



4th World Conference on Media and Mass Communication – MEDCOM 2018

“Power of Media: Shaping the Future”

05th – 07th April 2018 | Bangkok, Thailand

TECHNICAL PROGRAM

DAY 01 - THURSDAY, 05TH APRIL, 2018

INAUGURATION SESSION

Thursday, 05th April 2018 | 08.30 to 09.15 (Petch Room)

07.30 – 08.30	Conference Registration
08.30 – 08.40	Welcome Address Mr. Oshadee Withanawasm (<i>Co-Founder, CEO & Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
08.40 – 09.00	Speech by the Conference Chair Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)
09.00 – 09.10	Speech by the Co - Hosting Partner Prof. Dr. Azizul Halim Yahya (<i>Universiti Teknologi MARA, Malaysia</i>)
09.10 – 09.15	Launch of the Conference Trailer - MEDCOM 2019
09.15 – 09.35	Conference Photograph
09.35 – 10.00	Morning Refreshments

KEYNOTE FORUM

Thursday, 05th April 2018 | 10.00 to 10.45 (Petch Room)

10.00 – 10.45	Keynote Forum "The First Sense: Exploring the Multisensory Storytelling Frontier of Experiential Media" Prof. John V. Pavlik (<i>Rutgers University, United States</i>)
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TECHNICAL SESSION 01: SOCIAL MEDIA I

Chaired by Prof. Jess Block Nerren (*California State University San Bernardino, United States*)

Thursday, 05th April 2018 | 10.50 to 12.40 (Petch Room)

10.50 – 11.20		PLENARY SPEECH "Post Truth: Social Media and Malaysian Politics" Prof. Dr. Azizul Halim Yahya (<i>Universiti Teknologi MARA, Malaysia</i>)
11.20 – 11.40	A1	Comparative Study of YouTube and Television in the Context of Indian Sub-Continental Scenario and the Shift of Ascendancy towards YouTube as the Next Media; A Study Dhritiman Kakati (<i>Shimla University – AGU, India</i>)
11.40 – 12.00	A2	Youth and Mobile Advertisements: An Analysis of Consumer Buying Behavior in Pakistan Syed Muhammad Saqib ¹ , Sadia Khalid ² (<i>¹Forman Christian College University, Pakistan, ²University of Management and Technology, Pakistan</i>)
12.00 – 12.20	A3	Facebook Group to Empower Women in Breastfeeding Birgitta B. Puspita ¹ , Paulus A. Edvra ¹ (<i>¹Universitas Atma Jaya Yogyakarta, Indonesia</i>)

12.20 – 12.40	A4	Riding the New Wave of Hallyu: How Vietnamese Young Adults Can Appropriate Korean Popular Music (K-Pop) via Social Media Networks Khiem Le (<i>RMIT University, Australia</i>)
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12.40 – 13.30	Networking Lunch	
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TECHNICAL SESSION 02: MEDIA AUDIENCE I

Chaired by Asst. Prof. Dr. Thitinan Boonpap Common (*Chulalongkorn University, Thailand*)

Thursday, 05th April 2018 | 11.00 to 12.40 (Morakot 01)

11.00 – 11.20	B1	Parents Awareness on the Internet Threats and the Control Measures on Childrens’ Internet Usage Sara Chinnasamy ¹ , Salmie Shokordey ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
11.20 – 11.40	B2	Creating Environmental Awareness and Attitude through Group Learning Using Social Media amongst School Children Mohammad Yaacob ¹ , Balqis Ariffin ¹ , Khairudin Murad ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
11.40 – 12.00	B3	Media Effect on Individuals in Cultural Transformation of Shekhawati Region: A Case Study Mishra A. (<i>Vivekananda Institute of Professional Studies, India</i>)
12.00 – 12.20	B4	“Malaynnials”: Perspectives on Cultural Consumption in Malaysian Media N. Hassim (<i>Taylor’s University, Malaysia</i>)
12.20 – 12.40	B5	The Construction of Masculinity: Discourse of For-Men Skincare Products Advertisement (A Phenomenology Studies of For-Men Skincare Consumers) Alifia Oktrina Fayardi ¹ , Billy K. Sarwono ¹ (¹ <i>Universitas Indonesia, Indonesia</i>)

12.40 – 13.30	Networking Lunch	
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TECHNICAL SESSION 03: COMMUNICATION TECHNOLOGY, DIGITAL MEDIA AND MULTI MEDIA CAMPAIGNS

Chaired by Dr. Anuradha Mishra (*Vivekananda Institute of Professional Studies, India*)

