



TECHNICAL PROGRAM

DAY 01 - THURSDAY, 20TH APRIL 2017

INAUGURATION SESSION

Thursday, 20th April 2017 | 07.30 to 09.35 (The Melati 1-3 Hall)

07.30 – 08.30	Conference Registration
08.30 – 08.40	Welcome Address by the Program Chair Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
08.40 – 09.30	Chair Message and the Keynote Speech by Dr. Tulay ATAY - AVSAR (<i>Assistant Professor, Faculty of Communication, Department of Journalism Mustafa Kemal University (MKU), Turkey</i>)
09.30 – 09.35	Web Launch
09.35 – 09.50	Conference Photograph
09.50 – 10.10	Morning Refreshments

TECHNICAL SESSION 01: FILM STUDIES & JOURNALISM

Chaired by Dr. Tulay ATAY – AVSAR (*Mustafa Kemal University, Turkey*)

Thursday, 20th April 2017 | 10.15 to 11.55 (The Subang 2 Hall)

10.15 – 10.35	Suburban Spaces in Us - American Independent Cinema – An Analysis Sven Weidner (<i>University of Applied Arts, Germany</i>)
10.35 – 10.55	Environmental Journalism in Indonesia: An Investigation into Its Urgency, Quality, and Practice Fitria Andayani (<i>University of Pertamina, Indonesia</i>)
10.55 – 11.15	Peace Journalism in Times of the Syrian Civil War Aynur Sarisakaloglu (<i>Gaziantep University, Turkey</i>)
11.15 – 11.35	Relationship between Knowledge and Experience of Working Journalists Yamna Sabir (<i>Government College University, Pakistan</i>)
11.35 – 11.55	Framing 'War on Terror' Analyzing the Editorials of Leading English Newspapers of Pakistan Ashraf Iqbal ¹ , Qaisar Shehzad Farooq ² (<i>GC University, Pakistan¹, Research Fellow at Faisalabad, Pakistan²</i>)
12.00 – 13.00	Networking Lunch

“Information, Persuasion, Relationships, Power: The Many Functions of Media”

20th – 22nd April, 2017 | Kuala Lumpur, Malaysia



MEDCOM 2017 PROGRAM

TECHNICAL SESSION 02: COMMUNICATION, CULTURE & DEMOCRACY

Chaired by Prof. Toby Miller (*University of California, USA*)

Thursday, 20th April 2017 | 10.15 to 11.55 (The Melati 1-3 Hall)

10.15 – 10.35	PPhubbing Behavior and Relationship Satisfaction: A Quantitative Analysis from Turkey Esra Cizmeci (<i>University of Yalova, Turkey</i>)
10.35 – 10.55	Exploring and Experiencing the State of Euphoria Shafaq Zehra (<i>Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, UAE</i>)
10.55 – 11.15	The Past, Present and Future of Hallyu Kenneth Chi Ho Kim (<i>Hanyang University, South Korea</i>)
11.15 – 11.35	Better Regulatory Tools in Protecting Children from Harmful TV Content in the Age of Media Convergence: Lessons from Thailand C. Oranop ¹ and P. Ramasoota ² (<i>Dhurakij Pandit University, Thailand¹, Chulalongkorn University, Thailand²</i>)
11.35 – 11.55	To Study Contemporary Communication Pattern in Jaunsar Bawar Jagriti Basera (<i>Mewar University, India</i>)
12.00 – 13.00	Networking Lunch

TECHNICAL SESSION 03: COMMUNICATION, CULTURE & DEMOCRACY Cont....

