. Considering these fundamental changes in the nature of written communication, the need for paralleled change in the parameters of sedition law is discussed; the importance of which is further emphasized by the contemporary use of this law to monitor content on the Internet.

**Keywords:** Sedition, Social Media, Interactivity, Communication, Publication, Spoken Word

[64]

**FREEDOM OF EXPRESSION IN SOCIAL MEDIA – THE DOUBLE-EDGED  
SWORD**

R.A Muthulakshmi

*National Law School of India University, India*

***ABSTRACT***

Social media, a product of Web 2.0, has transformed communication in the present day. It has allowed its members to voice out and weigh in on every issue around them. The vast reach provided by these sites in terms of communication and transfer of information has truly made the world a global village. Legally speaking, social networking sites revolve around the fulcrum of freedom of expression. Even though the United Nations has guaranteed the enjoyment of freedom of expression in cyberspace, this right cannot be claimed as ‘non-derogable’. The exercise of this right carries with it certain duties and responsibilities thereby subjecting it to reasonable restrictions. The veil of anonymity offered by social networking sites has led to the violation of these restrictions resulting in the increase of instances such as defamation, pornography, hate speech, bullying and harassment in the online medium. Due to the lack of territorial borders in cyberspace there is no clear mechanism to ensure governance. Co-operative measures must be taken by various governments, private parties such as Facebook and Twitter and the international body to create certain guiding principles to govern these social networking sites. The focus of this paper is to identify the various issues surrounding freedom of expression through social media and to suggest possible solutions for future implementation.

**Keywords:** Censorship, Cyberspace, Freedom of Speech, Governance, Online Defamation, Social Media

[65]

**SCIENCE, POLITICS AND MEDIA IN AN ARCHAEOLOGICAL SITE: THE  
IRUÑA-VELEIA AFFAIRE**

M Larrañaga

*Freelance Researcher, Spain*

**ABSTRACT**

Iruña-Veleia is an ancient roman city, an archaeological site located in the Basque Country, from which some stunning and revolutionary inscriptions were made public in 2006: mainstream theories in basque filology and history, and even mainstream theories about Latin, Christianity, or Celtic and Indo-European populations, came into question. But the authenticity of the polemical inscriptions in *ostraka* and other materials was soon questioned, followed by a case in which several scientific disciplines (archaeology, filology, history, etc.), politics, the judiciary and knowledge-control through media and internet were involved in very irregular manners. In scientific and judicial terms, a “scientific comission” composed wholly by partners of the University of the Basque Country and headed by a politician (!) from the Diputación Foral de Álava (Alava County Council) was responsible for 10 reports alleged to expulse the directors of the site, while 20 reports have been presented on trial by properly skilled researchers (most from abroad) supporting the directors' cause. Being the case yet in pre-trial proceedings (for 8 years now!), a whole *campaign* was brought forth by the media and in internet promoting the *fake* opinion, and the archaeological site came under control of the University of the Basque Country. Soon, a counterattack began from the directors' cause's defensors. This paper analyses from a sociological view the *phenomenon* of a social elite with certain political, historiographical and cultural interests, using judicialization, the media and internet for covering and hiding a scientific debate to the public.

**Keywords:** Iruña-Veleia, Archaeology, Falsification, Politics, Media, Control

[66]

**“INFORMATION, PERSUASION, RELATIONSHIPS, AND POWER: THE MANY FUNCTIONS OF MEDIA”: THE MANY FUNCTIONS OF MEDIA AND HUMAN RIGHTS REPORTING**

S Pandey

*Faculty, NBA School of Mass Communication, India*

**ABSTRACT**

Human Rights Reporting is one of the most debated topics not only in India but all across the globe. The fact is that both – human rights and media happen to be among the most talked-about spheres of the modern era. Furthermore, these two facets evolve and redefine the contemporary age in multiple ways. The role of media in safeguarding human rights is quite properly laid and well defined. However, with growing competition after landmark changes like privatization and the advent of internet; there have been a lot of debates on ethical reporting of human rights issues. How much weightage should these issues be given? What is the “right way” of reporting such stories? To what extent is sensationalizing stories to survive in the market correct? Is it right to place Human Rights stories above the primary role of the fourth estate, which is to inform? The objective of this study is to understand current media practices and their effectiveness in upholding human rights. In addition, the study also aims at critically analyzing the ongoing standard of gate keeping and reporting in context of human rights. Through content analysis, primary and secondary research as well as surveys; this study attempts to understand the right balance between ethical reporting and ‘over highlighting’/sensationalizing.