Thursday, 05th April 2018 | 13.30 to 15.10 (Petch Room)

13.30 – 13.50	C1	From the Nation to the New York Times: An Analysis of Media Framing in Pakistan and United States Coverage of the Coleman – Boyle Rescue Christopher J. Fenner ¹ , Iqra Iqbal ² (¹ <i>University of West Florida, United States</i> , ² <i>Government College University, Pakistan</i>)
13.50 – 14.10	C2	Media Multitasking and Information Seeking and Sharing while Multitasking Se-Hoon Jeong (<i>Korea University, Korea</i>)
14.10 – 14.30	C3	Advertising as a Tool for Commodification of Culture: Branding through Values Azizul Halim Yahya ¹ , Nur Farieza Diana Rooslan ¹ , Nur Hidayah Umaira Ramli ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)

14.30 – 14.50	C4	Political Economy of Communication in Health Related Campaign: A Malaysia Perspectives Suffian Hadi Ayub ¹ , Azizul Halim Yahya ² , Massila Hamzah ² , Mohammed Rezal Hamzah ² (¹ <i>Sunway University, Malaysia</i> , ² <i>Universiti Teknologi MARA, Malaysia</i>)
14.50 – 15.10	C5	Revealing the Acculturation Strategies in Attaining Cross-Cultural Liberation among International Student Sojourners in Malaysian Universities Massila Hamzah ¹ , Wan Norbani Wan Nordin ¹ , Ahmad Md Redzuan ¹ , Mariah Muda ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)

15.10 – 15.30	Evening Refreshments	
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TECHNICAL SESSION 04: FILM AND MEDIA STUDIES

Chaired by Dr. Mathias Bonde Korsgaard (*Aarhus University, Denmark*)

Thursday, 05th April 2018 | 13.30 to 15.00 (Morakot 01)

13.30 – 14.00		PLENARY SPEECH "Mizoguchi, Melodrama, and the Psychology of Nature: Exploring Relationships Between Worlds in Mizoguchi's <i>Musashino Fujin</i> (1952)" Paul Spicer (<i>Hiroshima Jogakuin University, Japan</i>)
14.00 – 14.20	D1	Political Economy of Love and Hate: Korean Film as a Regional Transnational Cinema Jung Bong Choi (<i>Hong Kong Baptist University, Hong Kong</i>)
14.20 – 14.40	D2	The Depiction of Regional/Rural India in Post Millenia Indian Cinema Tazeen Ahmed (<i>Independent University, Bangladesh</i>)
14.40 – 15.00	D3	A Critical Approach to Media Studies: Examples of #Hashtag Campaigns Azhagan Chenganna (<i>University of Mauritius, Mauritius</i>)

15.10 – 15.30	Evening Refreshments	
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TECHNICAL SESSION 05: GRASSROOTS MOVEMENTS, COMMUNICATION AND GENDER BASED CRITICS

Chaired by Prof. Azizul Halim Yahya (*Universiti Teknologi MARA, Malaysia*)

Thursday, 05th April 2018 | 15.30 to 16.50 (Petch Room)

15.30 – 15.50	E1	The Power of Visual Identity in the Strategy of Corporate Communication of the Third Sector in Italy Raffaele Lombardi (<i>Sapienza University of Rome, Italy</i>)
15.50 – 16.10	E2	Gratifications Using Non - Profit Organizations' Facebook Pages and Volunteer Satisfaction Sina Raja M ¹ , Chang P. K. ² (¹ <i>International University of Malaya - Wales, Malaysia</i> , ² <i>National University of Malaysia, Malaysia</i>)
16.10 – 16.30	E3	Symbolic Violence and the Silencing Effort of Women in Position as Leaders (Criticism on the Habitus of Women Leaders in Advertising Agencies) Fitria Angeliqa (<i>Universitas Indonesia, Indonesia</i>)

16.30 – 16.50	E4	The Layout Design of Merry Riana’s Biography: A Hermeneutics Study Asthararianty (<i>Petra Christian University, Indonesia</i>)
16.50 – 17.10	E5	Representation of Motivator at Biography Books Fanny Lesmana (<i>Petra Christian University, Indonesia</i>)

TECHNICAL SESSION 06: SOCIAL MEDIA II

Chaired by Asst. Prof. Dr. Thitinan Boonpap Common (*Chulalongkorn University, Thailand*)

Thursday, 05th April 2018 | 15.30 to 17.10 (Morakot 01)