Chaired by Prof. Toby Miller (*University of California, USA*)

Thursday, 20th April 2017 | 13.00 to 14.00 (The Melati 1-3 Hall)

13.00 – 13.20	The Impact of Virtual Communities on Cultural Transformation S. Saleem ¹ and W. Ayaz ² (<i>Forman Christian College, Pakistan¹, Association for Gender Awareness and Human Empowerment, Pakistan²</i>)
13.20 – 13.40	From Perception to Change - A Model for the Prevention of Communication Andrea Volterra (<i>University of Rome Tor Vergata, Italy</i>)
13.40 – 14.00	Views of Cultures Jamming Actors in Relation to Meme as Critical Public Pedagogy Pinkey Triputra (<i>University of Indonesia, Indonesia</i>)

TECHNICAL SESSION 04: POLITICAL COMMUNICATION & MEDIA

Chaired by Prof. Kenneth Chi Ho Kim (*Hanyang University, South Korea*)

Thursday, 20th April 2017 | 14.00 to 16.00 (The Melati 1-3 Hall)

14.00 – 14.20	Politics and Democratic Legitimacy as Represented in Egyptian Journals a Comparative Study between the First Transitional Phase and the Second Transitional Phase Waleed Hamed (<i>Canadian International College, Egypt</i>)
14.20 – 14.40	Arab Media: between Building and Destructing Nationalism Khuldiya Mohamed Al Khalifa (<i>University of Bahrain, Bahrain</i>)
14.40 – 15.00	Literasi.co Cooperative Media Advocacy and Grass Root Activism E. Maryani and J. Adiprasetyo (<i>University of Padjadjaran, Indonesia</i>)

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15.00 – 15.20	How Orientalism Shaped Turkish Politics and Its Influence on the Media: 1923 - 2000 Ayfer Dagdelen and Tulay ATAY-AVSAR (<i>Mustafa Kemal University, Turkey</i>)
15.20 – 15.40	Between States and Non - States: The Media and Extremist Narratives and Counter Narratives John Hardy (<i>Charles Sturt University, Australia</i>)
15.40 – 16.00	Exploring and Rethinking the Reasons for Spread of “Fake News” on Facebook during 2016 US Presidential Election Pengfei Zhao (<i>Communication University of China, China</i>)
16.00 – 16.20	Evening Refreshments

PUBLICATION WORKSHOP: “A GUIDE TO GETTING PUBLISHED (GGP)”

Thursday, 20th April 2017 | 17.00 to 18.00 (The Melati 1-3 Hall)

17.00 – 18.00	By Ben Sng (<i>Senior Consultant – Publishing Relationships, East Asia Region, Emerald Group Publishing, Malaysia</i>)
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19.00 Onwards	Networking Dinner
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DAY 02 - FRIDAY, 21ST APRIL 2017

TECHNICAL SESSION 05: ADVERTISING, COMMUNICATION TECHNOLOGY & DIGITAL MEDIA

Chaired by Prof. Hebatalla EL Semary (*Cairo University, Egypt*)

Friday, 21st April 2017 | 08.30 to 09.50 (The Melati 1-3 Hall)

08.30 – 08.50	Research Summary of Emirati Universities Students' Perspectives and Usages for Using Smart Tablets in the Educational Process Fawzia Al Ali (<i>University of Sharjah, UAE</i>)
08.50 – 09.10	Global Media Consumption and Advertising with Global Signs Sojung Kim (<i>The Chinese University of Hong Kong, Hong Kong</i>)
09.10 – 09.30	Consumer Attitudes toward Celebrity Advertising: Analysis through Balance Theory H. Arimoto, E. Miura, S. Watanabe, T. Chiba (<i>Kansai University, Japan</i>)
09.30 – 09.50	Why is Digital Media a Catalyst for Crystallizing Mass Movements across the Globe? A Study of the Jallikattu Uprising in Tamil Nadu Pooja Mishra (<i>Sri Ramswaroop Memorial University, India</i>)
09.50 – 10.10	Morning Refreshments

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TECHNICAL SESSION 06: FILM STUDIES & JOURNALISM Cont....