**Keywords:** Human Rights, Media, Role of Media, Democracy, Functions of Media

[67]

**MARKETING IN THE AGE OF INTERNET: A SEMIOTIC STUDY OF ONLINE  
ADVERTISEMENT IN INDIA**

U Saxena

*Amity University, Lucknow Campus, India***ABSTRACT**

Everyday consumers are exposed to different kinds of advertisements. These advertisement vary according to the different communication channel they are delineated with, these mediums include print (newspaper, magazines, journals etc.), electronic (television, radio) and convergence (internet/digital media). With the advent of digital media or convergence media, the reach of the advertisement has increased by par and also has led to the immense changes occurred in the type of advertisement. With the changing perspective of the consumers towards advertising, representation of sign, symbol as a communicative behavior called semiotics is becoming an important part of advertisement. These signs and symbols in terms of perceiving by the consumers changes accordingly among individuals. India is a country with different cultures and accordingly divided into different segmentation. As because of this different types of customer and culture, advertisers faces defiance to find out right target customer and attract the buyers to purchase the product they advertise. The study also includes hofstede's cultural dimensions as individualism/collectivism, uncertainty avoidance, power distance, masculinity/femininity and long-term orientation. In this circumstance it became difficult for the advertisers to select type of customer and to understand their choices and also to understand the language and impact of semiotics among customers.

In the present study, the effectiveness of the online advertisement is measured through three different dimensions they are: (1) attitude towards banner ads (2) Ability to recall (3) click – through rate.

An exploratory research has been conducted by distributing the questionnaire among different colleges and universities of Lucknow and the empirical data ofsubject aged 18-30 are chosen. To ensure that respondents answer the similar questions related to banner advertisements, a same banner ad was shown with the questionnaire and also it was kept in mind that all the five dimensions of hofstede. The findings from this study will be, measuring the cultural impact of online advertising on people and effect their purchase behavior and purchase decision.

**Keywords:** Semiotics, India, Communication Tools, Advertising, Hofstede' Scultural Dimension

[68]

## **AUTHENTICATION-CIRCULATION OF INFORMATION ON GLOBALIZED NEW MEDIA**

S Bhattacharya and K Hasan

*Amity School of Communication, Amity University, India*

### ***ABSTRACT***

‘Authentication’ is an essential component with regards to new media which is directly related to creation, publishing, distribution and then consumption of the media content. Digital Media/ Social Media is a two way communication process which is growing rapidly in recent times and a new tool to express and share views. Citizen Journalism has got a boom with honest news or articles in most of the cases. The reach and relevant target audience is easily accessible from anywhere across the globe. The mainstream media is responsible for framing agenda which is carried forward on social media platforms. Trends like hash-tags in internet journalism and its environment can be divided into diversification, convergence and integration which can create a fresh agenda. Constant up-gradation in telecommunication and computerized services has helped to diversify the globalization process. Cross-cultural boundaries can be crossed easily with the help of social media but its impact is not always realistic! The local media is swallowed by clustered groups. Freedom of speech has degraded due to existence of such groups. New Media helps more forms of many-to-many communications on various issues of public importance. It helps the poor to share his/her concern/ problem and learn about different ways to address their own challenges.

The research will involve the comprehensive analysis of six month post data from Facebook, Twitter and YouTube (July- December 2016). 12 such posts (two per month) with the detail examination of content and its authenticity will be studied.