15.30 – 15.50	A5	Media Shaping the Engagement Models for Society Integration and Better New Media Futures Victoria T. L. Kuan (<i>Tunku Abdul Rahman University College, Malaysia</i>)
15.50 – 16.10	A6	The Roles of Twitter in Creating Malaysian Leader’s Credibility: From Young Voters Perspective Ismail Sualman ¹ , Faizal Adanan ¹ , Muhammad Aizuddin Abdul Wahab ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
16.10 – 16.30	A7	The Role of Social Media in Voting Trend and Behavior Ismail Sualman (<i>Universiti Teknologi MARA, Malaysia</i>)
16.30 – 16.50	A8	Audiovisual Literacy and the Ghost of Silent Cinema in Contemporary YouTube Clips M. B. Korsgaard (<i>Aarhus University, Denmark</i>)
16.50 – 17.10	A9	Effects of Digital Culture-Digital Media on Happiness and Well-Being of People in Neighbouring Urban Communities Asst. Prof. Panida Jongsuksomsakul (<i>Naresuan University, Thailand</i>)

STUDENT GATHERING

Thursday, 05th April 2018 | 17.20 to 18.20 (Petch Room)

17.20 – 18.20	"What makes a good research question?" Prof. John V. Pavlik (<i>Rutgers University, United States</i>)
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Thursday, 05th April 2018 | 19.00 to 21.30 (Budsarakham Room on 32nd Floor)

19.00 Onwards	Conference Networking Dinner with Cultural Show hosted by TIKM
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DAY 02 - FRIDAY, 06TH APRIL, 2018

TECHNICAL SESSION 07: SOCIAL MEDIA AND CIVIC PARTICIPATION

Chaired by Dr. Anuradha Mishra (*Vivekananda Institute of Professional Studies, India*)

Friday, 06th April 2018 | 09.00 to 10.50 (Petch Room)

09.00 – 09.30		Plenary Speech "Participation and Communication in the Age of Social Media" Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)
09.30 – 09.50	F1	Civic Engagement, Fake News and the Path Forward Jess Block Nerren (<i>California State University San Bernardino, United States</i>)
09.50 – 10.10	F2	Social Media and Health Communication: The Future of Public Services Gola E ¹ , Meloni F ² , Porcu R ³ (<i>¹University of Cagliari, Italy, ²Health University Institution, Italy, ³Autonomous Region of Sardinia, Italy</i>)
10.10 – 10.30	F3	Exploration of Mobile Phone Toxicity and Digital Detox among University Students Anuar Ali ¹ , Andrew Duff ² (<i>¹Universiti Teknologi MARA, Malaysia, ²University of Sussex, United Kingdom</i>)
10.30 – 10.50	F4	How Minorities Use Social Media to Build Communities and Fuel Social Movements S. H. Funk (<i>Thammasat University, Thailand</i>)

10.50 – 11.10	Morning Refreshments
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TECHNICAL SESSION 08: POLITICAL DISCOURSE AND MEDIATIZATION OF POLITICS I

Chaired by Dr. Christopher J. Fenner (*University of West Florida, United States*)

Friday, 06th April 2018 | 09.10 to 10.50 (Morakot 01)

09.10 – 09.30	G1	Malay Nationalism and Unity through the Perspective of Symbolism Khairudin Murad ¹ , Dr. Mohammad Yaacob ¹ (<i>¹Universiti Teknologi MARA, Malaysia</i>)
09.30 – 09.50	G2	The Power of Social Media: The Impact on Electoral Preferences of Voters in the Republic of Croatia Marko Zupa (<i>Cammeo Group, Republic of Croatia</i>)
09.50 – 10.10	G3	Malaysian Political Tsunami: The Influence of Social Media on Voting Behaviours Hashim M. A. ¹ , S. Chinnasamy ¹ , K. Ishak ¹ (<i>¹Universiti Teknologi MARA, Malaysia</i>)
10.10 – 10.30	G4	Trend Changing Political Participation of Young Voters in Indonesia Najmuddin Rasul (<i>Andalas University, Indonesia</i>)
10.30 – 10.50	G5	Big Data and Politics: Mapping the Dynamics of Political Discourse on Malaysian Twittersphere Shannon Mohamed Salleh (<i>Universiti Teknologi MARA, Malaysia</i>)

10.50 – 11.10	Morning Refreshments
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WORKSHOP

Friday, 06th April 2018 | 11.10 to 12.10 (Petch Room)