Chaired by Dr. Tulay ATAY – AVSAR (*Mustafa Kemal University, Turkey*)

Friday, 21st April 2017 | 08.30 to 09.50 (The Subang 2 Hall)

08.30 – 08.50	Girl - Wolf Relationships in Film Adaptations of Little Red Riding Hood P. Charoenbutra and C.A Lindqvist (<i>Ubon Ratchathani University, Thailand</i>)
08.50 – 09.10	Data Journalist, a Hope for Indonesia’s Quality Journalism in the Digital Era? Pratiwi Utami (<i>Monash University, Australia</i>)
09.10 – 09.30	Selling Conflict: Conventional Media Representation and Reporting of Violence in Assam P. Chakrabarti and D. Chakrabarti (<i>Indian Institute of Technology, India</i>)
09.30 – 09.50	Movement Reporting? Narrativity, Practice and Publics in Social Media Journalism Lisa Leung Yuk-Ming (<i>Lingnan University, Hong Kong</i>)
09.50 – 10.10	Morning Refreshments

Friday, 21st April 2017 | 10.15 to 11.00 (The Melati 1-3 Hall)

10.15 – 11.00	Keynote Speech by Prof. Toby Miller (<i>Emeritus Distinguished Professor, University of California, Riverside, USA</i>)
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TECHNICAL SESSION 07: SOCIAL MEDIA

Chaired by Prof. Andrea Volterrain (*University of Rome Tor Vergata, Italy*)

Friday, 21st April 2017 | 11.05 to 12.25 (The Melati 1-3 Hall)

11.05 – 11.25	The Impact of Social Media on Public Relationship: A Deep Research on the Use of Social Media Since the U.S. Election on November 9th, 2016 Li Siyue (<i>Communication University of China, China</i>)
11.25 – 11.45	Negotiating Self Expression: Uses and Gratifications of Social Media in the UAE Claire Eloise Sherman and Damien Arthur (<i>Zayed University, UAE</i>)
11.45 – 12.05	Moving Research beyond Disciplinary Silos: A Systematic Comparison of Facebook Literature in Communication and Psychological Research Christopher J. Fenner (<i>University of West Florida, USA</i>)
12.05 – 12.25	Integrating the Print, Online and Social Network: News Convergence at Mmegi Newsroom in Botswana William O. Lesitaokana (<i>University of Botswana, Botswana</i>)
12.30 – 13.30	Networking Lunch

TECHNICAL SESSION 08: ASIAN PERSPECTIVES ON COMMUNICATION

Chaired by Dr. Payel Chakrabarti (*Indian Institute of Technology, India*)

Friday, 21st 2017 | 11.05 to 12.25 (The Subang 2 Hall)

11.05 – 11.25	Social Stigma about ‘Media Studies’ Students (Women) in Bangladesh Kamrun Nesa Mira (<i>University of Liberal Arts, Bangladesh</i>)
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11.25 – 11.45	The Harassment and Violence against Female Journalists in Pakistan Iqra Iqbal (<i>Government College University Faisalabad, Pakistan</i>)
11.45 – 12.05	Impact of Newspapers on Public Opinion about Sectarianism in Pakistan Hassan Ali Maan (<i>Lahore Garrison University, Pakistan</i>)
12.05 – 12.25	Forensic Communication of Political Messages in the Jakarta’s Governor Election 2017 Ibnu Hamad ¹ and Lili Yulyadi Arnakim ² (<i>University of Indonesia, Indonesia¹, University of Malaya, Malaysia²</i>)
12.30 – 13.30	Networking Lunch

TECHNICAL SESSION 09: SOCIAL MEDIA Cont...