**Keywords:** New Media, Globalization, Convergence, Citizen Journalism

[69]

**IMPACT OF PARTICIPATORY COMMUNITY COMMUNICATION ON HIV  
PREVENTIVE BEHAVIOURS AMONG IDUS: A STUDY OF LUCKNOW &  
KANPUR**

A Mirza and C Mahadev

*Amity School of Communication, Amity University, Lucknow 226010, India*

**ABSTRACT**

As part of the PhD thesis titled The impact of participatory community communication on HIV preventive behaviour among HRGs, this paper focuses on one component of a comprehensive HIV prevention programme on Injecting Drug Users. There is a lot of impetus on Participatory community communication which encompasses community based outreach & peer education and it has proven to be a feasible and effective public health strategy to reach hard-to-reach and hidden populations, to provide them with the means to change their behaviour and to reduce their risks for acquiring or transmitting HIV. To further establish this point and to assess the impact that participatory communication has on the preventive behaviour of the HRGs, a detailed study was conducted in two districts of Uttar Pradesh i.e. Lucknow & Kanpur. It is based on data from a cross-sectional behavioral survey conducted among IDUs in Lucknow and Kanpur districts of Uttar Pradesh, India. A descriptive qualitative research design was also utilized to elicit data, using in-depth interviews and focus group discussions (FGDs) with IDU community members, Peer Educators, ORWs and other NGO staff. A two-stage sampling procedure was used to select IDUs. In the first stage the hotspots were randomly selected from the list provided by the NGOs and in the second stage, the day and timing of visits were systematically selected. All IDUs found during the selected time & days were interviewed. The results showed that participatory community communication made a dent when interventions were sustained and were in context.

**Keywords:** HIV Preventive Behaviour, Participatory Communication, Public Health, Hidden Population

[70]

**50 DAYS - THE IMPACT OF INDIA'S DEMONETIZATION THROUGH PRINT  
MEDIA: AN ANALYSIS**

S.M Johri and K Hasan

*Amity School of Communication, Amity University, India*

***ABSTRACT***

On Nov 8, 2016 Indian Prime Minister Narendra Modi took a historic step of nullifying 86% of country's currency of 500 and 1,000 rupee notes to clean up the black money and counterfeit notes which had completely disrupted the social, political, and economic fabric of worlds' leading emerging market in recent times. He asked countrymen to give him 50 days time till December 30 to bring back the operations normal and replace old currency with new 500 and 2,000 notes.

We aim to examine the press coverage & find out two key research questions. First, how did the Indian Press covered the Demonetization and the second what were the key issues arrayed and impacted by the press?

The research will involve the comprehensive analysis of fifty days of press coverage (8 November 2016 to 30 December 2016) of the Delhi and Lucknow edition of two English and two Hindi newspaper.

Numbers of articles published and space it got along with the detailed examination of the content of message within all the demonetization focused articles. We will use keywords to identify demonetization related articles, which will include editorials, news- items and opinions.

**Keywords:** Government Policy, Newspaper, Content Analysis

[71]

**STORY SYSTEMS: "WEAVING TOGETHER COLLECTIVE IDENTITY  
THROUGH STORIES"**

M Potter

*James Cook University, Australia***ABSTRACT**

This paper explores the notion of ‘story systems’. The ideas raised in this paper initially emerged over the course of conceiving and creating the multi-year, multi-platform Big Stories, Small Towns documentary project ([bigstories.com.au](http://bigstories.com.au)). This project has facilitated the telling, recording, archiving and dissemination of auto/biographical narratives in Australia, Cambodia and Indonesia. I initiated the project in 2008 with the belief that every community has a living memory and collective identity woven together from a thousand stories. I posit that recognising the intrinsic value of telling and documenting stories – with the active involvement of participants using a variety of media and technologies – reveals emergent and complex processes. This inter-twined combination of context, process, form and relationships is essentially a complex adaptive system (or systems) that has been heightened through the use of technology. While a level of interconnectivity has always underpinned storytelling within communities, shifting global dynamics and new mediums (film, digital, social media etc.) allow for an alternative examination of multi-layered communities and the complex relations between people, social backgrounds, technology/ media and place. I argue that this represents a fundamental shift away from a centralised vision of storymaking (i.e. author/documenter-centric) to a collectivised storytelling practice. Thus, this paper moves attention from the rhetoric of texts to practices of community organisation and the technological and embodied material relations, which aspire to produce a collectively enacted sense of place and identity.