11.10 – 12.10	Workshop on "Strategies for Dynamic Presentations" Dr. Christopher J. Fenner (<i>University of West Florida, United States</i>)
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KEYNOTE FORUM

Friday, 06th April 2018 | 12.10 to 12.55 (Petch Room)

12.10 – 12.55	Keynote Forum "Story Shifter: Big Data and Storytelling for the Social Good" Lisa Russell (<i>Emmy-Winning Filmmaker, United States</i>)
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13.00 – 13.40	Networking Lunch
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TECHNICAL SESSION 09: MEDIA POLITICS

Friday, 06th April 2018 | 13.40 to 15.00 (Petch Room)

Chaired by Dr. Gao Yudong (*National Chengchi University, China*)

13.40 – 14.00	H1	Managing Thai Television in the Digital Landscape Common T. B. (<i>Chulalongkorn University, Thailand</i>)
14.00 – 14.20	H2	Media Politics---Recreating and Reinventing Socio-Political Reality Neena Sharma (<i>MCM DAV College for Women, India</i>)
14.20 – 14.40	H3	Power of Media, Public Diplomacy and Foreign Policy in the 21st Century Huyen Trang Do (<i>Vietnam Ministry of Foreign Affairs, Vietnam</i>)
14.40 – 15.00	H4	Impact of Smartphone Applications on Political Behavior of Youth Dr. Majid-ul-Ghaffar ¹ , Dr. Muhammad Shahzad ² , Neelam Zahir ³ (¹ <i>Hazara University, Pakistan</i> , ² <i>The Islamia University of Bahawalpur, Pakistan</i> , ³ <i>The University of Sargodha, Pakistan</i>)

TECHNICAL SESSION 10: MEDIA CONTENT: IMAGE AND REPRESENTATION

Friday, 06th April 2018 | 13.40 to 14.40 (Morakot 01)

Chaired by Assoc. Prof. Saraswarthy Chinnasamy (*Universiti Teknologi MARA, Malaysia*)

13.40 – 14.00	J1	Sports Diplomacy between India and Pakistan: A Comparative Analysis for Leading Media Outlets from the Both Countries Muhammad Ibtesam Mazahir (<i>Bahria University Karachi, Pakistan</i>)
14.00 – 14.20	J2	“We’re Persian, joon!” Code-Switching and Representational Strategies at Play in Shahs of Sunset Dr. Tom Bruyer ¹ , Dr. Astrid Vandendaele ² (¹ <i>University for Science and Technology, Kuwait</i> , ² <i>Ghent University, Belgium</i>)
14.20 – 14.40	J3	Strangest Fruit: Newspaper Coverage of African American Women at the End of Jim Crow’s Noose Dr. Brenda Edgerton-Webster (<i>Higher Colleges of Technology, Dubai Women, United Arab Emirates</i>)

TECHNICAL SESSION 11: CRISIS COMMUNICATION AND DISASTER MANAGEMENT

Chaired by Dr. Christopher J. Fenner (*University of West Florida, United States*)

Friday, 06th April 2018 | 15.00 to 16.40 (Petch Room)

15.00 – 15.20	K1	Socio-Psychological Effects on the Media Professional during the Military Operations in Pakistan Rooh ul Amin Khan ¹ , Bin Yamin Khan ² (¹ <i>International Islamic University, Pakistan</i> , ² <i>Université de Lille, France</i>)
15.20 – 15.40	K2	Press Reportage of Natural Disasters in Nigeria 2015 – 2017: An Appraisal Adaja T. A. (<i>Joseph Ayo Babalola University, Nigeria</i>)
15.40 – 16.00	K3	Attribution of Responsibility in the Environmental and Deforestation Issues News Coverage that Impacting Wildlife Conservation by Selected Malaysian Newspapers Quraisyah binti Azmi (<i>University of Malaya, Malaysia</i>)
16.00 – 16.20	K4	Social Trust and Government Public Relations Gita Aprinta EB (<i>Universitas Semarang, Indonesia</i>)
16.20 – 16.40	K5	First Voters' New Media Use in Iranian Presidential Election Campaign of 2017 Hossein Afkhami ¹ , Parisa Zivari Kameli ¹ (¹ <i>Allameh Tabataba'i University, Iran</i>)

16.40 – 17.00	Evening Refreshments	
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TECHNICAL SESSION 12: MEDIA AUDIENCES II

Chaired by Prof. Dr. Mohd Adnan Hashim (*Universiti Teknologi MARA, Malaysia*)

Friday, 06th April 2018 | 14.40 to 16.40 (Morakot 01)