Chaired by Prof. Andrea Volterra (*University of Rome Tor Vergata, Italy*)

Friday, 21st April 2017 | 13.30 to 15.30 (The Melati 1-3 Hall)

13.30 – 13.50	Social Media Communications Strategies among Taoist Organizations in China: The Role of Weibo as a Communication Platform for Taoist Temples Z. Xinyu, R. Pablo (<i>Bangkok University, Thailand</i>)
13.50 – 14.10	Making of Humanitarian Crises Decisions through Knowledge Management in Context Social Media by Local Relief Organizations in Yemen Ahmed Salmen and Mokhtaruddin bin Ahmed (<i>University of Malaysia Kelantan, Malaysia</i>)
14.10 – 14.30	From ‘Shoot’ to ‘Likes’; A Game - changing Process in Social Media Prosumer Photography Khairul Hazrin Hashim (<i>UCSI University, Malaysia</i>)
14.30 – 14.50	Citizen Journalism: A Discourse Analysis of Facebook as Platform of Interaction and Information Dissemination in the Philippines Nina Danica Dainty Bugarin Angon (<i>University of the Philippines Baguio, Philippines</i>)
14.50 – 15.10	Social Media: Way for Isolation or Way to Stay Connected Moumita Biswas (<i>IHS Markit Inc, India</i>)
15.10 – 15.30	Bharani Audience Depend on Online Newspaper Accounts on Social networks as a Source of News Reda Amin (<i>Ahlia University, Egypt</i>)

TECHNICAL SESSION 10: ASIAN PERSPECTIVES ON COMMUNICATION Cont....

Chaired by Dr. Payel Chakrabarti, (*Indian Institute of Technology, India*)

Friday, 21st April 2017 | 13.30 to 15.10 (The Subang 2 Hall)

13.30 – 13.50	Netizens in the Indonesian Democracy - A Study of Indonesians Presidential Election 2014 Muna Yastuti Madrah and Mubarak (<i>University of Islam Sultan Agung, Indonesia</i>)
13.50 – 14.10	The Development of Animation in Taiwan in the Last Decade Yen-Jung Chang (<i>National Taiwan Normal University, Taiwan</i>)

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14.10 – 14.30	The Importance of Cyber Crime Law in Indonesia Nova Vincentia Pati (<i>University of Sam Ratulangi, Indonesia</i>)
14.30 – 14.50	Social Media and Sectarian Violence in Pakistan: Roles and Responsibilities Shabbir Sarwar ¹ and Tayyeb Kamboh ² (<i>University of the Punjab, Pakistan¹, University of Management and Technology, Pakistan²</i>)
14.50 – 15.10	Provocation Language on Facebook of Fans Football Clubs in Indonesia (Study of Virtual Communication Ethnography of Facebook of Biggest Fanatic Club Members in Bandung) Atwar Bajari (<i>Padjadjaran University, Indonesia</i>)

POSTER SESSION

Friday, 21st April 2017 | 15.30 to 15.50 (The Melati 1-3 Hall)

Chaired by Dr. Tulay ATAY – AVSAR, (*Mustafa Kemal University, Turkey*)

15.30 – 15.50	The Existence of Glass Ceiling in Private University, Riau Indonesia, Were They Being Obstructed? Tessa Shasrini and Wulandari Happy (<i>Islamic University of Riau, Indonesia</i>)
	Hedonic Consumers' Shopping Process in Social Media Platforms Sojung Kim and Zongya Ashley Li (<i>The Chinese University of Hong Kong, Hong Kong</i>)
	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 Khiem Le (<i>RMIT University, Australia</i>)
	The Influence of Social Media on State Education Policies: Turkey as a Case Study Veysel Eren, Sedat Cereci, Tulay ATAY- AVSAR (<i>Mustafa Kemal University, Turkey</i>)
	Investigating the Value of Modern Malay Poetry (Puisi) in Short Film Furqaan Bin Mohamad (<i>UCSI University, Malaysia</i>)
15.50 – 16.10	Evening Refreshments

Friday, 21st April 2017 | 17.00 to 18.00 (The Melati 1-3 Hall)

16.15 – 17.15	Round Table Discussion
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Friday, 21st April 2017 | 17.00 to 18.00 (The Subang 1 Hall)

17.00 – 18.00	Student Gathering
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DAY 03 - SATURDAY, 22ND APRIL 2017