**Keywords:** Storytelling, Documentary, Transmedia, Community Media, Systems Theory

[72]

**THE YOUTH RESPONSE TOWARDS SOCIAL MARKETING CAMPAIGN OF  
“INDONESIA PLASTIC BAG DIET MOVEMENT”**

R Saputra and R.A. Rizki

*Paramadina University, Indonesia*

***ABSTRACT***

The consumption of plastic bag in Indonesia is very huge and uncontrollable. Unfortunately, those plastic wastes end up in the roadsides, waterways and oceans. As of data in 2015, Indonesia became the 2<sup>nd</sup> biggest contributor to plastic waste, with 187.2 million tons of plastic waste was produced. Realized that this problem should get attention from the government, a group of youth start their movement to reduce the plastic consumption through social media and grass root community actions. They named their movement as “Gerakan Indonesia Diet Kantong Plastik” or Indonesia Plastic Bag Diet Movement. They started their pilot project in cooperation with some minimarkets in Jakarta to control the usage of plastic bag. Not only stopping right there, they created a petition to the President, Jakarta’s Governor and Indonesian’s Ministry for the Environment and Forestry regarding the regulation to limit the consumption of plastic bag. The government finally gave response, they introduced an exercise tax on the plastic bag consumption in 22 cities, applied in minimarkets, supermarkets and other retail stores for this trial regulation. Indonesia Plastic Bag Diet Movement get more enthusiast to spread their social campaign through some digital channels, especially from social media. The goal of this study is to measure the influence of social marketing campaign messages from Indonesia Plastic Bag Diet Movement to youth generation. This study will apply quantitative method and explanative survey as the point of view. There are two techniques to gather the data: questionnaire and structure interview.

**Keywords:** Social Campaign Message, Indonesian Plastic Bag Diet Movement

[73]

**EXPLORING THE CONVERGENCE OF MEDIA INDUSTRY AND THE REFORM  
OF GOVERNMENT REGULATION**

Z Li

*Communication University of China, China*

***ABSTRACT***

Traditional industrial convergence is an active and challenging topic. To achieve the classification of the operation from public welfare work to commercial industry, the development from media convergence to industrial convergence is the inevitable trend in the media industry. This work is intended to develop the effect of government reform strategy on media industrial convergence, providing a significant research value to the media market in China. Further analysis reveals that the reform of traditional industries in China aiming at breaking away from the assets has become an important development tendency. Through the re-allocation of market resources and reform of government regulation, the traditional industries are expected to be the main body of the market. In this reformation, media convergence plays a key role for connecting the government and industries. The findings of this critically important work should form the basis of new research opportunities into the strategies of government regulation reformation, providing a new opportunity in the media industrial convergence.

**Keywords:** Media; Industry Convergence; Government Regulation; Reform

[74]

**ALL EYES ON ME: WHO IS REALLY LEADING THE INFLUENTIAL SHOW IN  
ONLINE BRAND COMMUNITIES?**

I Galvis and J Tyrrell

*Coventry University, United Kingdom*

**ABSTRACT**

Today, there is a constant exchange of knowledge and experiences between consumers and brands taking place in Social Media and Online Brand Communities. Although, both people and brands are enjoying the spotlight, there is little knowledge regarding who is really leading the show when it comes to influencing purchases. Results from the data collected demonstrated that friends are the foremost influential force for learning, joining and engaging in OBCs and these provide advice and support. Members who have joined the community because they had previous social ties with other members exhibited in their responses a stronger attachment to the OBC and the brand than those who did not. This study found that there is a positive perception about online communities that either represent, or are sponsored by brands. However, relationships via digital means are not as strong as face-to-face ones as suggested by survey findings and therefore, brands should encourage tie strengthening in their online communities.

As this study found, consumers are more likely to recommend or comment on a product only if they have personal experience with it and OBCs facilitate the sharing of these experiences where the content has the possibility to become 'viral and amplified'. Therefore, positive brand awareness is an attribute that should be promoted in OBCs. On the contrary, negative content and low online customer engagement can create considerable damage to a brand and its reputation. The risk resides in again, in the 'viral and amplified' attributes of digital sharing platforms.

**Keywords:** Social Media, Online Brand Communities, Social Ties, Online Customer Engagement, Purchases, eWOM