14.40 – 15.00	B6	Stakeholder Communication Mapping on Public Organization (Study of Content Analysis and Stakeholder Mapping in Dimensions of Cooperation and Threat) Vivi Varlina (<i>University of Indonesia, Indonesia</i>)
15.00 – 15.20	B7	Youth's Reception on Local Identity of Indonesia's TV Movies Martriana Ponimin Said (<i>Universitas Pancasila, Indonesia</i>)
15.20 – 15.40	B8	To Disclose or Not to Disclose?; The Effect of Lecturers' Self-Disclosure on Personal and Impersonal Facebook Account towards Students' Emotional Engagement Padma Pillai ¹ , Prof. Dr. Ehzar Bin Tamam ² , Assoc. Prof. Dr. Jusang Bin Bolong ² , Dr. Mohd. Nizam Osman ² (¹ <i>Sunway University, Malaysia</i> , ² <i>Universiti Putra Malaysia, Malaysia</i>)
15.40 – 16.00	B9	The Media's Impact on the Reputation of Basic Education in South Africa A.R. Moonasamy ¹ , G.M. Naidoo ¹ , H. Rugbeer ¹ (¹ <i>University of Zululand, South Africa</i>)
16.00 – 16.20	B10	Determinants on Department of Communication and Liberal Arts Students' Decision Making for Online Fashion Shopping Azman bin Ramlie (<i>Sunway University, Malaysia</i>)
16.20 – 16.40	B11	An Investigation of Online News Consumption Behavior among Private University College Student Yuek Li, Ker ¹ and Xiao Hui, Hup ¹ (¹ <i>Southern University College, Malaysia</i>)

16.40 – 17.00	Evening Refreshments
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PUBLICATION WORKSHOP

Friday, 06th April 2018 | 17.30 to 18.30 (Petch Room)

17.30 – 18.30	"Publishing Scholarly Research: A Workshop" Prof. John V. Pavlik (<i>Rutgers University, United States</i>)
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DAY 03 - SATURDAY, 07TH APRIL, 2018

TECHNICAL SESSION 13: PUBLIC RELATIONS, COMMUNICATIONS AND VIOLENCE

Chaired by Dr. Christopher J. Fenner (*University of West Florida, United States*)

Saturday, 07th April 2018 | 09.00 to 10.20 (Petch Room)

09.00 – 09.20	L1	The Relationship between Sports Public Relations and Image and Reputation: The Case of Football Association Malaysia (FAM) Melina binti Mahpuz ¹ , Mohd Nur Najmi bin Nuji ¹ , Muhammad Farid bin Abdul Latif ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
09.20 – 09.40	L2	Breaking the Silence: The Use of Color Bars Jermaine V. Beltran (<i>University of the Philippines Baguio, Philippines</i>)
09.40 – 10.00	L3	The Development of Pictogram Design as per the Universal Design Tippaluk Komolvani (<i>Dhurakij Pundit University, Thailand</i>)
10.00 – 10.20	L4	Symbolic Violence of Women's Role in Matrilineal Cultural Tradition (Cultural Communication Studies of Tunggu Tubang in South Sumatra) Prawinda Putri Anzari ¹ , Billy K. Sarwono ¹ (¹ <i>Universitas Indonesia, Indonesia</i>)

10.20 – 10.40	Morning Refreshments
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TECHNICAL SESSION 14: NARRATIVES IN CONTEMPORARY COMMUNICATION, MEDIA COVERAGE OF MIGRATION AND SOLIDARITY NETWORKS

Chaired by Dr. Massila Hamzah (*Universiti Teknologi MARA, Malaysia*)

Saturday, 07th April 2018 | 09.00 to 10.20 (Morakot 01)

09.00 – 09.20	M1	Korean Television Drama: The Significance of Its Cultural Approaches in Malaysia Zulkipli Abu Bakar ¹ , Julina Tajul Ariffin ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
09.20 – 09.40	M2	Usages of the Youth in the Emirati Society for the Dubbed Turkish Series on the Arab Satellite Channels and the Satisfactions Achieved Dr. Fawzia Al-Ali (<i>University of Sharjah, United Arab Emirates</i>)
09.40 – 10.00	M3	What Went Wrong: An Analysis on the Actions Taken by the Media in Mendoza's Case Documentary Taala N.T. (<i>Central Philippine University, Philippines</i>)