TECHNICAL SESSION 11: MASS COMMUNICATION, CORPORATE IDENTITY, BRANDING & INDUSTRY

Chaired by Dr. Tulay ATAY – AVSAR (*Mustafa Kemal University, Turkey*)

Saturday, 22nd April 2017 | 08.30 to 09.50 (The Subang 2 Hall)

08.30 – 08.50	The Corporate Image of Private Higher Education Provider among Students Tamil Chellvan (<i>Inti International University, Malaysia</i>)
08.50 – 09.10	How Dominant are the Big Three News Agencies? – A Study of Emerging Trends in International News Flow Ali Rafeeq and Shujun Jiang (<i>United Arab Emirates University, UAE</i>)
09.10 – 09.30	Impact and Attitude of Krishi Community Radio Drama Format Programms for the Dissemination of Information on Improved Crop Technologies Dr. Devendrappa S and K.V Basavakumar (<i>University of Agricultural Sciences, India</i>)
09.30 – 09.50	Al Najah National University & Ministry of Information, Palestine Fareed Abu Dheir ¹ and Nida Younis ² (<i>Al Najah National University¹ and Ministry of Information, Palestine²</i>)
10.30 – 10.50	Morning Refreshments

TECHNICAL SESSION 12: MEDIA EDUCATION, ALTERNATIVE MEDIA, RISK, STIGMA, ENVIRONMENT & HEALTH COMMUNICATION

Chaired by Prof. Kenneth Chi Ho Kim, (*Hanyang University, South Korea*)

Saturday, 22nd April 2017 | 08.30 to 10.30 (The Melati 1-3 Hall)

08.30 – 08.50	Developing Methods of Forensic Communication Ibnu Hamad (<i>University of Indonesia, Indonesia</i>)
08.50 – 09.10	Dire Predictions: How Public Health Advocacy Drove Media Reports about the 2014 - 2015 Ebola Epidemic Susan E. Swanberg (<i>University of Arizona, USA</i>)
09.10 – 09.30	Evolving Media Education: The Unisim Way Brian Lee (<i>SIM University, Singapore</i>)
09.30 – 09.50	Indonesia’s Community Radios in Disaster information Management System: Risk Reduction, Resilience and Preparedness Iwan Awaluddin Yusuf (<i>Islamic University of Indonesia, Indonesia</i>)
09.50 – 10.10	Memories of Violence among Arab Media Users Hebatalla EL Semy (Cairo University, Egypt)
10.10 – 10.30	Media Exposure to Environmental Health Messages among Communities in Kendari Municipality Southeast Sulawesi Province, Indonesia Laode Muhammad Syahartijan (<i>Halu Oleo University, Indonesia</i>)

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10.30 – 10.50	Morning Refreshments
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CONFERENCE CHIAR WORKSHOP

Saturday, 22nd April 2017 | 10.50 to 11.50 (The Melati 1-3 Hall)

10.50 – 11.50	By Dr. Tulay ATAY - AVSAR <i>(Assistant Professor, Faculty of Communication, Department of Journalism, Mustafa Kemal University (MKU), Turkey)</i>
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Saturday, 22nd April 2017 | 12.20 to 13.00 (The Melati 1-3 Hall)

12.20 – 12.50	Conference Concluding and Awarding Ceremony
12.50 – 13.00	Vote of Thanks Mr. Oshadee Withanawasm <i>(Co-Founder, CEO & Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka)</i>
13.00 Onwards	Networking Lunch

MEDCOM 2017 – Conference Chair

Dr. Tulay ATAY – AVSAR

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

MEDCOM 2017 – Evaluation Pannel

- Dr. Yen-Jung Chang
- Dr. Christopher J. Fenner
- Asst. Prof. Ayfer Dagdelen
- Dr. Ashraf Iqbal
- Dr. Brian Lee
- Dr. Chanansara Oranop
- Dr. Eni Maryani
- Dr. Khuldiya Mohamed Al Khalifa

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