10.00 – 10.20	M4	Communication in front of Cultural Diversity: The State-of-the-Art on Intercultural Competences in Italy Gaia Peruzzi ¹ , Christian Ruggiero ¹ , Raffaele Lombardi ¹ (¹ <i>Sapienza University of Rome, Italy</i>)
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10.20 – 10.40	Morning Refreshments
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TECHNICAL SESSION 15: RADIO, TELEVISION, JOURNALISM AND ENTERTAINMENT STUDIES

Chaired by Dr. Mohamad Yaacob (*Universiti Teknologi MARA, Malaysia*)

Saturday, 07th April 2018 | 10.40 to 12.00 (Petch Room)

10.40 – 11.00	N1	“Indonesia - In-Good-News-It” Evelynd (<i>Monash University, Australia</i>)
11.00 – 11.20	N2	The Role of Regional Television in the Life of a Megacity (On the Example of the TV Channel "TKT-TV" in St. Petersburg) Daria Selina (<i>Media Regional Cable Channel, Russia</i>)
11.20 – 11.40	N3	International Trade of TV Programs in Thailand in the Age of Disruptive Technology Sudthanom Rodsawang (<i>Dhurakij Pundit University, Thailand</i>)
11.40 – 12.00	N4	Mass Communication Society and Globalization: Reducing Uncertainty on Social Networking Sites Sarah Gambo ¹ , Assoc. Prof. Dr. Bahire Ozad ¹ (¹ <i>Eastern Mediterranean University, North Cyprus</i>)

TECHNICAL SESSION 16: POLITICAL DISCOURSE AND MEDIATIZATION OF POLITICS II

Chaired by Dr. Tom Michel Bruyer (*University for Science and Technology, Kuwait*)

Saturday, 07th April 2018 | 10.40 to 12.20 (Morakot 01)

10.40 – 11.00	G6	Media Literacy and the Quest for Sustainable Participatory Democracy in Nigeria: A Discourse Analysis Adaja T. A. ¹ , Talabi F. O. ² (¹ <i>Joseph Ayo Babalola University, Nigeria</i> , ² <i>Redeemer's University, Nigeria</i>)
11.00 – 11.20	G7	From Trump's "Twitter Diplomacy" to See the Relationship between China and The United States Gao Yudong (<i>National Chengchi University, China</i>)
11.20 – 11.40	G8	Malaysian Politicians and Self-Presentation on Facebook Shifa Faizal ¹ , Z. Sulong Manja ¹ , Sara Chinnasamy ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)
11.40 – 12.00	G9	The Study on Political Advertising on Young Voters' Political Information Efficacy Raja Puteri Nadia Raja Ahmad ¹ , Suhaimie Saahar ¹ , Ismail Sualman ¹ , Adnan Hashim ¹ (¹ <i>Universiti Teknologi MARA, Malaysia</i>)



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12.00 – 12.20	G10	God on the Ballot Box: An Exploration of Social Media Conversations on Christian Religious Analogy used in the 2017 General Elections of Kenya R. K. Ochieng (<i>United States International University – Africa, Kenya</i>)
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CONFERENCE CHAIR WORKSHOP

Saturday, 07th April 2018 | 12.20 to 13.00 (Petch Room)

12.20 – 13.00	Workshop by Conference Chair Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)
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Conference Closure

Saturday, 07th April 2018 | 13.00 to 13.30 (Petch Room)

13.00 – 13.20	Conference Concluding and Awarding Ceremony
13.20 – 13.30	Vote of Thanks Mr. Duminda Korlagamage (<i>Assistant General Manager - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)

13.30 Onwards	Networking Lunch
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Sunday, 08th April 2018 | Post Conference Tour (Optional)



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MEDCOM 2018 Conference Chair

.....
Dr. Andrea Volterrani

(University of Rome Tor Vergata, Italy)

Conference Convener

.....
Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretariat

.....
Mr. Viraj Mayadunna

(The International Institute of Knowledge Management, Sri Lanka)

Evaluation Panel

- Prof. John V. Pavlik (Rutgers University, United States)
- Dr. Andrea Volterrani (University of Rome Tor Vergata, Italy)
- Prof. Paul Spicer (Hiroshima Jogakuin University, Japan)
- Lisa Russell (Emmy - Winning Filmmaker, United States)
- Asst. Prof. Dr. Phithaksak Thisaphak (Dhurakij Pundit University, Thailand)
- Karada Ruampum (Dhurakij Pundit University, Thailand)
- Chanansara Oranop na Ayutthaya (Dhurakij Pundit University, Thailand)

Organizer



Hosting Partner



Hosting Partner



Academic Partner



Strategic Partner



Event Partner



Tour Partner

